

**thaifex  
HOREC  
ASIA**

DISCOVER  
MORE



YOU ARE

*invited*

TO SHAPE THE FUTURE OF HORECA

6 - 8 MARCH  
**2024**

**IMPACT**

MUANG THONG THANI  
BANGKOK, THAILAND  
- HALL 9 TO HALL 12 -

[www.thaifex-horec.asia](http://www.thaifex-horec.asia)



**VISITOR BROCHURE**

JOINTLY ORGANISED BY



CONNECT WITH US



@thaifexhorecasia

# THE FUTURE OF HOTELS, RESTAURANTS & CATERING IS HERE

Welcome to THAIFEX – HOREC Asia 2024, the epicentre of Hotel, Restaurant, and Catering innovations in Southeast Asia. More than a showcase, it's a platform to forge partnerships, elevate expertise, and champion hospitality excellence.

This is THE event to power your business success. This is THE event to shape the future of HORECA.



## HANDY TIP

Find detailed show map and schedules in our THAIFEX - HOREC Asia official mobile app.



ANDROID



IOS

## THE ULTIMATE HORECA HUB



## EXHIBITORS FROM 20+ COUNTRIES AND REGIONS REPRESENTED



PRE-REGISTER NOW

<https://registration.thaifex-horec.asia>

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THE FUTURE OF HOTELS, RESTAURANTS & CATERING IS HERE

# DISCOVER THE COMPLETE HORECA VALUE CHAIN

## THE HEART OF HORECA: 9 HORECA SEGMENTS REVEALED

Dive deep into the intricate web of operations that form the backbone of this vibrant industry.



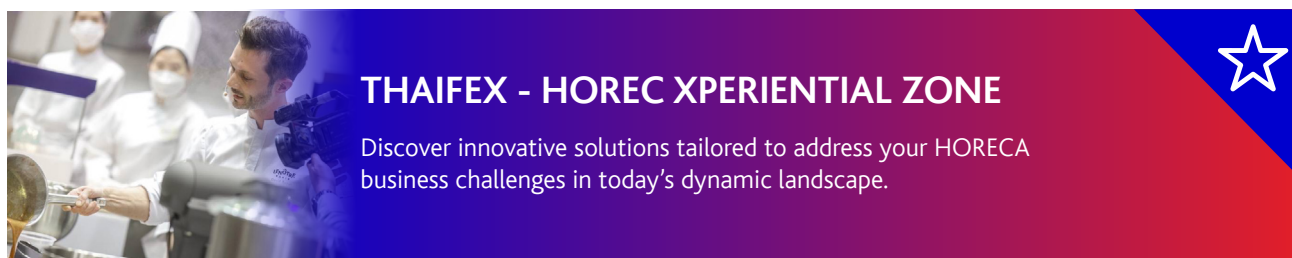
## 6 LEADING TRENDS REDEFINING THE FUTURE OF HORECA

Explore converging trends transforming HORECA, setting the stage for groundbreaking innovations



# BEYOND A TYPICAL TRADE SHOW: SPECIAL HIGHLIGHTS TO INSPIRE GROWTH

Gain valuable insights, actionable strategies, and most importantly, forge meaningful connections that will propel your business forward.



## THAIFEX - HOREC XPERIENTIAL ZONE

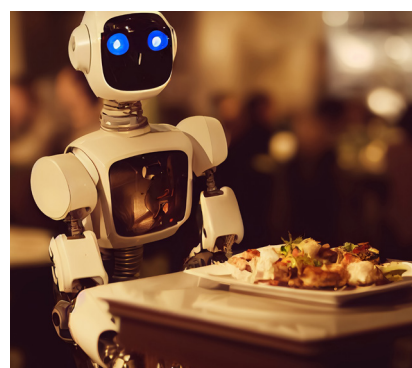
Discover innovative solutions tailored to address your HORECA business challenges in today's dynamic landscape.

### WHAT YOU CAN EXPERIENCE?

#### 1 THE CONCEPT

Explore innovative solutions, including energy efficiency, contactless and digital guest experiences, and trends like plant-based menus to ensure sustainability, minimize costs and labour, and reduce waste.

