



Be at the forefront of the
food and beverage scene
in ASEAN

TRADE DAYS

31 May - 02 June 2017
10.00 am - 06.00 pm

TRADE AND PUBLIC DAYS

03 - 04 June 2017
10.00 am - 08.00 pm

31 MAY - 04 JUNE 2017

**IMPACT Hall 1-6
Challenger 1-3**

**IMPACT Exhibition and Convention Center
Bangkok, Thailand**

VISITOR GUIDE

Presents



Visit our stand at:

Jointly organized by



The Thai Chamber
of Commerce



Registration Made Easy!

You can now pre-register online at www.worldoffoodasia.com in a few simple steps. Pre-registration ends on 26 May 2017.

STEP 1

PRE-REGISTER at
www.worldoffoodasia.com



STEP 2

Print **Confirmation Email** and bring along your **business card**



STEP 3

Go to **IMPACT Hall 2 Fast Track Counters** for badge collection



Download
THAIFEX mobile app



Available on
App Store

ANDROID APP ON
Google play



Are You Ready to do the only Specialized Food Trail?

Venue Highlights

Need to walk 10,000 steps a day to be healthy? Meet your health and business needs as you explore THAIFEX-World of Food Asia across

9 HALLS

Show Statistics

It's always better live than on social media. Meet face-to-face with more than **2,000 exhibitors** and **45,000 visitors**. THAIFEX-World of Food Asia has **60 thematic segments** to match you to the right people.

International Fine Food Pavilions at IMPACT Hall 1-6

With more than **30** country and regional pavilions, the options are limitless.

Health & Organic has moved to IMPACT Hall 1!

Few trends have made it as big as health and organic. Visit Health & Organic's specialized zone and enjoy its product showcase.



THAIFEX Innovative Zone

IMPACT Hall 1

World of Food Safety Conference

Join us at the **World of Food Safety Conference** to get updated on the latest industry trends and regulatory updates in ASEAN, Asia-Pacific and the Greater Mekong Region.

01 & 02 June 2017
Amber Room 2

Asian Food Franchising Forum

Looking to tap on the potential of IndoChina with the next winning franchise? Join the **Asian Food Franchising Forum** to learn tips in starting a franchise, get updated on government aid and regulations. Most importantly, learn from fellow franchisers about franchising in IndoChina.



PRODUCT SEGMENTATION

- Fine Food • Delicatessen, gourmet and basic food & drinks
- Health & Organic
- Food Technology
- Drinks
- Sweets & Confectionery
- Meat & Poultry
- Ready-to-eat
- Rice
- Ingredients
- Food Service
- Coffee & Tea
- Seafood / Frozen Food
- Halal
- Fruits & Vegetables

FACILITIES

- FAST TRACK** for Pre-registered Visitors at IMPACT Hall 2
- ONSITE** Visitor Registration at IMPACT Hall 1 & Hall 6
- Indoor Parking 1
- Indoor Parking 2
- Indoor Parking 3
- Outdoor Parking
- Taxi
- Shuttle Bus

15

Specialized Product Segments

Modelled after the world-renowned Anuga, THAIFEX-World of Food Asia offers 15 specialized product segments to help connect visitors and exhibitors.

World of Seafood

Cast your nets and reel in the big one at **Challenger 2**. Meet the big players in the industry and source among a generous variety of seafood. Be spoilt for choice at our specialty show for all things seafood!



World of Coffee & Tea

No combination of hot beverages has a bigger impact on the world than coffee and tea. With an increased floor space to house approximately 250 companies, visitors will find everything they need for their perfect cup at **Challenger 1**.

World of FoodService

Quantity wares are a must in order to create that lasting dining experience. For a 360° view of the best in kitchen equipment, refrigeration technology, tableware, linens and uniforms, visit World of Foodservice at **Challenger 1**.



Celebrity Coffee Bar



Stop by the **Celebrity Coffee Bar** to see (and taste) some masterpieces by our champion baristas!

Cooking Demo

Learn from the experts as they share their knowledge on the creative use of ingredients through the cooking demo.



Thailand Ultimate Chef Challenge

What's better than watching cooking competitions on TV? Watching them live! See more than **1,300 chefs** from **10 countries** cook to impress!



Thailand Ultimate Chef Challenge Sponsors



Celebrity Coffee Bar Sponsors



Supporting Agency



Official Airline



Endorsed by



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