

<b>Trade fair</b>	<b>Thaifex – World of Food Asia 2011</b>
<b>Sub-heading</b>	International Trade-Exhibition covering Food & Beverage, Food Catering, Food Technology, Hospitality Service and Retail & Franchise
<b>Date of the event</b>	25 May – 29 May, 2011
<b>Organizer</b>	Koelnmesse Pte Ltd Department of Export Promotion, Thailand Thai Chamber of Commerce
<b>Event frequency</b>	Annual
<b>Conceptual sponsor</b>	Anuga, Cologne
<b>Venue</b>	IMPACT Exhibition Center, Bangkok
<b>Opening times</b>	25 May – 27 May: 10:00 – 18:00 (Trade) 28 May – 29 May: 10:00 – 20:00 (Public)
<b>Cost of participation</b>	Raw Space (Int'l): USD 240,00 / sqm Standard Package (Int'l): USD 290,00 / sqm Display Package (Int'l): USD 310,00 / sqm
<b>Mailing of registration forms to exhibitors</b>	Application online / available on request
<b>Fair profile</b>	<ul style="list-style-type: none"> <li>• Food and Beverage [Featuring HALAL &amp; ORGANIC Food]</li> <li>• Food Technology</li> <li>• Food Catering</li> <li>• Hospitality</li> <li>• Retail and Franchise</li> <li>• Halal related product &amp; services</li> </ul>
<b>Product zones</b>	<ul style="list-style-type: none"> <li>• Alcohol-free / Dairy Drinks</li> <li>• Alcoholic Drinks</li> <li>• Fine Food</li> <li>• Food Catering</li> <li>• Food Technology</li> <li>• Frozen Food</li> <li>• Fruits and Vegetables</li> <li>• Grocery</li> <li>• Halal</li> <li>• Health and Organic</li> </ul>



Thaifex – World of Food Asia 2011  
25 May – 29 May 2011

[www.worldoffoodasia.com](http://www.worldoffoodasia.com)

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- Hospitality Services
- Meat and Poultry
- Ready to Eat
- Retail and Franchise
- Rice and Rice Products
- Seafood
- Sweets & Confectionery

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<b>Hall occupancy</b>	Challenger 1, 2, 3
<b>Construction and dismantling periods</b>	Build up: 23 May – 24 May, 2011 Dismantling: 30 May, 2011
<b>Access rights</b>	Trade ( <i>25 May – 27 May</i> ) and public visitors ( <i>28 – 29 May</i> )
<b>Opening times for Trade Visitors</b>	25 May – 27 May: 10:00 – 18:00hrs
<b>Opening times for Public Visitors</b>	28 May – 29 May: 10:00 – 20:00hrs
<b>Target groups Exhibitors:</b>	Producer and Manufacturer to the a.m. segments
<b>Visitors:</b>	Hotels, Restaurants and Bars, Supermarkets, Grocery and Convenience Stores, Departmental Stores, Food Catering, Importers, Distributors, Wholesalers and Retailers, Food Manufacturers, Fast Food, Food Service, Bakeries, Airlines, Clubs and Resorts, Packaging and Distribution Centers, Institutional and Commercial
<b>Entrance fee</b>	free of charge

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**Figures for the 2010 Event**

<b>No of Exhibitors</b>	992 exhibiting companies
<b>No of Countries represented</b>	<b>24</b> - Brunei, Cambodia, China, Germany, Hong Kong, India, Indonesia, Japan, Laos, Malaysia, Myanmar, Pakistan, Philippines, Russia, Singapore, South Korea, Switzerland, Taiwan, Thailand, The Netherlands, Turkey, USA, United Arab Emirates, Vietnam

## Facts and Figures

<b>National &amp; Regional Groups</b>	<b>13</b> - Brunei, Cambodia, China, Europe, Japan, Laos, Malaysia, Myanmar, Philippines, Singapore South Korea, Taiwan, The Netherlands
<b>Gross exhibition space</b>	44,475sqm
<b>Trade visitors only</b>	21,401 from 101 countries
<b>Local visitors</b>	16,850(79%)
<b>Overseas visitors</b>	4,551 (21%)
<b>Public visitors</b>	84,558
<b>Top 20 visiting countries</b>	Australia, Hong Kong, India, Indonesia, Iran, Israel, Japan, Laos, Malaysia, Myanmar, People's Republic Of China, Philippines, Republic of Korea, Singapore, Taiwan, Thailand, United Arab Emirates, United Kingdom, United States Of America, Vietnam

## Facts and Figures



## Contacts

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