

FHA 08-11
FOOD & BEVERAGE APRIL 2025

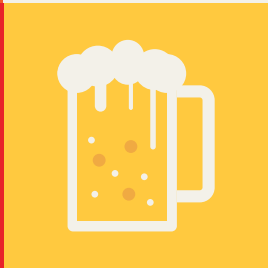
Taste the Heritage
ASIA'S LEADING
FOOD & BEVERAGE
EVENT



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Organiser





SEIZING GROWTH: ASIA'S THRIVING F&B MARKET OUTLOOK

In 2023, **Asia-Pacific** continued as the **largest region** in the **food and beverages market**, driven by **China, India, Japan, South Korea**, and **Australia**. This dominance is expected to persist in both market size and expansion.¹

The Asia-Pacific food and drink market grew strongly in 2022, reaching **US\$1 billion** in **revenue**. Forecasted with a **10.91% annual growth rate** from 2022 to 2027, it's expected to double in volume, reaching **US\$2 billion** by 2027.²

Digital channels played an increasingly vital role in the region's F&B industry in 2022, with significant figures in in-app purchases and paid app revenue. This highlights the **growing importance** of **digital platforms** in the sector's growth.²

Hypermarkets & supermarkets were the leading distribution channels in the APAC food industry in 2023, followed by food & drinks specialists, convenience stores, cash & carries, warehouse clubs, and e-retailers.³

HIGHLIGHTS OF FHA-FOOD & BEVERAGE 2024



72,495

Total Attendees from

91 Countries / Regions

A **44%** increase from 2023



1,693

Exhibitors

82

International Group Pavilions



12 Specialised Segments

across

65,000 sqm

¹ Source: <https://www.researchandmarkets.com/report/food-beverage>

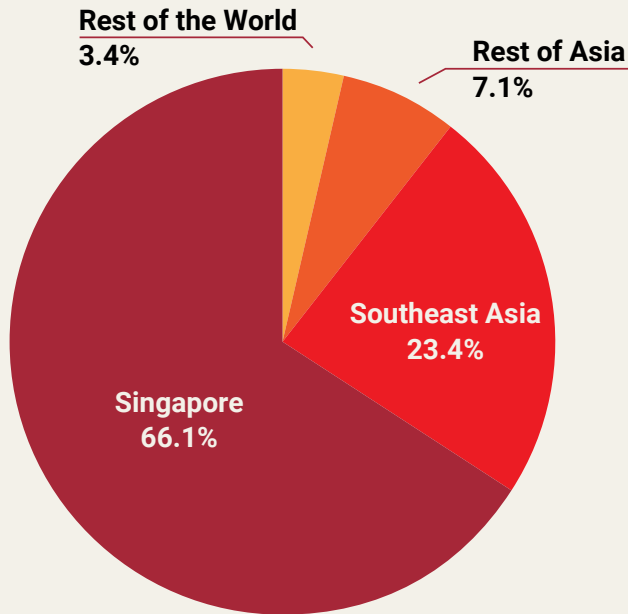
² Source: <https://www.statista.com/outlook/cmo/food/asia>

³ Source: <https://www.researchandmarkets.com/report/food-beverage>



VISITORS BREAKDOWN

BREAKDOWN BY REGION



TOP 10 INTERNATIONAL COUNTRIES

- Australia
- China
- Hong Kong SAR
- Indonesia
- Malaysia
- Philippines
- Singapore
- Taiwan Region
- Thailand
- Vietnam

