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# Your Recipe for Success in Asia

25. - 29.05.2011

IMPACT Exhibition Center  
Bangkok, Thailand

**THAIFEX – World of food ASIA** covering

- Food & Beverage featuring HALAL & ORGANIC Food
- Food Catering & Hospitality Services
- Food Technology
- Retail & Franchise



Post Show Report

Incorporating



World of Halal

Jointly organized by



Thai Chamber  
of Commerce



Department of Export Promotion,  
Ministry of Commerce, Royal Thai Government



we energize your business

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## About Thaixex – World of Food Asia 2011



With more than 1,000 exhibiting companies hailing from 25 countries, THAIFEX – World of Food Asia successfully served up an international platter of products, technology and innovations from the food and beverage markets around the world.

The event brought together more than 23,000 visitors from 118 countries. This is an increase of close to 9 percent as compared to last year and an overall increase of 29 percent from its first staging in 2004. Among the trade visitors included more than 1,000 top buyers invited under trade missions from 57 countries, representing the biggest turnout from industry supporters THAIFEX has seen since its introduction.

## 2011 Achievements

- ✓ **1,021** exhibiting companies from **25** countries with 50% International companies.
- ✓ **17** Country & Provincial pavilions from Brunei, China, Europe, Indonesia, Laos, Malaysia, Myanmar, Philippines, Singapore, South Korea (Seoul, Geumsan County, Jeollanam-do & Ganwon), Taiwan, Turkey and USA.
- ✓ **23,282** trade visitors from over **118** countries.
- ✓ **1,079** top buyers from **57** countries invited under Department Export of Promotion's trade mission program.
- ✓ **5,242** trade visitors come from abroad. A 15% increase from 2010.
- ✓ A sum of **USD 24.6 million** was transacted over the 3 trade days. **USD 400 million** of advanced orders pending execution over a year.
- ✓ **145** media representatives from **10** countries.

# 1. KEY STATISTICS & FIGURES

## 1.1 EXHIBITORS

Total Number of Exhibiting Companies	1,021 from 25 countries
International Exhibiting Companies	464
Local Exhibiting Companies	557

## 1.2 17 COUNTRY and PROVINCIAL GROUPS

Country Pavilion	Group Organizers' Name
Brunei	Ministry Of Industry And Primary Resources
China	China Chamber of Commerce North International Exhibition Co Ltd
Europe	Unofficial group (organized by Koelnmesse)
Indonesia	<b>New Group</b> Directorate General for National Export Development (DGNEDE)
Korea	Global Trade Expert Agency Association (GTEP) Geumsan Insam Cooperative Association Korea Agro-Fisheries Trade Corporation  <b>New Groups</b> Korea International Trade Association Gwangju-Jeonnam Branch Office aT Corp
Laos	Organized by DEP
Malaysia	Unofficial group (organized by Koelnmesse)
Myanmar	Organized by DEP
Philippines	Unofficial group (organized by Koelnmesse)
Singapore	Singapore Manufacturers' Federation
Taiwan	Taiwan Food GMP Development Association Taiwan Food & Pharmaceutical Machinery Manufacturers' Association
Turkey	Unofficial group (organized by Koelnmesse)
USA	Southern United States Trade Association (SUSTA)

**Remarks: 13 country groups registered for year 2010**

## 2. WHAT OUR EXHIBITORS HAVE TO SAY.....

Marisol Rorigues, Southern United States Trade Association echoed, "THAIFEX – World of Food Asia gives us access to other South-east Asian countries and buyers. The large number of international visitors at the event is definitely a good way to expose American products to the Thai market."