Evaluate tangible products, envision their implementation in your HORECA business, interact with experts, and enhance customer experiences for a competitive edge.



#### 2 THE ZONES

Get your answers across **8 immersive segments** within THAIFEX - HOREC Xperiential Zone: Bakery and Ice Cream, Café and Bar, Cleaning and Laundry, Dining, Furnishing, Kitchen, Tech, and Wellness.

Here's a sneak preview of the zone:



3

### VALUE-ADDED PROGRAMMES FOR YOU (Complimentary)



Guided Tours



Clinic Sessions  
with Professional  
Kitchen Planners



Live Cooking  
And Product  
Demonstrations



## PREVIEW OF THAIFEX – HOREC ASIA INNOVATIONS



Cimbali Group  
Product: La Cimbali M40



Carpigiani  
Product: Synthesis 2



Electrolux Professional  
Product: lagoon® Advanced Care



EUREKA  
Product: Prometheus



HOBART Thailand  
Product: HOBART FX and  
FP Series Dishwasher



MASA Spa  
Product: MASA Collection



Scotsman Ice International  
Product: MXG 428



UNOX  
Product: CHEFTOP-X & BAKERTOP-X



Merrychef  
Product: Merrychef conneX® 16

Discover all THAIFEX – HOREC Xperiential Zone products and partners here.

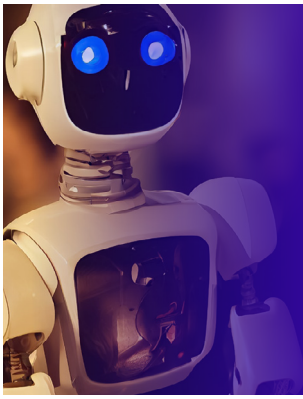
**THAIFEX - HOREC XPERIENTIAL ZONE LOCATION**  
Between Hall 10 and 11

**Strategic Partners**



**DID YOU KNOW?**

You can find the top innovations across THAIFEX – HOREC Asia 2024 at our THAIFEX – HOREC Xperiential Zone, specially curated for you!



**THAIFEX – HOREC INNOVATION AWARDS**

Introducing Asia's first HORECA Innovation Award, a trend barometer and source of inspiration for the global HORECA business, at THAIFEX – HORECA Asia 2024! Witness ground-breaking HORECA innovations, setting the gold-standard for automation efficiency, safety, and sustainability.

Join us at the award ceremony on **6 March 2024!**





## THAIFEX – HOREC ACADEMY

Prepare for an inspiring line-up of forums, culinary demos, and live workshops! Industry leaders will share valuable insights, fresh perspectives, and best practices infused with cross-sector and cross-border expertise, essential for success in the fast-paced HORECA industry.

**65**

HORECA  
Experts

**24**

Hours of  
Programme

**36**

Sessions

**13**

Live Demos

**2**

Stages

## MAIN STAGE

Experience the pinnacle of HORECA knowledge on our main stage, covering 8 essential tracks:

- Leadership in Hospitality
- Future-Proofing Your Business
- Optimising Your Hotel Performance
- Optimising Your Hotel: Tech and Solutions
- Embedding Sustainability into Hotel Operations
- Redefining Hospitality Leadership
- Trends in Wellness and Spa
- The Future of Gastronomy

## WHO'S SPEAKING?



**Ailynn Seah**  
HSMAI  
Commercial  
Advisory Board



**Arijit Ghosh**  
General Manager,  
PARKROYAL  
Suites Bangkok



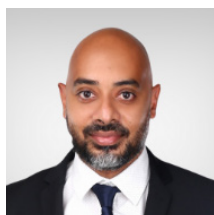
**Ben Montgomery**  
Director of  
Business Relations  
Management,  
Centara Hotels &  
Resorts



