

Press release

No. 03 / 12 June 2017, Bangkok

THAIFEX-World of Food Asia 2017 ignites innovation in the F&B industry and records all-time high in event attendance

BANGKOK, 12 JUNE 2017 - THAIFEX-World of Food Asia 2017, ASEAN's largest food and beverage trade show, culminated in a total of 55,111 visitors from 130 countries - a whopping 30 per cent increase from 2016.

An impactful show that showcased the synergistic partnership between the government and private sector to address growing F&B demands and concerns in Asia, the 14th edition of THAIFEX-World of Food Asia was jointly organised by Koelnmesse Pte Ltd, the Department of International Trade Promotion (DITP), and the Thai Chamber of Commerce (TCC).

Over the span of five days, the event was attended by 43,129 Thai visitors and 11,982 international visitors, all comprising of key decision makers and buyers in the F&B trade. They were not only treated to a wide array of food products and technologies, but also access to insights that could help extend their businesses throughout ASEAN and beyond.

Committed to providing a truly global experience for everyone, the trade show saw the number of international exhibitors grow by 14 per cent, with representatives from countries such as Scotland, the USA, Australia, Poland, Japan, Turkey, and Vietnam. This is the first time the absolute number of international exhibitors matched that of Thai exhibitors, indicative of a powerful show for the region and beyond.

Mathias Kuepper, Managing Director, Koelnmesse, organiser for THAIFEX-World of Food Asia 2017, said, "The record-breaking number of visitors is testament to the fact that the F&B industry continues to see the trade show as the place to be. This year's show proved to be more than just a platform for networking between buyers and exhibitors, but also an avenue for everyone to collaborate, share thoughts, and exchange knowledge about issues facing the industry."

Acknowledging the huge potential in Asia for Western products, **Scottish Development International's Head of Southeast Asia, Neil McInnes** said, "We have been seeing an increase in demand from Thailand and Asia as a whole for Scottish products, ranging from Scottish smoked salmon and seafood to shortbread, biscuits, cheese and craft beer. THAIFEX-World of Food Asia has given us the opportunity to showcase these and other innovative Scottish products and capitalise on the demand for high quality, premium products in Thailand and beyond."

For the first time this year, an exclusive group of Asian top buyers were also hosted on-site for one-on-one business matching and networking.



THAIFEX-World of Food Asia
31 May - 04 June 2017

www.worldoffoodasia.com

Your contact for enquiries:
Low Sieu Ping /
Jeffrey Wong

The Hoffman Agency

Telephone
+65 6361 0250

e-mail
THAIFEX@hoffman.com

Said **Simon Chuen, Director and General Manager of Dah Chong Hong Holdings**, “We’re thrilled to be part of the exclusive group of hosted buyers. Many valuable connections were established and we are confident that they will help us in generating successful business deals post-show. The varied profile of exhibitors that we met certainly expanded our horizons as we were not aware of some of the products prior to attending THAIFEX-World of Food Asia. It was indeed an enriching and engaging show for us.”

Echoing similar sentiments is **Mr. Vo Thanh Vin, International Business Manager, VINAMILK**, “This is our 4th year exhibiting at THAIFEX-World of Food Asia, and we were very impressed by the hosted buyers’ programme. It gave us the opportunity to engage with major retailers from around the region, and it was a fruitful session meeting buyers from both supermarkets and hypermarkets across Thailand.”

Innovation - the hallmark of THAIFEX-World of Food Asia

Innovation took centerstage as a key theme throughout the trade show. Together with Innova Market Insights, THAIFEX-World of Food Asia’s official knowledge partner, top F&B trends, as well as hot button issues, were presented to all attendees.

For the first time, the THAIFEX Innovation Zone and Seminar Series were organized to spur conversations about these trends that are set to take the F&B industry by storm. Industry experts led engaging discussions around product development, packaging innovations, and food technology.

Kevin Xiao, Analyst at Innova Market Insights said, “We understand the need for industry leaders to leverage these trends for business opportunities. The first-ever Innovation Seminar Series thus sought to provide crucial insight into the forces that will shape the demand and supply of food for the year ahead, allowing businesses to anticipate changes and adapt accordingly. We made sure that spotlight was also cast on important topics like food packaging, technology, sustainability in the industry and flavour drivers.”

Recognizing the increasingly niche and changing demands of consumers, the top 50 most innovative products from leading companies, such as Kasel GmbH, Compagnia Alimentare Italiana SPA and Black Isle Brewing Co, were unveiled by an independent panels of judges and industry leaders. Identified products included organic quinoa nuggets, rice oil spray and gluten-free beer.

Mohammed Reza Selazade, CEO of Kasel GmbH said, “The Asian taste bud has been changing drastically in recent years, and in line with Innova Market Insight’s findings, the themes of Clean Supreme and Disruptive Green stand out to us. One of the top innovation products at THAIFEX-World of Food Asia this year was our organic quinoa nuggets, which was developed for the health-conscious consumer looking for a gluten-free, vegan and healthy, high-protein alternative product.”