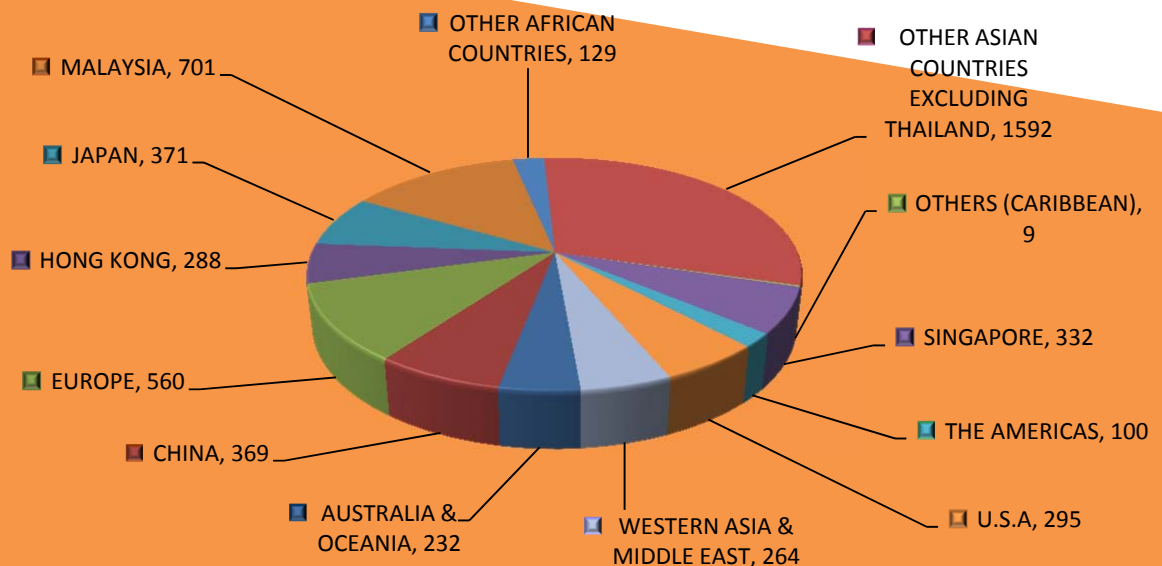


We are pleased with the wider variety of exhibitors and impressive turnout this year," said S. Jai Shankar, Trade Counsellor, Malaysia External Trade Development Corporation. "THAIFEX – World of Food Asia gives our exhibitors access to buyers from across the region as well as from IndoChina, many of whom are professionals in the field and valued business contacts. Several of the exhibitors from Malaysia have already expressed interest to return next year."

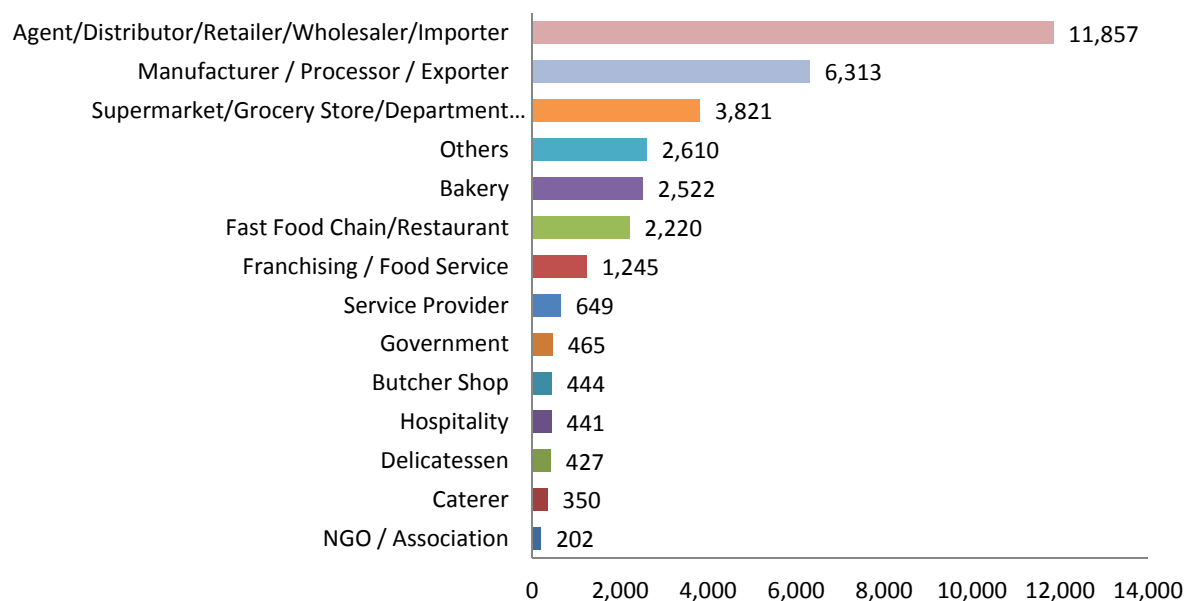
### 2.1 VISITOR

Total number of Trade Visitors **23,282** from **118** Countries  
 International Buyers **5,242**  
 Local Buyers **18,040**

