

**thaifex**  
**HOREC**  
ASIA

**11 - 13 MARCH 2026**

**BANGKOK, THAILAND**  
[www.thaifex-horec.asia](http://www.thaifex-horec.asia)

# Where Asia-Pacific's HORECA Deals Begin

Held in Bangkok — Southeast Asia's hospitality capital.

THAIFEX – HOREC Asia brings together the latest products and innovations in the HORECA industry from across the region.

Meet industry leaders, source new solutions, and unlock opportunities that drive your business forward — all in one place.

**Asia-Pacific = 48%\* of Global HORECA Market**

Source: <https://www.maximizemarketresearch.com/market-report/horeca-market/221480>

# 2025 Snapshot



**19,454**  
Trade Visitors **+23%**



**573**  
Hosted Buyers **+47%**



**2,408**  
Pre-arranged Meetings **+47%**



**466**  
Exhibitors **+30%**

## 60%+ Trade Visitors With Direct Purchasing Power

**60% Decision Makers**

**40% Influencers**

### Key Decision Makers

(Management, Procurement, Business Development)

### Influencers

(Sales/Marketing, Tech, Operations)

No crowd dilution - only qualified professionals across hotels, restaurants and cafes

## Featured Past Buyers



## Featured Past Exhibitors



**"We launched our product at THAIFEX – HOREC Asia and connected with buyers from across the region. It was a strong platform for networking, leads, and introducing our innovation to the market."**

**Sabrina Arcaro**

Chief Marketing Officer,  
UNOX S.p.A.

**"We arranged more than 30 meetings with potential buyers and have had promising discussions."**

**Peter Cairolì**

Chief Executive Officer,  
Gastro Switzerland



**"We secured deals valued close to USD 5 million."**

**Nguyen Duc Quynh**

Chairman of Danang Hotel Association,  
Chief Executive Officer of MENAS Vietnam

Hear from industry players...



# Built for business. Structured for ROI.

## 9 SEGMENTED ZONES, 100% HORECA.

Dedicated zones help you focus on the right suppliers you are looking for.

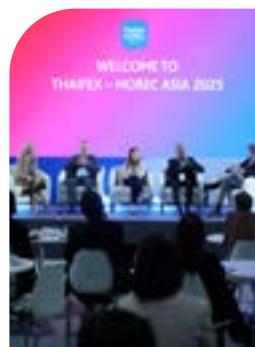


## Curated Side Highlight



### Xperiential Zone

This curated innovation zone gives buyers a rapid-fire overview of what's new, and puts your product front and centre, even before they reach your booth.



### Academy & Tech Lounge

Lead the conversation and present your innovation to high-value HORECA decision-makers at the Academy and Tech Lounge.



### Innovation Awards

Enter your product to gain recognition, boost media exposure, and signal you're leading the market. This is the first awards of its kind in this region.



### Thailand Ultimate Housekeeping Challenge

Regional hotel teams compete in high-pressure housekeeping tasks - celebrating precision, pride, and the people behind five-star service.

# Supercharge Your Business. Become a Hosted Buyer.

Join thousands of industry buyers shaping Southeast Asia's hospitality scene.  
Your next breakthrough partnership starts here.



**REGISTER WITH US**

✉ [info@thaifex-horec.asia](mailto:info@thaifex-horec.asia) | 🌐 [www.thaifex-horec.asia](http://www.thaifex-horec.asia)

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Co-organised by

