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Thaifex – World of Food Asia kept palates satisfied once again

Southeast Asia's largest food and beverage platform featured extensive product range alongside insightful seminars and workshops

Thaifex – World of Food Asia, the leading food and beverage trade fair in Southeast Asia, came to a satisfying close, bringing more than 23,000 visitors from 118 countries on a five-day culinary journey. 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. Underlining the strong international interest and support, 23 percent of the visitors came from overseas with Malaysia, China and Japan as the top three countries accounting for 28 percent of foreign delegates. Visitors included more than 800 trade missions from eight countries, representing the biggest turnout from industry supporters Thaifex has seen since its introduction.

With more than 1,000 exhibiting companies hailing from over 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 trade floor resembled a bustling bazaar as food and beverage buyers and sellers networked and explored business opportunities, while sampling the latest international fare in the fully packed IMPACT Exhibition Center in Bangkok, Thailand.

Dishing up an international storm

With close to half of the exhibiting companies coming from outside Thailand, visitors to the show were thrilled by the extensive line-up of food and beverage products covering every inch of the exhibition hall. Many were also relishing the opportunity to sample the latest offerings from international big names such as Lotte Liquor BG Co., Ltd, Charoen Pokphand Foods Public Co., Ltd and Boncafe (Thailand) Ltd.



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Manufacturers were suitably impressed at the wide-ranging showcase of innovations from food production and hygiene to packaging and refrigeration. There was heightened interest in advanced food processes that can help dish up healthier and tastier cuisine, and the best practices to maintain a high standard of food safety. The specialized zone covering all aspects of food technology featured regional and international exhibitors showcasing the latest technology solutions for the food and beverage industry.

"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."

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."

Piping hot topics

Visitors to the trade fair mirrored consumer trends across Asia, with more becoming increasingly discerning about the food and beverage they consume. The Health and Organic zone at the exhibition, which hosted 27 healthy and organic food producers, received significant interest.

The services industry was also well-represented by players in the sector, from food catering to hospitality services; while business owners continued to explore opportunities to advance their game, through the retail technology, product displays and even shop fittings showcased in the Retail and Franchise zone.

Another crowd-puller was the World of Halal Conference, back for a second run after the successful introduction last year. Through seven interactive sessions, World of Halal brought forward prevalent issues in the emerging Halal market, such as "*Reaching to the New Halal Consumer*", "*Managing Halal in*

Southeast Asia” and “Role of CICT in the Burgeoning Thailand Halal Market”, presented by 7 speakers.

In particular, the session *“Opportunities for Halal Products in Australia”,* a joint session by Mohamed El-Mouelhy, Chairman, Halal Certification Authority Australia, was well-attended and enjoyed by many in the audience for the high interactivity between the speaker and the participants.

"Thaifex – World of Food Asia is a great platform for Halal players to showcase their products to the global community. The World of Halal Conference has provided participants who are keen to expand their opportunities with a better understanding of the Halal market as well as business contacts to explore the market's potential," said Farhan Tufail, Chief Executive Officer, Halal Certification Services GmbH, Switzerland.

Unlocking the potential of the food and beverage industry in Asia and abroad

Asia's fast-growing economies and more urbanized population are making the region a global magnet for exploring opportunities and innovation in the food and beverage market. In tandem with this rising trend, Thaifex – World of Food Asia has steadily advanced its presence in the global food and beverage arena, firmly establishing itself as an important stop in the annual food and beverage events calendar.

"We are proud to have successfully staged the eighth installation of Thaifex – World of Food Asia. It is heartening to receive such enthusiastic participation from participants who recognize the significance of this annual food and beverage trade show. The 15 percent increase in international participation from last year further affirmed Thaifex – World of Food Asia as the premier food and beverage exchange in Southeast Asia and sealed its position as an authoritative event in the industry calendar. Based on the enthusiasm expressed by the conference speakers, visitors and exhibitors, we are confident that Thaifex – World of Food Asia is set to achieve even greater heights in the years to come," said Michael Dreyer, Vice President Asia Pacific, Koelnmesse.

Thaifex – World of Food Asia was open to the public on the last two days of the trade fair, from 28 May to 29 May 2011. The next Thaifex – World of Food

Asia and World of Halal will be held on 23 to 27 May 2012 at the IMPACT Exhibition Center, Bangkok, Thailand.

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About Thaifex – World of Food Asia

Thaifex – World of Food Asia is organized annually by Koelnmesse Pte Ltd, Department of Promotion Thailand and Thai Chamber of Commerce. Thaifex – World of Food Asia was held from 25 to 29 May 2011 at the IMPACT Challenger Halls 1-3 in Bangkok, Thailand. The first three days of the event were reserved for trade visitors only.

For more information on Thaifex – World of Food Asia, please visit www.worldoffoodasia.com.