### Overseas Visitors Breakdown by Country

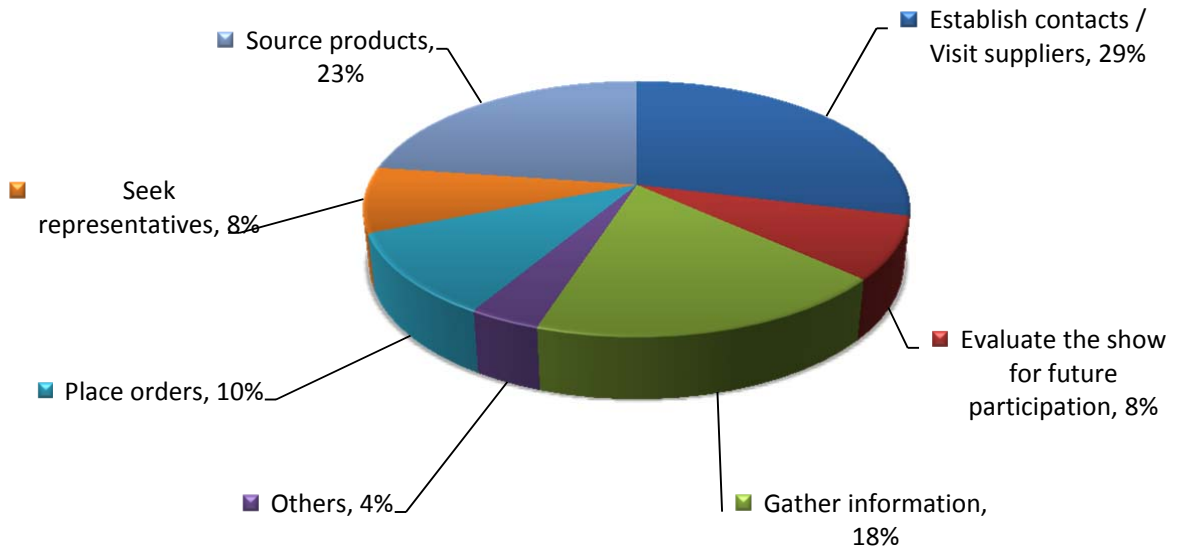


## Visitor Profile by Business Category



Product of Interest	Total
<b>Food and Beverage</b>	<b>55,390</b>
Alcohol-Free Drinks	3,907
Alcoholic Drinks	1,505
Dairy Products	4,932
Fine Food	2,629
Fruit and Vegetable	5,987
Grocery Products	3,406
Halal Food	3,748
Health Food	4,475
Meat and Poultry Products	3,621
Organic Food	4,110
Ready to Eat	5,560
Rice and Rice Product	3,118
Seafood Products	5,245
Sweets and Confectionery	3,147
<b>Hospitality Services</b>	<b>7,538</b>
<b>Food Catering</b>	<b>13,970</b>
<b>Food Technology</b>	<b>19,984</b>
<b>Retail and Franchise</b>	<b>9,260</b>

## Visitors Profile by Purpose of Visit



## Top 10 Trade Mission Groups

**1,079** Trade Mission Buyers from **57** countries invited by DEP Fly-In Program

Country	
China	138
Japan	130
U.S.A.	96
Hong Kong	62
Germany	60
Australia	45
South Korea	45
Canada	36
Italy	35
Rest of the world (Europe, Asia etc)	432

A sum of **USD 22.1 million** (+8% from 2010) was transacted over the 3 trade days and USD 124 million (+27% from 2010) of advanced orders pending execution over a year.

### 3. A COMPREHENSIVE MEDIA COVERAGE

THAIFEX – World of food Asia attained extensive media exposure with close to 150 local and international members of the press attending the show. A total of more than 29 local TV programs provided coverage for the trade fair.



