

**thaifex
anuga
ASIA**

www.thaifex-anuga.com

22 - 26 SEP 2020 IMPACT MUANG THONG THANI
BANGKOK, THAILAND

TWO POWER BRANDS, ONE GREAT EXPERIENCE



11 trade shows under 1 roof

JOINTLY ORGANISED BY



thai
anuga
ASIA

Two Power Brands, One Great Experience

After 16 years, we have taken the bold step to rebrand ourselves as THAIFEX-Anuga Asia. Bringing the 100-year-old Anuga brand to the forefront is our way of putting the spotlight on Anuga's commitment to Asia. It also serves to further elevate our trade show through **greater synergy** between THAIFEX and Anuga — both **trusted brands** in their own right.

With this refreshed branding, THAIFEX-Anuga Asia is in an even better position to be **a powerful business enabler** for exhibitors and buyers who join us on this journey. With **11 trade shows and 11 trend topics** covering the entire industry value chain, and our focus on **emerging technologies and trends**, THAIFEX-Anuga Asia is ready to build the future of food with you.



A POWERFUL
BUSINESS ENABLER



11 TRADE SHOWS,
11 TREND TOPICS



EMERGING
TECH & TRENDS



ONE GREAT
EXPERIENCE

We Mean **Business**

Delivering on our reputation as Asia's **largest and most influential F&B trade show**, our 2019 show was a resounding success. Our show statistics and exhibitor feedback continue to improve year-on-year — proof that our show is **a great place to meet and do business with top buyers!**

EXPERIENCE THE FULL VALUE CHAIN:

2,745  / **40+**
EXHIBITORS COUNTRIES

107,000 / **11**
SQM HALLS

REACH OUT TO:

67,136  / **130+**
TRADE VISITORS COUNTRIES

CONNECT WITH HIGH-GROWTH ASIA:



5,333
VISITORS FROM
NORTH ASIA



3,430
VISITORS FROM
SOUTHEAST ASIA



1,885
VISITORS FROM
INDOCHINA

A Powerful Business Enabler

How would you like to have exclusive access to the region's largest contingent of Hosted Buyers? Our **CONNEX360** Hosted Buyer Programme is an invitation-only programme for key procurement decision-makers in Asia Pacific and Indochina.

Exhibitors benefit from power-packed, targeted business meetings and ample networking time to create leads, close deals, and build long-term relationships.

“Buyer quality was excellent. I can't think of any other business sourcing platform that would enable us to meet so many genuine and qualified buyers in a single experience.”

Vern Cheng Kee, Director,
Foodie Drools Pte Ltd (Singapore)

141

HOSTED BUYERS

handpicked for closed-door,
face-to-face meetings

1,300

SUCCESSFUL BUSINESS MEETINGS

US\$1,706,000

Total procurement value with new suppliers over 2 days

US\$27,402,000

Total expected revenue in the next financial year

91%

91% OF BUYERS AND EXHIBITORS WOULD RECOMMEND
THIS EVENT TO AN INDUSTRY PEER/COLLEAGUE

11 Trade Shows, 11 Trend Topics

Pinpoint the buyers who matter to your business! THAIFEX-Anuga Asia is segmented into **11 sector-specific trade shows**, and our exhibitors are further categorised into **11 trend topics**, so both exhibitors and buyers can **sharpen their focus**.