CHECK OUT WHO VISITED

Alibaba • Amazon Singapore • Asiasea • Astons F&B Specialities • Bacchus Int'l • Bali Culinary Professionals • Banyan Tree Kuala Lumpur • Culina Malaysia • Daily Fresh Foods • Din Tai Fung • Dfi Lucky • Domino's Pizza • Doubletree By Hilton • Easychef Australia • Emart • Epicurean Partners Exchange • Four Seasons Group • Freshippo • Gaga • Golden Acres Food Service • Golden Supermarket • Gong-Cha Global • Guzman Y Gomez • Haidilao • Hamitan Marketing • Hizon's Restaurant & Catering Services • Intercontinental Hotel • Jeanees Supermarket • Jollibee Foods Corp • Kewpie • Kopi Kenangan • Lamex Foods Australia • Lee's Food Service • Les Amis Group • Lotte Wellfood • Marvel Distribution • Maxim's Caterers • Monta Group Holdings • Paris Baguette • Pok Brothers • Sats Food • Sats Food Solutions (Thailand) • Secret Recipe • Sofitel Phnom Penh Phokeethra • Taste Food Distributors • TFP Retail • Thai Essential Holding • Thai Supermarket • Tsui Wah Group • Unilever • W Kuala Lumpur • Wings Group • Yakun • Yidiandian ... **and more!**



One of the reasons for being here is to expand our reach and distribution in Southeast Asia. Participating in this exhibition was crucial for us and proved to be a great decision. It provided an excellent opportunity to meet both current customers and new prospects who visited our stand. We have been able to focus on the quality of these contacts and have also connected with potential distributors from India, China, Singapore, Australia, and Thailand.

Alessandro Timpano, General Marketing Manager
IFFCO (UAE)



We chose to launch and expand Arla's protein range across the region at FHA because it offers excellent exposure. As one of the largest expos in Singapore and other markets we operate in, FHA provides a solid grounding for our brand.

Anthea Kahn, Director, SEA Commercial
Arla Foods Sdn Bhd (Malaysia)



We anticipate connecting with new customers and distributors from across the Asia market, including Indonesia, Malaysia, and Vietnam. We've already encountered many promising prospects, particularly manufacturers, importers, and distributors of dairy products catering to various sectors such as hotels, foodservice, restaurants, and bakery chains.

Solyi Lim, Trade Marketing Manager
Sodiaal (France)

EXHIBITORS BREAKDOWN

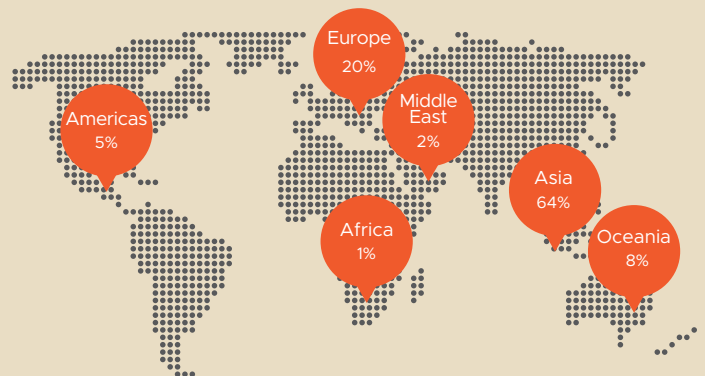
INTERNATIONAL

83%

LOCAL

17%

BREAKDOWN OF EXHIBITORS BY REGION



82 INTERNATIONAL GROUP PAVILIONS FROM THESE COUNTRIES/REGIONS

- | | | | |
|----------------|---------------|---------------|------------------------------|
| Australia | Germany | Netherlands | Türkiye |
| Austria | Hong Kong SAR | Poland | United Kingdom |
| Belgium | Hungary | Portugal | United Arab Emirates - Dubai |
| Brazil | India | Singapore | United States of America |
| Canada | Indonesia | Spain | Uruguay |
| China | Ireland | Sri Lanka | Vietnam |
| Cyprus | Italy | Sweden | |
| Czech Republic | Japan | Switzerland | |
| Denmark | Korea | Taiwan Region | |
| France | Malaysia | Thailand | |