Total Media who visited the fair:	<b>145</b> from <b>10</b> countries
No. of Broadcasted TV Programs:	<b>29</b>
Total Television Programs Value:	<b>US\$ 171,200.00</b>
Total Radio Programs Value:	<b>US\$ 8,835.00</b>

## 4. SUPPORTING PROGRAMS

### 4.1 WORLD OF HALAL SEMINAR

The World of Halal seminar 2011 is the 2<sup>nd</sup> event held in THAIFEX – World of Food Asia organized by Koelnmesse Pte Ltd.



The seminar focuses mainly on the topic of marketing in the Halal sector. This year, the theme was "**Marketing Halal Products To and From South East Asia**".

There were altogether 7 local and international speakers from various aspects and markets of the Halal industry and was well attended by over participants coming from the government agencies, MNCs, international and local companies including mainly business owners, senior managers and executives etc.

#### Accolades from our speakers.....



*First of all thanks a lot everything and hopefully you are happy with your conference in Thailand. This year, the seminar is one of the best we had. I was made to understand that it benefitted everyone who had participated in this. Allow me give you thanks and a big hand for your success.*

**Prof Anirut Smuthkochorn, Chairman, Middle East Committee, Board of Trade, Thailand**

*I would like to thank you and your partner (Koelnmesse) for giving us this opportunity to share the Indian Halal experiences with audiences. It was really nice & well planned arrangements like meeting agenda, accommodation etc. Thanks again for the great hospitality!!!*

**Mohamed Jinna, CEO, Halal India Pvt Ltd**



## 4.2 THAILAND CHEFS COMPETITION

Thailand Chefs Competition held every year at THAIFEX – World of Food Asia, provides the industry with new, innovative and creative ideas. This year, we have 130 contestants coming from hotels, restaurants, culinary institutions and private participation to join us at this exhilarating competition. Craftsmanship was showcased in this 5 day long competition that was held within the fair itself.

After the 5 days of gruelling yet fun competition, Impact Exhibition Center was the biggest winner, sweeping away 3 awards from the other competitors

