

THAIFEX-World of Food Asia 2019 returns with a greater business focus

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The largest dedicated food and beverage (F&B) trade show in the region, THAIFEX-World of Food Asia, is set to return for its 16th edition. To be held from 28 May to 01 June 2019, at the IMPACT Muang Thong Thani in Bangkok, Thailand, the trade show will feature brand new programs and experiences to equip visitors for the future of the industry, along with enhanced buyer programs and VIP services to further strengthen the show's focus on quality business and trade.



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According to recent research by Euromonitor International, disposable incomes in the Asia Pacific (APAC) region are projected to grow by 78.0% (in real terms) over the 2017-2030 period, spurring an explosion of growth in the middle class and a surge in demand for modern products and services - including F&B. In fact, APAC is set to become the largest consumer of F&B by 2030, creating a huge market potential for established businesses and start-ups in the industry. Against this backdrop of opportunity, THAIFEX-World of Food Asia provides a gateway for international businesses keen on entering the region, and a springboard for Asian companies to expand to the rest of the world with its strategic location in Thailand.

Enhanced buyer program and new services to boost business and show experience

As a sign of renewed commitment to facilitating quality business and trade, THAIFEX-World of Food Asia 2019 will feature an enhanced Hosted Buyer Program. Hosted buyers will be able to access an online business matching platform from the end of April onwards to target and pre-arrange business appointments with around 2,700 exhibitors during the trade show, ensuring that each meeting is productive and meaningful for both parties.

In addition to an optimized business matching platform, improved VIP guest services will cater to the administrative and logistical needs of top buyers and visitors to create the best trade show experience.

Brand new programs and partnerships showcase the future of F&B

To immerse visitors in the future of the F&B industry, this year will see the unveiling of a new program - THAIFEX*future* Food Experience. The new special show will feature engaging talk shows and interactive product demonstrations presenting specially curated content on revolutionary technology, products and designs from the F&B segment covering the following four themes: Food and Nutrition Trends, Business Operations, Beverage Innovation, and Technology and the Food Experience.

Housed under this program is the inaugural THAIFEX Startup pavilion which brings together the best young and innovative companies showcasing new innovative solutions including drone F&B delivery to augment and improve food service and the customer experience. The show organizers will also introduce THAIFEX Tech Pavilion, a platform created to showcase the best of new food technology ideas and solutions. These include cloud-based vending management systems, cloud-based POS and restaurant management systems, robotic customizable solutions, and innovative food delivery applications.

For the first time in the show's history, the Thailand Food Innovation Forum will be collaborating with the flagship knowledge conference, innofood Asia Conference, to launch the groundbreaking Leadership in Food Innovation Conference Series. The series will present ideas and solutions that are transforming the way people view and interact with food, sparking discussion and knowledge exchange to take industry players forward in the process.

The revamped THAIFEX*taste* Innovation Show will also feature a curation of the top innovative products submitted by regional and international companies across each of the 11 trade shows and special shows. These top products are picked based on criteria ranging from uniqueness in taste, packaging, type of ingredients and overall presentation.

The internationally acclaimed Thailand Ultimate Chef Challenge (TUCC) will also return for its 8th edition, and feature a new focus on Asian Cuisine for this year. Contestants will be able to choose their competing classes, based on their personal forte, out of 23 exclusive competing classes. New classes designed for the next challenge include the "Asian Gourmet Challenge" and the "AEC Culinary Challenge". As testament to the international reputation of the show, this year marks the third time THAIFEX-World of Food Asia will be hosting the Qualifying Final Asia round of the Global Chef Challenge (GCC). Finalists will compete for the chance to represent their countries for the three categories: the "Global Chefs Challenge", the "Global Chef Pastry Challenge", and the "Global Young Chefs Challenge - The Hans Bueschkens Trophy".

Undergirding the fresh supporting programs are the 11 core trade shows which have, over the years, become the centerpiece of THAIFEX-World of Food Asia. Altogether, the trade show will see the participation of around 2,700 exhibitors from across more than 40 countries with new country entrants for the year, including Australia (AUGVEG), Brazil, Columbia, Poland, Spain, Sri Lanka, and the United States.

This year marks a special edition of THAIFEX-World of Food Asia with the host country, Thailand, currently heading the ASEAN Chairmanship.