

Savor Your Success



23. - 27.05.2012

IMPACT Exhibition Center
Bangkok, Thailand

Jointly organized by



Thai Chamber
of Commerce



Department of Export Promotion,
Ministry of Commerce, Royal Thai Government



we energize your business



THAIFEX – World of Food Asia

delivers regional business opportunities

Riding on its consecutive success in the last eight years, THAIFEX – World of Food Asia has now established itself as the premier sourcing platform for thousands of food and hospitality trade buyers in Asia. With a spectacular showcase of the latest products, services and technologies from market leaders, THAIFEX – World of Food Asia addresses the procurement needs of trade buyers and provides an abundance of networking opportunities for Asia's food and hospitality industries.

With an expansion of exhibiting space to 52,000 sqm, the 9th edition of THAIFEX – World of Food Asia will certainly live up to its reputation as Asia's leading food and hospitality trade event.

A unique concept that works!

- **Systematic product zones allow buyers to find you easily**

Adopting the same product zoning method as ANUGA - The world's largest food & beverage show, buyers are able to locate you easily through straightforward and easily identified product categories.

- **Benefit from an extensive international advertising and public relations campaign**

Reach out to your key markets through the widespread coverage for advertising and public relations generated through the extensive international industry and media network of the organizers. With more than 150 international and local press expected, you are assured of extra media coverage before, during and after the show.

- **Strategically located within the stronghold of the South East Asian food network**

Thailand is one of the world's top ten producers and exporters of food, including processed food products. And this has made Thaixex – World of Food Asia an even more attractive platform not only for local Thai products but also a meeting place for sourcing global food products.

- **High level of decision-making authority among visitors**

Over 23,000 visitors attended THAIFEX – World of Food Asia in 2011. A sum of USD 24.6 million was transacted over the 3 trade days and USD 400 million of advanced orders pending execution over a year.

"It is our 3rd time exhibiting at THAIFEX. We are very satisfied with the show this year. We met existing and new buyers from Canada, Japan, Malaysia and also close deals locally and from Malaysia. I convinced Kookje Food to join me at THAIFEX this year and we are looking to return in 2012!"

Kim, Young-Jin
Overseas Sales Director,
Godbawee Food Co., Ltd,
Korea

"There is a wider variety of exhibitors this year. THAIFEX gives us access to buyers from the region as well as from IndoChina. Many exhibitors have also expressed interest to return next year."

S. Jai Shankar
Trade Counsellor,
Malaysia External Trade
Development
Corporation,
Malaysia

THAIFEX – World of Food Asia

– Asia’s leading food and hospitality trade fair

THAIFEX – World of Food Asia, the leading food and beverage trade fair in Asia, came to a satisfying close, bringing more than 23,000 visitors from 118 countries on a five-day culinary journey.

With more than 1,000 exhibiting companies hailing from over 25 countries, THAIFEX – World of Food Asia successfully served up an international platter of products, technology and innovations from the food and beverage markets around the world.

2011 brought great success

- **1,021** exhibiting companies from **25** countries
- **17** Country & Provincial pavilions
- Over **50%** of space re-contracted onsite
- **23,282** trade visitors from over **118** countries
- **5,242** trade visitors come from abroad. A 15% increase from 2010
- **145** media representatives from 10 countries



Impressive turnout from trade mission buyers

The trade mission program, organized yearly by the Department of Export Promotion brought **1,079** top buyers from **57** countries. A **40%** increase from 2010. A sum of **USD 22.1 million** (+8% from 2010) was transacted over the 3 trade days and **USD 124 million** (+27% from 2010) of advanced orders pending execution over a year.

Some of our top buyers:

- Carrefour (U.A.E.)
- Carlsberg (VM)
- CityMart (MYR)
- City Super (HK)
- Dah Chong Hong (JPN)
- Hualian Supermarket (CHN)
- Karim Trading (M.E.)
- Itochu (JPN)
- Lotte Mart (KOR)
- Nestle (MYS)
- NTUC Fairprice (SGP)
- ParknShop (HK)
- Safeway Global Sourcing
- Supervalve Inc (PHIL)
- Sushi Tei (SGP)
- Vang Kei Hong (MAC)
- Woolworths Supermarkets (AUS)

Do you have what interest buyers?

THAIFEX – World of Food Asia brings together exhibits from around the world to satisfy the growing interests of our buyers.

Product of Interest	Total
Food and Beverage	55,390
Alcohol-Free Drinks	3,907
Alcohol Drinks	1,505
Dairy Products	4,932
Fine Food	2,629
Fruit and Vegetables	5,987
Grocery Product	3,406
Halal Food	3,748
Health Food	4,475
Meat & Poultry Products	3,621
Organic Food	4,110
Ready to Eat	5,500
Rice and Rice Products	3,118
Seafood Products	5,245
Sweets and Confectionery	3,147
Hospitality Services	7,538
Food Catering	13,970
Food Technology	19,984
Retail & Franchise	9,260

Top 10 trade mission groups

Top countries	No of buyers
China	138
Japan	130
U.S.A.	96
Hong Kong	62
Germany	60
Australia	45
South Korea	45
Canada	36
Italy	35
Rest of the world (Europe, Asia, etc)	432

Are you part of these growing segments?

HALAL FOOD

Halal Food



South East Asia is becoming an important and competitive regional market for Halal products, with a vast consumer market of 225 million Muslims, fast developing Halal food production and progress on Halal certification.

The presence of Halal products within THAIFEX – World of Food Asia has been growing across various segments of the show. More than 50% of our food & beverage exhibitors supplies Halal certified products.