11 TRADE SHOWS



COFFEE & TEA

HALL 1
IMPACT CHALLENGER



FOOD SERVICE

HALL 1
IMPACT CHALLENGER



FOOD TECHNOLOGY

HALL 1
IMPACT CHALLENGER



DRINKS

HALL 2
IMPACT CHALLENGER



SWEETS & CONFECTIONERY

HALL 2
IMPACT CHALLENGER



MEAT

HALL 2
IMPACT CHALLENGER



FROZEN FOOD

HALL 3
IMPACT CHALLENGER



FRUITS & VEGETABLES

HALL 3
IMPACT CHALLENGER



RICE

HALL 3
IMPACT CHALLENGER



SEAFOOD

HALL 3
IMPACT CHALLENGER



FINE FOOD

HALL 5 - 12
IMPACT EXHIBITION CENTER

11 TREND TOPICS

TREND[™]
Halal Food

TREND[™]
Organic Products

TREND[™]
Ready-to-eat
Products

TREND[™]
Kosher Products

TREND[™]
Private Labels

TREND[™]
Functional &
Free-Form Products

TREND[™]
Non-GMO Products

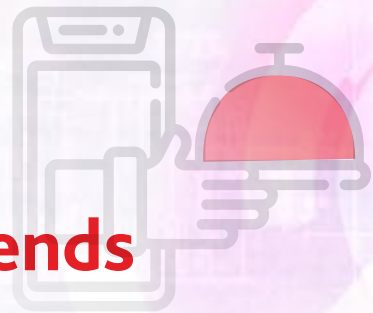
TREND[™]
Superfoods

TREND[™]
Vegetarian Products

TREND[™]
Franchise

TREND[™]
Vegan Products


Emerging Tech & Trends



Keep up with fast-changing industry trends and disruptive technologies to get ahead of the competition! Through a host of special programmes, THAIFEX-Anuga Asia 2020 invites you to explore the future of food with us.


HALAL MARKET

Are you ready to feed the booming Halal market? Halal Market brings together exhibitors specialising in Halal-certified food products to help you tap on a segment that is projected to be worth US\$1.9 trillion by 2022.

 Register and
be part of our special show

ORGANIC MARKET

As more consumers in and beyond Asia adopt cleaner, healthier diets, Organic Market helps you ride this trend with a dedicated showcase of organic products from around the world.

 Register and
be part of our special show

THAILAND ULTIMATE CHEF CHALLENGE


As the mainstay event of THAIFEX-Anuga Asia, the Thailand Ultimate Chef Challenge promises to heat things up with more than 900 professional chefs from around the world competing in the country's largest culinary competition.

LEADERSHIP IN FOOD INNOVATION CONFERENCE SERIES

Polish up your professional knowledge and explore the food of tomorrow as subject matter experts analyse the many factors at play, from key trends to market updates.

future FOOD EXPERIENCE+

After an amazing debut in 2019, Future Food Experience+ returns with an even more immersive and inspirational experience. Expect talk shows, interactive product demonstrations, and the opportunity to meet trending international innovators.

 Register and
be part of our special show

STARTUP | TECH PAVILION

Load up on brand-new ideas and plentiful inspiration at the Startup and Tech Pavilion as regional startups and technology companies share their latest and most creative products and solutions.

taste INNOVATION SHOW

Celebrate innovation with us at Taste Innovation Show! Only the most unique products from our exhibitors, hand-picked from hundreds of entries by an industry panel, will earn a badge of excellence and a spot in this special programme.

TREND ZONE

Which top 10 consumer trends will shape the industry in 2020? Find out as expert speakers from our knowledge partner, Innova Market Insights share the latest industry research and insights.





**thaifex
anuga**
ASIA

Book Your Stand Today!

RAW SPACE ONLY

US\$430

PER SQM

Build your own stand and differentiate yourself from the others. A well-designed booth will catch the attention of, and leave an unforgettable impression on your potential customers.

STANDARD SHELL SCHEME

US\$510

PER SQM

Get a space with basic furnishing and panels taken care of. The package includes carpet, lighting, fascia board and more.

Contact Us

International

Lynn How (Ms)

lynn.how@koelnmesse.com.sg

Tel: +65 6500 6712

Europe

Nils-Holger Glomme (Mr)

n.glomme@koelnmesse.de

Tel: +49 221 821 2374

Thailand

Thitiporn Sukcharoenpong (Ms)

thitiporn@koelnmesse-thailand.com

Tel: +66 2640 8013 ext 27

Coffee & Tea / Food Service / Food Technology

Jennifer Chiah (Ms)

jennifer.chiah@koelnmesse.com.sg

Tel: +65 6500 6738

Startup & Tech Pavilion / Conferences

Ira Iskandar (Ms)

ira.iskandar@koelnmesse.com.sg

Tel: +65 65006743

www.thaifex-anuga.com

   @thaifexanugaasia

Official Event Hashtag **#Thaifexanuga**

Endorsed By