**Glen Grosic**  
Managing Director,  
HSMAI Asia Pacific



**Chris Meylan**  
COO, Asia Institute  
of Hospitality  
Management  
(AIHM)



**Govinda Singh**  
Executive Director,  
Hotels & Leisure,  
Real Estate  
Advisory, Colliers



**Matthew John  
Knights**  
Chief Hospitality  
Group Officer,  
Asset World  
Corporation



**Dr Niramol  
Jindanuwat**  
Chief People  
Officer, Dusit  
International



**Prim  
Jitcharoongphorn**  
Chairman of the  
Executive Board  
Allied Metals  
(Thailand) Co., Ltd.



**Sunai  
Wachirawakarn**  
President,  
Thai Spa Association  
  
*and more!*



**THAIFEX - HOREC ACADEMY MAIN STAGE  
LOCATION**  
**Hall 12**

**View Agenda and  
Secure Your Seat**



# DEMO STAGE

Brace for a spectacular showcase with leading companies and culinary maestros. Explore interactive sessions at the Demo Stage: Boulangerie, Patisserie, Culinary, Ice-Cream Workshops, and Barista Demos.

## Featuring:



### HANDY TIP

Limited seats available – pre-register **here** to ensure you don't miss out on this exclusive session



**THAIFEX - HOREC ACADEMY DEMO STAGE LOCATION**  
Hall 11

## THAILAND ULTIMATE HOUSEKEEPING CHALLENGE



Watch 100 skilled Thai hotel housekeepers vie for the coveted 'Housekeeping Champion' title, sparking excellence in cleanliness. This exceptional event not only provides your front-row seat to the redefined housekeeping standards within the Thai hospitality industry but also showcases participants from 4 regions in Thailand.



## AGENDA

### DAY 1

6 March 2024

Morning:  
Opening Session & Seminar & Workshop

Afternoon:  
Bed Making Competition

### DAY 2

7 March 2024

Morning:  
Flower Arrangement Competition

Afternoon:  
Towel Folding Competition

### DAY 3

8 March 2024

Morning:  
Speed HKP Cleaning Challenge

Afternoon:  
Cocktail Reception Party, Award Ceremony & Closing Ceremony

## Partners and Associations



**THAILAND ULTIMATE HOUSEKEEPING CHALLENGE LOCATION**  
Hall 12

PRE-REGISTER NOW

<https://registration.thaifex-horec.asia>

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## ASEAN BARISTA TEAM CHAMPIONSHIP

Witness the region's finest baristas in a fierce battle for the top spot at the ASEAN Barista Team Championship! This powerful collaboration between THAIFEX - HOREC Asia and the ASEAN Coffee Federation promises camaraderie and exceptional coffee craftsmanship. Teams will showcase their skills under expert scrutiny, with speed, accuracy, and artistry on full display.

Mark your calendars for the action-packed event: the practice day on March 6, intense showdowns on March 7, and the grand finale on March 8. With a prize pool of USD 11,000, including Runner-Up and Champion Sets. Join us in celebrating coffee excellence and supporting these talented baristas on their journey to glory!



**20** Teams from Thailand, Malaysia, Brunei, Philippines, Vietnam, Taiwan, Singapore and Hong Kong

**3** Days of Competition

**11,000** Prize Pool  
USD



We're excited to be part of this innovative trade show that spotlights hospitality, coffee and tea. The timing aligns with our strong post-COVID rebound and booming coffee demand.

Expect an exciting display of state-of-the-art equipment, from espresso makers to unique brewing techniques, alongside fresh cafe design ideas. See you at THAIFEX-HOREC Asia 2024!

*Victor Mah, President, ASEAN Coffee Federation*



### Partners and Associations



### ASEAN Barista Team Championship Sponsors





**ASEAN BARISTA TEAM CHAMPIONSHIP LOCATION**  
**Between Hall 9 and 10**

# THAIFEX – HOREC ASIA AT A GLANCE



## HANDY TIP

Download our official **THAIFEX - HOREC Asia app** on your mobile device to receive push notifications for the latest events and updates from **6-8 March 2024**



