

Press Release

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THAIFEX-World of Food Asia returns for its 15th edition hosting the largest contingent of global buyers at an F&B tradeshow in the region

BANGKOK, 15 MARCH 2018 – Organizers of the 15th edition of [THAIFEX-World of Food Asia](#) – Koelnmesse Pte Ltd, the Department of International Trade Promotion (DITP), and the Thai Chamber of Commerce (TCC) – today announced the trade show's return from 29 May to 02 June 2018 at an official press conference. New programs targeted to further boost business conversations and transactions are unveiled.

Boosting business opportunities

The gateway to ASEAN's food and beverage (F&B) industry, THAIFEX-World of Food Asia is strategically positioned to penetrate the region that is expected to grow 5.1 per cent in 2018¹ and projected to rank as the fourth largest economy by 2050².

To devote more time and open up opportunities for business, five days will be dedicated for trade visitors, up from three in 2017, to host an **expected 60,000 trade visitors from all over the world**. This is a 10 per cent increase from the number of visitors last year.

An **expanded and improved hosted buyer program** will also facilitate trade and commerce for over 3,000 buyers. This is the largest contingent of buyers hosted at an F&B trade show – a feat made possible only by the unique synergistic partnership between the private and public sector organizers of the show. Key hosted buyers include Capital Retail Limited (Myanmar), Indoguna (Cambodia), Kaimay Trading (Singapore), PANDURASA KHARISMA (Indonesia), PHDeli (Philippines), and Premium Distribution (Myanmar).

"THAIFEX-World of Food Asia is the show that the F&B industry must be at if they are looking for trade opportunities in the ASEAN and Indochina regions. The inclusion of new elements over the years are indicative of the fast-changing environment, and it is crucial that we continue to strengthen our offerings to deliver the best experience for business networking," said **Mathias Kuepper, Managing Director at Koelnmesse Pte Ltd, organizer of THAIFEX-World of Food Asia 2018**. "It is three months prior to the event, and we are already recording very positive registration figures as well as sign-ups for the hosted buyer program. Numbers speak for themselves, and these are a testament to the event's ability to provide a highly valuable platform for visitors and exhibitors to congregate."

Chantira Jimreivat Vivatrat, Director-General, Department of International Trade Promotion, also commented on how THAIFEX-World of Food Asia opens up the global market to the country's players in the industry. "Thailand is the largest food exporter in Southeast Asia, with the country's food exports forecast to reach US\$27.4b this year, according to Deputy Prime Minister Somkid Jatusripitak. We are always striving to boost the potential of Thai players so that they become competent and competitive to help them sustainably and efficiently operate in global markets, and THAIFEX-World of Food Asia is the optimal platform for this."

"Indeed, THAIFEX-World of Food Asia boosts the competitiveness of Thailand by bringing global and local players onto a single platform and showcase their world-class products and services in F&B", said **Kalin Sarasin, Chairman of the Thai Chamber of Commerce and Board of Trade of**



THAIFEX-World of Food Asia
29 May – 02 June 2018

www.thaifexworldoffoodasia.com

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¹ [According to a FocusEconomics Consensus Forecast](#)

² [According to forecast by IHS](#)

Thailand, and Chairman of the Tourism Authority of Thailand Board of Directors. "This trade show helps place Thai F&B entrepreneurs and small medium enterprises on the world map of quality, expertise, and innovation, reinforcing Thailand's position as 'Kitchen of the World'."

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A robust marketplace that delivers competitive edge

Playing host to **more than 2,500 exhibitors from 40 countries and regions**, THAIFEX-World of Food Asia 2018 will house its largest congregation of international and local exhibitors in a space that is **14 per cent bigger** than last year. It will showcase 11 masterfully crafted trade shows across all **11 mega halls** - an increase from 9 halls previously - at the IMPACT Exhibition and Convention Center. Visitors can expect an unparalleled exhibition across Fine Food, Meat, Food Service, Food Technology, Coffee & Tea, Drinks, Sweets & Confectionery, Frozen Food, Seafood, Rice, and Fruits & Vegetables.

"THAIFEX-World of Food Asia has been a mainstay in our business calendars since its inception, because of the vital role it plays in growing and supporting our growth in the region," said **Vittavat Tantivess, Executive Vice President, Marketing, Charoen Pokphand Foods PCL.** "We're excited to be part of the refreshed edition, and believe that it will fully support our objectives to meet valuable buyers and cement our footprint in the the industry."

This year's event also welcomes **Argentina as the official partner country**, and **more than 40 country and provincial pavilions**, including new exhibitor groups from Belgium and Sicily, Italy.