Industry Think-Tanks Convene

Lauded for its reputation as a thought leadership platform, where visitors can look for fresh inspiration, THAIFEX-World of Food Asia 2017 stood true to its name with its multitude of interesting and engaging conferences.

Into its third and fifth editions respectively, the Asian Food Franchising Forum and World of Food Safety Conference were well-attended by key business decision-makers. The very first SGF/IFU Asia Juice Seminar opened its doors to an overwhelming response, where current trends and future developments in the fruit and vegetable juice industry were discussed. In total, more than 3,000 participants signed up for over 35 different conferences, held over 5 days.

Dirk Lansbergen, President of IFU said, “The inaugural SGF/IFU ASIA Juice Seminar was a resounding success. We held engaging seminars and discussions where participants had access to a dedicated channel on current trends and upcoming developments in the fruit and vegetable juice industry.”

Elevating Thailand as the World’s Kitchen

Thailand Ultimate Chef Challenge (TUCC)

The 6th TUCC returned bigger and better, and saw 1,319 entries from 12 countries across 21 competing categories going head-to-head for the highest honor - the right to represent their countries in some of the biggest global competitions, including the WACS Global Chef Challenge in Kuala Lumpur and WACS Global Young Chefs Competition in Lyon, France, which saw 24 entries from 10 countries for 3 categories.

Together with 36 international judges from 12 countries, this year’s collaboration between Koelnmesse, Thailand Chefs Association and the Thailand Culinary Academy crowned the following champions:

- Teerapat Teeyasoontranon as the Asian Professional Chef of the Year,
- Yang Yang Shen as the Asian Young Chef of the Year,
- Wei Hrn Lim as the Asian Pastry Chef of the Year.

“The calibre of this year’s competition is unrivalled. The talented chefs who participated in the various categories displayed tremendous skill and finesse, which impressed the judges. We saw culinary skills being elevated to a whole new level at this year’s edition of TUCC. The bar has been set very high for next year’s edition,” said **Willment Leong, Organizing Chairman, Thailand Ultimate Chef Challenge 2017.**

Celebrity Coffee Bar (CCB)

The 3rd Annual CCB, jointly organized by Koelnmesse Pte Ltd, ASEAN Coffee Federation and Singapore Coffee Association, welcomed 15 champion baristas from around the world, where they showcased their skills in latte art and coffee brewing. On top of that, espresso and brew tasting sessions were held and masterclasses conducted onsite for budding coffee connoisseurs, offering tips on how to create the perfect brew.

“I was delighted to share my love of coffee at the Celebrity Coffee Bar. It gave me the perfect platform to invite people to explore Starbucks Reserve, our line of rare, small lot coffees from around the world and try different brewing techniques. Having skilled baristas at the bar helped to raise awareness of the true craft and

professionalism that goes into serving coffee,” said **Ryan Wibawa, Starbucks barista and 2015 Champion of the Indonesian Brewers Cup.**

Page
4/4

The next edition of THAIFEX-World of Food Asia 2018 will be held from 29 May - 2 June 2018. More information is available at <http://www.worldoffoodasia.com>.

THAIFEX-World of Food 2017 press kit and event images can be downloaded [here](#).

Follow us on social media to stay updated on the latest news and happenings:

Facebook: [THAIFEX World of Food Asia](#)

Instagram: [@thaifexworldoffoodasia](#)

###

About THAIFEX-World of Food Asia

THAIFEX-World of Food Asia is the leading annual international trade exhibition for food & beverages, food technology, retail & franchise in ASEAN. It is a trade event to meet, establish new business networks and to heighten your success. This one-stop food exhibition also features latest food producing technologies, food safety standards, related businesses and services, as well as a most fascinating culinary experience from the world of food. www.worldoffoodasia.com

About Koelnmesse

Koelnmesse - Global Competence in Food and FoodTec: Koelnmesse is an international leader in organising food fairs and events regarding food and beverages processing. Trade fairs such as the Anuga, ISM and Anuga FoodTec are established world leaders. Koelnmesse not only organises food trade fairs in Cologne, Germany, but also in further growth markets around the globe, for example, in Brazil, China, India, Japan, Thailand, the United States and the United Arab Emirates, which have different focuses and contents. These global activities enable us to offer our customers a network of events, which in turn grant access to different markets and thus create a basis for sustainable and stable international business. www.koelnmesse.com.sg

About The Department of International Trade Promotion (DITP)

The DITP is committed to providing excellent service to Thai entrepreneurs in international business, including trade facility, cost reduction, value creation of goods and services, providing consultation for overseas market access and maintenance, as well as close cooperation with the private sector to promote Thailand as a major gateway of Asia. www.ditp.go.th

About The Thai Chamber of Commerce (TCC)

The Thai Chamber of Commerce plays a proactive role in representing the interests of the local Thai business community. www.thaichamber.org