ANDROID



IOS

## TRADE SHOWS

### HALL 9



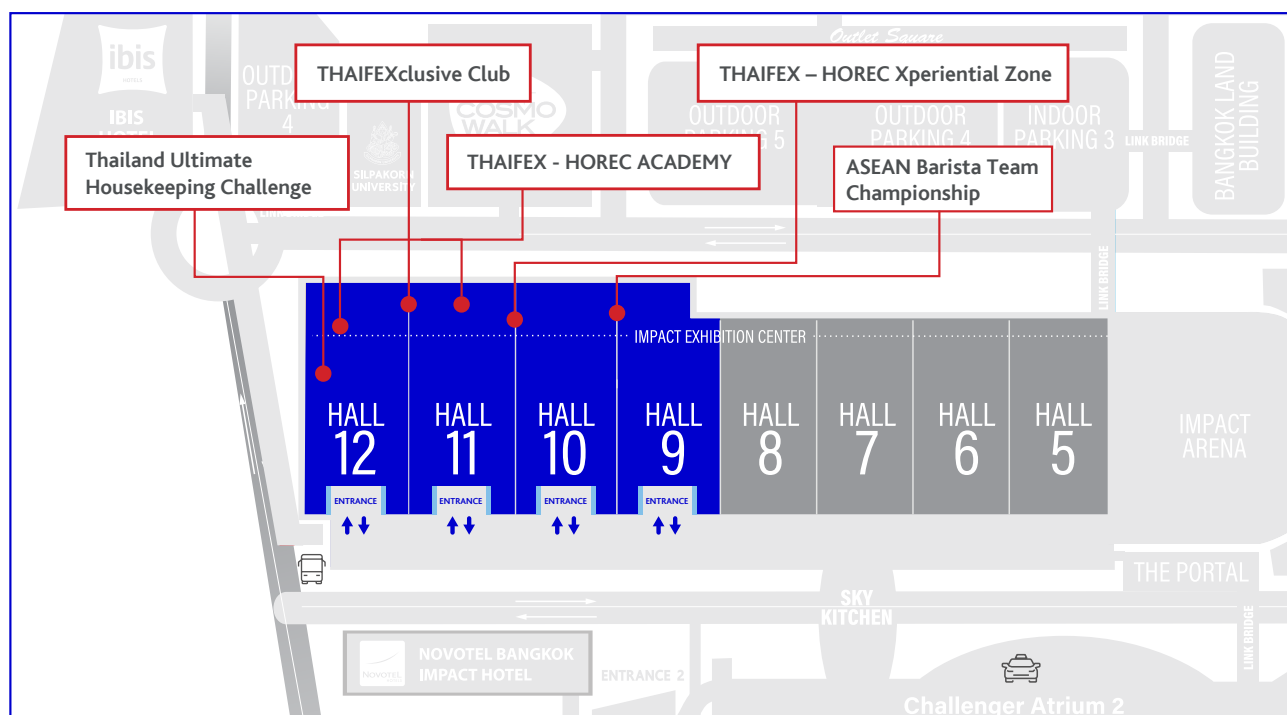
### HALL 10



### HALL 11



### HALL 12



## SPECIAL HIGHLIGHTS



Between  
Hall 9 and 10



Hall 12



ACADEMY

Hall 11 & 12



Between  
Hall 11 and 12



XPERIENTIAL ZONE

Between  
Hall 10 and 11

## SHOW TIMINGS

### Trade Visitors

6-8 March 2024  
(Wednesday – Friday)  
10am – 6pm

### ADMISSION POLICY:

All participants, including international participants, must show their badge before entering the halls. Badges are non-transferable. Please note that minors aged 16 and below will not be admitted, regardless of accompaniment. Business attire is mandatory within the Exhibition Halls; Bermudas, shorts, slippers, and flip-flops are strictly prohibited. The Organizers reserve the right to deny entry without providing specific reasons.

PRE-REGISTER NOW

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# HEAR FROM OUR PARTNERS



## Accor Hotels

**Eric Rimbeuf Garnier, Cluster General Manager of the Novotel and Ibis Bangkok IMPACT**, representing Accor Hotels, says, "For us, it will be very important to come to the show to look at the new technology as all the owners of hotel chains are looking at sustainability and we are looking at every opportunity for connectivity like the chef connecting to fridges on a mobile phone to follow an order or be informed if there is a problem in the fridge. We are also looking at energy savings because it impacts the bottom line."