"Argentina is honored to be the partner country for THAIFEX-World of Food Asia 2018. This is an important food trade show for us to penetrate the Southeast Asia market, one of the most dynamic trading regions globally. As a leading food producer and exporter, we look forward to contributing with our innovative and high quality solutions that adhere to the most stringent sanitary and environmental standards to Asian consumers. We are excited to be participating in the trade show for the first time, and look forward to strengthening and generating new commercial bonds," said **Ch. E. Juan José Ciácerá, General Secretary of the Federal Council of Investments (CFI).**

Knowledge and information exchange takes centerstage

Continuing the positive partnership, Innova Market Insights returns as the official knowledge partner to THAIFEX-World of Food Asia.

Making a debut this year is the '**THAIFEXtaste Innovation Show**', where in-depth analysis on the opportunities and challenges driving the F&B landscape will be showcased alongside top consumer trends around packaging, technology and flavours that are taking product development forward in 2018.

Following the successful launch of the **Top 50 Innovative Products** last year, the segment will also return for exhibitors to submit entries on their innovative products or technologies. These submissions will be reviewed by a panel of media partners, Innova Market Insights, and the organizing committee. Innovative products crowned last year included gluten-free beer, quinoa nuggets, and rice oil spray.

Three other special shows that are also expected to be launched at THAIFEX-World of Food Asia this year are the **Halal, Organic and Franchise markets**. More information can be found [here](#).

Highly-popular live events make a comeback to entertain and enthrall

THAIFEX-World of Food Asia 2018 continues to host two highly anticipated public events – the [Celebrity Coffee Bar \(CCB\)](#), and the [Thailand Ultimate Chef Challenge \(TUCC\)](#).

The 4th edition of CCB will invite some of the world's best baristas and brewers, including Arnon Thitprasert, who received the biggest and highest honor in the field of creative coffee arts as the World Latte Art Champion in 2017. Visitors can look forward to their technical prowess and pick up a few tips and tricks from their favourite baristas.

Into its 7th year, TUCC comes back with a bang and an added dimension to the festivities by hosting the Asian Cuisine Challenge, open to all professional and junior chefs. Participants will be challenged to prepare authentic Asian dishes in 50 minutes, such as curry and wok-fried eats.

THAIFEX-World of Food Asia 2018 will be held from 29 May to 02 June 2018 at the IMPACT Exhibition and Convention Center in Bangkok, Thailand. More information about the event is available here:

Website: www.thaifexworldoffoodasia.com

Facebook: [THAIFEX World of Food Asia](https://www.facebook.com/THAIFEX-World-of-Food-Asia)

Instagram: [@thaifexworldoffoodasia](https://www.instagram.com/thaifexworldoffoodasia)

LinkedIn: [THAIFEX-World of Food Asia](https://www.linkedin.com/company/thaifex-world-of-food-asia)

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About THAIFEX-World of Food Asia

THAIFEX-World of Food Asia is the leading annual international trade exhibition for food & beverages, foodservice technology, retail & franchise in Asia. It is a trade event to meet, establish new business networks and to heighten your success. This one-stop food exhibition also features latest food producing technologies, food safety standards, related businesses and services, as well as a most fascinating culinary experience from the world of food.

www.thaifexworldoffoodasia.com

About Koelnmesse

Koelnmesse - Global Competence in Food and FoodTec: Koelnmesse is an international leader in organizing food fairs and events regarding food and beverages processing. Trade fairs such as the Anuga, ISM and Anuga FoodTec are established world leaders. Koelnmesse not only organizes food trade fairs in Cologne, Germany, but also in further growth markets around the globe, for example, in Brazil, China, Colombia, India, Japan, Thailand, the United States and the United Arab Emirates, which have different focuses and contents. These global activities enable us to offer our customers a network of events, which in turn grant access to different markets and thus create a basis for sustainable and stable international business. <http://www.koelnmesse.com.sg/>

Further information is available at: <http://www.global-competence.net/food/>

About The Department of International Trade Promotion

The Department of International Trade Promotion is committed to providing excellent service to Thai entrepreneurs in international business, including trade facility, cost reduction, value creation of goods and services, providing consultation for overseas market access and maintenance, as well as close cooperation with the private sector to promote Thailand as a major gateway of Asia.

<http://www.ditp.go.th/>

About The Thai Chamber of Commerce

The Thai Chamber of Commerce plays a proactive role in representing the interests of the local Thai business community. <https://www.thaichamber.org/>