HOSTED BUYER PROGRAMME

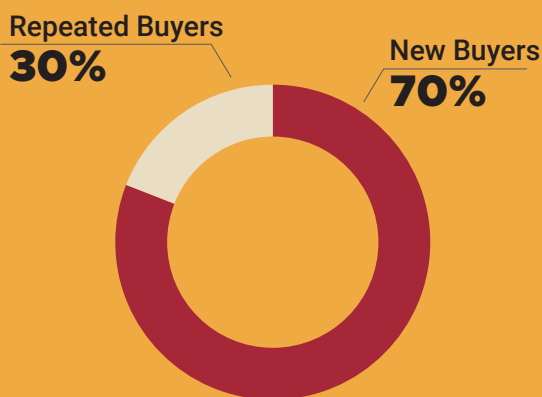
FACILITATED

6,136

MEETINGS OVER

4 Days

BUYER BREAKDOWN



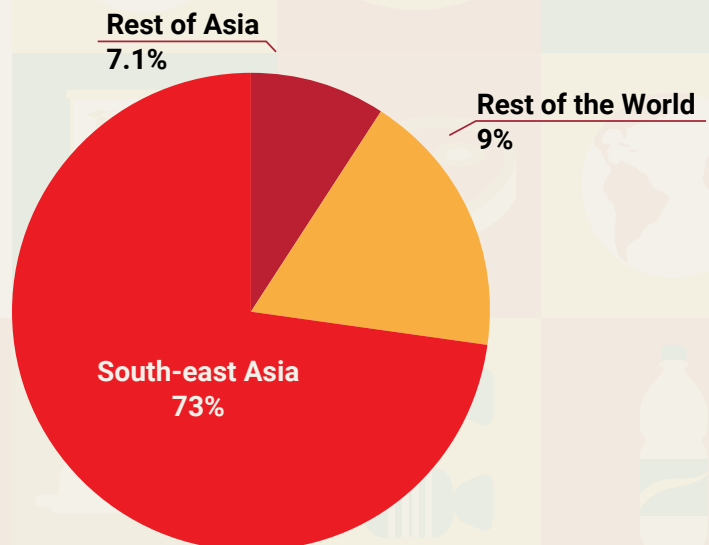
Bringing back **30% repeat buyers** with strong purchasing power, we have also attracted **70% new top-notch buyers**, reflecting the growing F&B outlook in Asia. These buyers bring fresh perspectives, diverse expertise, and exciting opportunities to the show.

BUYER COMPANIES

Annam Group • Bidfood Malaysia • Big C Supercenter • Carrefour Taiwan • Central Food Retail • City Holdings • CJ Freshway • Empire Foods • Global Food Products • Green Master Global Fine Food • Greamax Food • GS Retail • Inter Buana Mandiri • Jollibee Foods • Koza Gida • Lee's Food Service • Lotte Vietnam • LSH Cambodia • LuLu Group • Minor International • NAFDA Foodservice • New Viet Dairy • PT. Hero Supermarket • PT. Pandurasa Kharisma • Qra Sdn Bhd • Super Seven Stars International Trading • Surya Foods UK • Sushi Tei • Tait Marketing And Distribution • The Mall Group

... and more!

BREAKDOWN BY REGION



BUYER TESTIMONIALS

“

I had a pleasant experience with the hosted buyer program. I also really like the apps, as they make it easy to arrange meeting schedules. The website is user-friendly, allowing me to learn about suppliers before scheduling meetings. It's been a time-efficient and productive week, enabling me to meet many existing and new suppliers.

Airin Nia Yugiman, Import & Purchasing Manager
PT. Delisary Nusantara (Indonesia)

“

FHA was planned down to the last detail, providing me the opportunity to meet over 1,000 leading F&B manufacturers from around the world in one location. It also allowed me to connect with industry peers. From the detailed itinerary to the mobile app, the comprehensive planning by the organisers made it even easier to connect globally. FHA is, without a doubt, the best and most well-organised event.

Chia Hsin Chen, Marketing Specialist
Tait Marketing and Distribution Co., Ltd. (Taiwan Region)

“

One stop shop. All of the most important suppliers under one roof, saves me having to travel to 3 different countries to meet them and source products. The organisers have completely vetted and verified the exhibitors and buyers and it provides confidence and an excellent place to buy and sell high quality food and beverage products or related machines.