### Results:

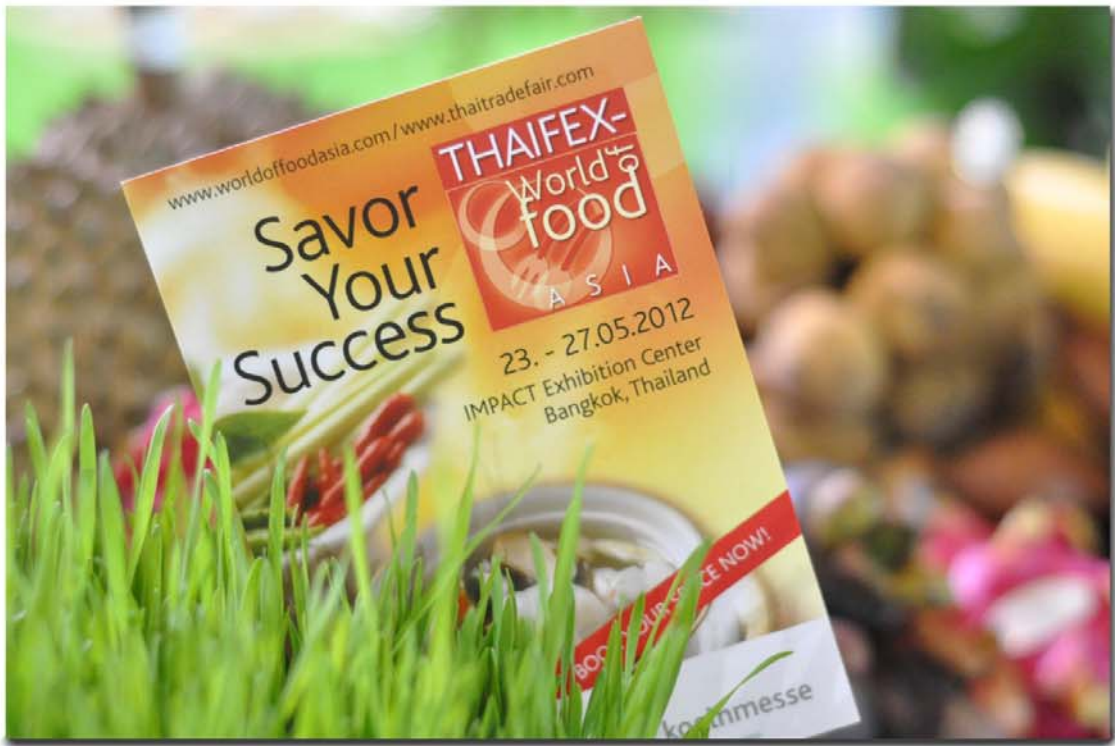
<b>Category:</b>	<b>Free Style Team Ice Craving [Team]</b>
Winner :	Thongsa Traiphotor & Prakorn Kulkaew
Organization:	Impact Exhibition Center
<b>Category:</b>	<b>Plated Dessert</b>
Winner:	Attapon Panyamang
Organization:	Impact Exhibition Center
<b>Category:</b>	<b>LIVE Cake Decoration</b>
Winner :	Saranyoo La-oong Phao, Suphaporn Suthala & Natthapol Sikiew
Organization:	Impact Exhibition Center
<b>Category:</b>	<b>Thai Set Menu</b>
Winner:	Danai Phoothornchai, Vichuda Patlukfa & Wipakorn Kaewpoot
Organization:	Miracle Grand Convention Hotel
<b>Category:</b>	<b>Fusion Set</b>
Winner:	Chirathiwat Liaopracha, Vitoon Kumyoo & Jidapa Sila
Organization:	Miracle Grand Convention Hotel
<b>Category:</b>	<b>Fruit &amp; Vegetable Carving on Stage [Individual]</b>
Winner:	Natthanit Laohachainan
Organization:	Thaiculture & Carving Natthanit (Japan)
<b>Category:</b>	<b>Fruit &amp; Vegetable Carving Display [Team of 4]</b>
Winner:	Pisan Moopayak, Prathawut Nonpho & Jananya Mahanam
Organization:	Dusit Thani College
<b>Category:</b>	<b>Free Style Individual Ice Carving [Individual]</b>
Winner:	Phamwivat Wiwatthawornchai
Organization:	The Sukhothai Bangkok
<b>Category:</b>	<b>Tom Kha Kai Contest</b>
Winner:	Rasri Athaboh
Organization:	Black Canyon (Thailand) Co Ltd
<b>Category:</b>	<b>Italian Pasta Contest</b>
Winner:	Pratchaya Kroekarchachai
<b>Category:</b>	<b>Phad Thai Contest</b>
Winner:	Yukhon Katrung



## 5. THAIFEX – WORLD OF FOOD ASIA 2012 AT A GLANCE

### SAVOR YOUR SUCCESS IN 2012

<b>Date</b>	23-27 May 2012 23-25 May – Open to Trade 26-27 May – Open to Public
<b>Venue</b>	IMPACT Exhibition Center, Bangkok Hall 1,2 and 3
<b>Fair Profile</b>	<ul style="list-style-type: none"><li>- Food &amp; Beverage [Featuring Halal &amp; Organic Food]</li><li>- Food Technology</li><li>- Food Catering</li><li>- Hospitality</li><li>- Retail and Franchise</li></ul>
<b>Exhibition Area</b> <b>Projected Exhibitors</b> <b>Projected Visitors</b>	Over 52,000 sqm 1,100 25,000



## Supporting Organizations

### Government Agencies:

- Ministry of Agriculture
- Ministry of Industry
- Tourism Authority of Thailand
- Food and Drug Administration

### Private Organizations:

- Board of Trade of Thailand
- National Food Institute of Thailand
- Islamic Committee Office of Thailand
- Food Processing Industries Club,
- Federal of Thai Industries
- Thai Frozen Foods Association
- Thai Broiler Processing Exporter Association



สำนักงานคณะกรรมการอาหารและยา  
Food and Drug Administration



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Thai Chamber  
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Department of Export Promotion,  
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