In view of the growing market for Halal products and to make it easier for buyers to source for these products, Halal-certified producers will be presented by ways of:

1. A specially designated Halal product zone in Hall 1.
2. Standees to highlight that Halal products are available at the booth.
3. Products from Halal-certified exhibitors at THAIFEX – World of Food Asia will be showcased prominently outside the hall. Buyers will be able to see all Halal-certified food and beverage products available at one glance.
4. The World of Halal seminar remains a key event at THAIFEX, to address the challenges and key issues of the Halal food industry in this region.

SEAFOOD

Seafood



Asia is an important player on the world fish and seafood market, both as a producer/exporter and buyer. ASEAN alone already accounts for 50% of global seafood production.

In emerging countries, especially in East and South East Asia, an expanding middle class is leading to increased fish consumption especially high-quality and high-value products, as purchasing power rises. ASEAN will soon offer zero duty for all fish products between year 2010 to 2015.

Over the years, the amount of space occupied by seafood exhibitors at THAIFEX – World of Food Asia has more than doubled from 2008, from 1,422 sqm to 2,940 sqm. Out of the 23,282 trade visitors surveyed in 2011, more than 5,200 buyers are interested in seafood products.

THAIFEX – World of Food Asia will be the next largest sourcing platform for seafood products in Asia! Be part of this important growth segment and benefit from the cross segment of buyers who are sourcing for seafood products at the show.

FOODSERVICE

Foodservice



THAI FEX – World of Food Asia 2012 – is all geared up to capture South East Asia's growing foodservice industry. Key industry activities such as the Thai Chef's Competition, Ice-carving, Fruits & Vegetable Competition, Barista Championship and an industry seminar focusing on restaurant concepts and management will take the lead in 2012, to create a more vibrant foodservice and catering marketplace at the show next year.

Thailand is one of the four strategic markets in the South East Asia region, including Indonesia, Malaysia and Vietnam. The combined estimated market size for the wholesale foodservice market in South East Asia is US\$ 21 billion, adding to that is the fact that about 500 million people dine out at least once a year. There are about 1.3 million food outlets across South East Asia,

and Thailand alone has about 250,000 restaurants and over 5,000 hotels and resorts. This represents an enormous sales potential for the foodservice operators in the region.

THAI FEX – World of Food Asia is the leading business platform that guarantees more than 1,000 suppliers and offers an extensive range of products for the food and beverage, foodservice and catering industry in South East Asia. Almost half of these suppliers offer products for the foodservice and catering sector. This includes frozen food, chilled food and foodservices, organic products, beverages, meat and poultry products, spices, general provisions and catering equipments and supplies. If you are targeting foodservice markets in South East Asia, you should be here!

FOOD TECHNOLOGY

Food Technology



Thailand is one of the world's top ten producers and exporters of food, including processed food products. Its food industry accounts for as much as 28 percent of gross domestic product (GDP). The industry grew rapidly over the years, with increased market demand and the importation of new and advanced technologies. The 1990s through the present time have seen a greater emphasis on quality, hygiene, sanitation, food safety, wholesomeness, lowered production costs, value-addition, and adherence to environmental regulations in Thailand, in response to international competition and demand.

THAI FEX – World of Food Asia is the most important event for the Thai food industry as well as Asia's food industry. Major food exporters from Asia are exhibiting at THAI FEX – World of Food Asia. If you want to present your technology to your most important customers from Asia, you should join them at the show next year!



4 dedicated product areas

THAIFEX - World of Food Asia will effectively provide a one-stop shop for the whole spectrum of food and hospitality products:

Food & Beverage

- Fruit & Vegetable
- Organic Food
- Fine Food
- Sweets & Confectionery
- Ready to Eat
- Dairy Products
- Frozen Food
- Seafood Products
- Meat & Poultry Products
- Halal Food
- Health Food
- Grocery Products
- Rice & Rice Products
- Alcoholic Drinks
- Alcohol-free Drinks

Food Catering & Hospitality Services

- Catering Technology
- Technical Equipment, Appliances & Installations
- Data, Communication & Information Systems
- Services
- Food & Semi-Luxury Goods
- Ecology & Conservation
- Hotel Equipment & Supplies
- Interiors & Amenities
- Hotel Information Technology
- Security Systems
- Cleaning Supplies & Services
- Hotel Consultancies

Food Technology

- Process & Packaging Technologies
- Beverage Technologies
- Measurement & Regulating Systems
- Analytics & Hygiene
- Cooling & Refrigeration

Retail & Franchise

- Retailing Technology
- Shop Fittings
- Product Displays
- Data & Information Systems
- Franchising

Who you will meet

Approximately 24,000 trade visitors from the industries below are expected to visit THAIFEX – World of Food Asia 2012:

- Airlines
- Bakeries
- Clubs & Resorts
- Departmental Stores
- Fast Food
- Food Catering
- Food Manufacturers
- Food Service
- Hotels, Restaurants & Bars
- Importers, Distributors, Wholesalers & Retailers
- Packaging & Distribution Centers
- Supermarkets, Grocery & Convenience Stores

Sign Up Now!



THAIFEX – World of Food Asia 2012
 23-27 May 2012
 23-25 May – Open to Trade
 26-27 May – Open to Trade & Public
 Impact Exhibition Centre, Bangkok, Thailand

Cost of Participation:

Raw Space: USD265 per sqm (min 18sqm)
 Standard Package: USD320 per sqm (min 9sqm)
 Display Package: USD340 per sqm (min 18sqm)

Supporting Organizations

Government Agencies:

- Ministry of Agriculture
- Ministry of Industry
- Tourism Authority of Thailand
- Food and Drug Administration

Private Organizations:

- Board of Trade of Thailand
- National Food Institute of Thailand
- Islamic Committee Office of Thailand
- Food Processing Industries Club, Federal of Thai Industries
- Thai Frozen Foods Association
- Thai Broiler Processing Exporter Association

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