## ASEAN Coffee Association

**Victor Mah, President of the ASEAN Coffee Federation** says, "I would encourage people to come to THAIFEX – HOREC Asia because you are going to see a lot of innovation in terms of coffee equipment and from the espresso machines to the pour over drip machine, to jugs and filters. You will see a lot of young baristas competing in the ASEAN Barista Team Championships. Additionally, you will see an array of very interesting coffees curated by the ASEAN Coffee Federation, making it a showcase not to be missed."



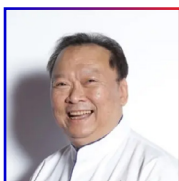
## Asset World Corporation Public Company Limited

**Wallapa Traisorat, Chief Executive Officer and President of AWC**, said, "AWC's collaboration with THAIFEX – HOREC Asia is a timely alliance in unlocking growth opportunities with the HoReCa industry. We will combine THAIFEX – HOREC Asia's unparalleled trade fair expertise, expansive international network, and global insights with AWC's extensive knowledge and experience in hospitality and integrated lifestyle sectors. This synergy will empower us to develop and implement the transformative solutions needed to shape an innovative, sustainable future for each stakeholder in the ecosystem."



## Dusit Thani Public Company Limited

**Suphaje Suthumpun, Group CEO, Dusit Thani Public Company Limited**, said "Dusit International is excited to join the inaugural THAIFEX - HOREC Asia in 2024, a vital event that will help us forge strategic partnerships within the vibrant sector. As one of Southeast Asia's leading hospitality companies, we operate across diverse business units, spanning hotels & resorts, hospitality education, foods, property development, and hospitality-related services. Participating in THAIFEX - HOREC Asia is a significant opportunity for us to showcase our industry expertise and tap into new markets to diversify our revenue streams."



## Thai Chefs Association

**Chef Somsak Rarongkum, President, Thailand Chef Association** says, "THAIFEX – HOREC Asia distinguishes itself from THAIFEX – Anuga Asia because the event provides valuable knowledge for chefs to learn what equipment is available them operate their restaurants more efficiently and with greater sophistication. Chefs will be inspired as to how to equip and furnish their restaurants, and they can see the latest equipment and products to increase their standards of cleaning and presentation."

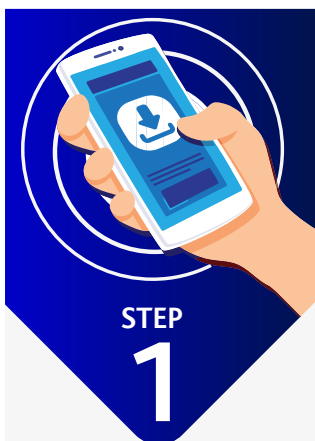


## TriArc Enterprises

**Suresh Vanalia, Managing Director of TriArc Enterprises** says, "Thailand being the centre of hospitality in Asia, offers tremendous opportunities to all related service providers and industries to showcase their capabilities, talents and products. THAIFEX – HOREC Asia is an innovative platform for designers, equipment manufacturers, hospitality suppliers, service providers, culinary experts and trainers, hotel & restaurant owners and food service entrepreneurs to meet & share knowledge, learn about new products and exchange innovative ideas."

# GET THE MOST OUT OF YOUR VISIT AT THAIFEX – HOREC ASIA 2024

GET THE MOST OUT OF YOUR VISIT AT THAIFEX – HOREC ASIA 2024



STEP  
1

Pre-register to get your badge



Download THAIFEX – HOREC Asia's Mobile App.



ANDROID



IOS



STEP  
2

Utilise our online web app to browse the exhibitor list, compile a short list of potential partners and start connecting with them prior to the event



STEP  
3

To get periodic updates on essential show information, sign up for our newsletter via <https://thaifex-horec.asia/newsletter>



STEP  
4



STEP  
5

VISIT THE SHOW AT IMPACT MUANG THONG THANI, BANGKOK, THAILAND FROM 6-8 MARCH 2024

## CONTACT US

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