Andrew Chen, Managing Director
Wei Wah International Trading Pty Ltd (Australia)

DISCOVER THE FLAVOURS OF OUR 2025 EDITION!

FHA-Food & Beverage is a powerful platform for businesses to boost brand exposure and connect with global decision makers, suppliers, buyers and distributors.



12 SPECIALISED SEGMENTS

From fresh produce, fine food, meat to convenience food, with a new Beverage Zone, you will find 12 specialised segments at **FHA-Food & Beverage 2025**.



CONVENIENCE FOOD



BEVERAGE



FINE FOOD



FRESH PRODUCE



HALAL



INTERNATIONAL SELECTION



MEAT & POULTRY



SEAFOOD



SNACKS & CONFECTIONARY



SUSTAINABLE FOOD FUTURE



TECHNOLOGY & SERVICES



WINE & SPIRITS

WHY EXHIBIT AT FHA-FOOD & BEVERAGE 2025



ONE-STOP PLATFORM

Utilise our **one-stop platform** to directly reach decision-makers, spotlight your products, enhance your brand's visibility, participate in high-value business discussions, and uncover groundbreaking insights and trends.



GATEWAY TO ASIA

Strategically positioned for businesses as a **gateway to Asia**, offering untapped access to key markets in the region, including Southeast Asia, China, India, and beyond.



QUALITY BUYERS

The **hosted buyer programme** connects key decision makers from **top companies** from Indonesia, Thailand, Malaysia, Vietnam, and other key markets across Asia, Middle East, and Oceania.



12 SPECIALISED SEGMENTS

Offering a comprehensive view of the **latest trends, innovations, and solutions** across the entire food and beverage ecosystem.



PROVEN LEGACY

With **46 years** of empowering F&B businesses to expand globally, we proudly stand as **Asia's Leading International Food & Beverage Event**.

In addition to the exhibitions, **FHA-Food & Beverage 2025** features prestigious culinary competitions, insightful expert-led seminars, and specialised area that draws industry professionals seeking cutting-edge innovation and advancement in the F&B industry.

COMPETITIONS



Since 1978, FCC has been Asia's premier culinary competition, respected by the F&B industry. At FHA-Food & Beverage 2025, new competition concepts will be introduced for National Team Challenge, Practical Hot Cooking, and Patisserie Categories.



Celebrate innovation and advancements in the F&B industry by honouring companies that are breaking new ground. The award recognises the best-in-class products across multiple award categories.

BEVERAGE ZONE



Discover a world of flavours at the **Beverage Zone**, featuring an impressive array of alcoholic drinks including craft beers, fine wines, and premium spirits. Explore our diverse non-alcoholic selection with refreshing coffee and tea, health-boosting functional drinks, probiotic-rich kombucha and many more.

SEMINARS



Gain a comprehensive overview of the regional Halal business landscape and opportunities. Stay updated on emerging trends and the latest Halal standards and regulations.



Explore culinary traditions and delights through country showcases. Expert-led presentations will keep you informed on food safety standards, regulations, and advanced technologies to enhance F&B operations.



Discover innovations in food production that promote sustainability. Get the latest updates on alternative proteins, novel foods, sustainable agrifood systems, and circular economy solutions.



SCAN TO REPLAY FHA-FOOD & BEVERAGE 2024 HIGHLIGHTS

SPONSORSHIP AND ADVERTISING OPPORTUNITIES

SPONSORSHIP

Maximise your exposure and networking by exploring our sponsorship packages, including the **Country of Honour package** that offers you prime visibility and special recognition. Sponsorship packages can be customised to align with your goals.

ADVERTISING

Boost your presence with our extensive range of **online and offline advertising platforms**. Our diverse options ensure your brand remains front and centre, maximising reach and ROI.

BOOK A STAND TODAY!

EXHIBITING OPTIONS

- Space Only (Minimum of 27sqm)
- Standard Package (Minimum of 9sqm)
- Counter Package (Minimum of 9sqm)
- Premium Package (Minimum of 15sqm)



Contact Info

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Information accurate as of 03 June 2024

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