



*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](http://www.worldoffoodasia.com) in a few simple steps. Pre-registration ends on 26 May 2017.

STEP  
1

PRE-REGISTER at  
[www.worldoffoodasia.com](http://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

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## 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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