

thaifex  
anuga  
ASIA

EDITION

THE HYBRID

# TWO POWER BRANDS, ONE GREAT EXPERIENCE

WE HYBRID+ YOUR BUSINESS OPPORTUNITIES

24 - 28  
MAY 2022

IMPACT

MUANG THONG THANI  
BANGKOK, THAILAND

[www.thaifex-anuga.com](http://www.thaifex-anuga.com)



JOINTLY ORGANISED BY



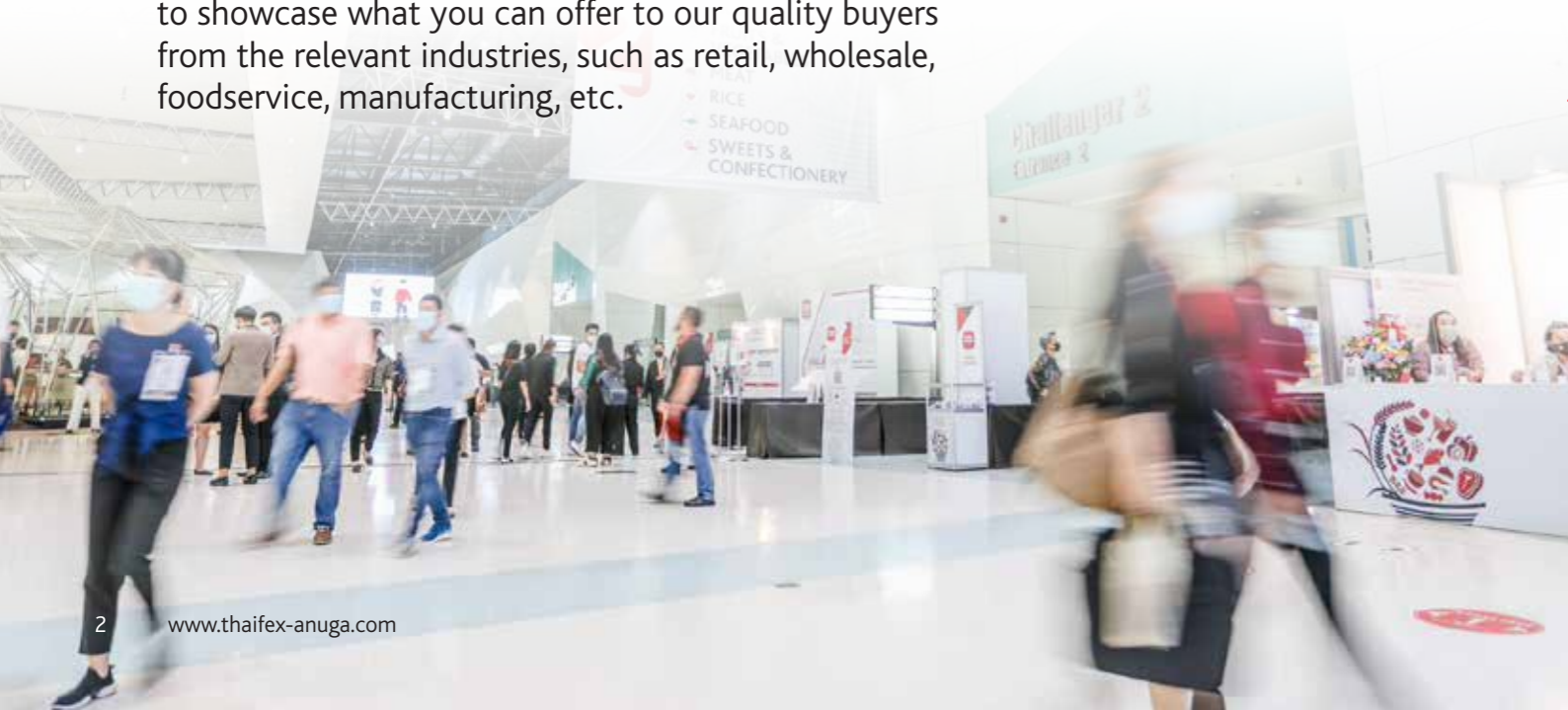


# LEAD THE CHANGE WITH US, PHYSICALLY AND VIRTUALLY

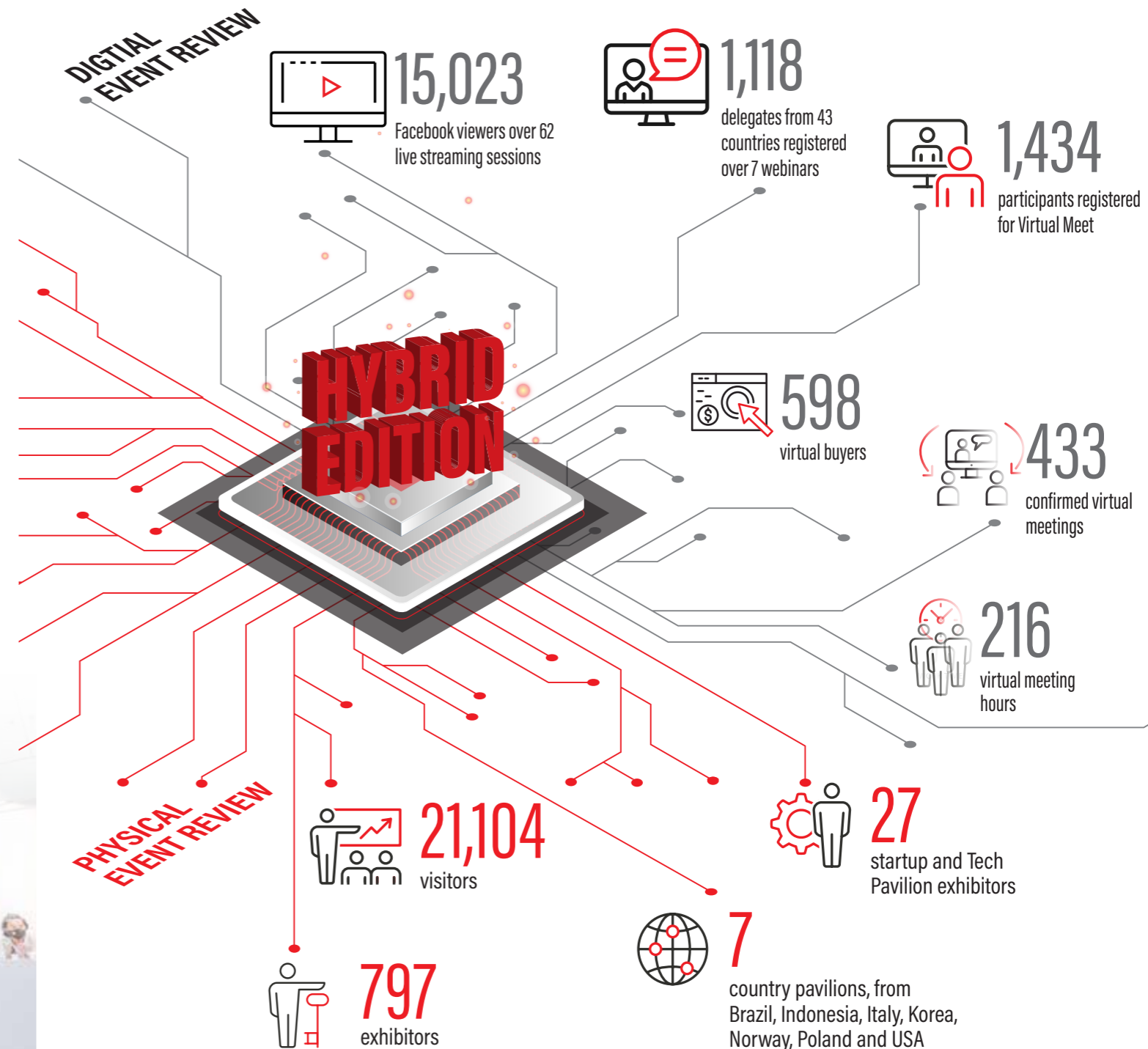
With a proven track record bolstered by the collaboration of two reputable brands - **THAIFEX and Anuga**, we are committed to bring you one great experience – both physically and virtually.

Business networking and market exposure continue to be our focus points to ensure that you receive maximum return on investment (ROI) with us.

Lead the change in the food and beverage industry with us! We provide you both physical and virtual platforms to showcase what you can offer to our quality buyers from the relevant industries, such as retail, wholesale, foodservice, manufacturing, etc.



# THAIFEX – ANUGA ASIA “THE HYBRID EDITION” BY THE NUMBERS



# LEVERAGE ON THE **MANY OPPORTUNITIES TO SHOWCASE** TO THE INDUSTRY WHAT YOU CAN OFFER

## PRE-SHOW

- Future Food Experience+ Webinar Series
- THAIFEX-Virtual Trade Show (VTS)

**THAIFEX-VIRTUAL TRADE SHOW (VTS)**  
A 365-day initiative by the Department of International Trade Promotion.

**FUTURE FOOD EXPERIENCE+ WEBINAR SERIES**  
Gain insightful knowledge from our Future Food Experience+ webinars while you prepare for the show.

## ONSITE

- Exhibition
- THAIFEX-Virtual Trade Show (VTS)
- Inspiration Touchpoints
- Live Streaming Sessions
- Hosted Buyer Programme
- iKitchen

**NEW PRODUCTS HIGHLIGHTS**  
Get featured in our dedicated webpage where buyers can view all new products presented at the show.

**LIVE STREAMING SESSIONS**  
Introduce what you have to offer to buyers who are not onsite through our live streaming sessions.

**INSPIRATION TOUCHPOINTS**

- **THAIFEX - Anuga Trend Zone**  
Learn insightful and cutting-edge research information and the top 10 F&B trends from the team of experts at Innova Market Insights.

- **THAIFEX - Anuga taste Innovation Show**  
Boast your innovative food products and product designs as we display the top innovations from across the 11 trade shows and 3 special shows.

**HOSTED BUYER PROGRAMME**  
Benefit from targeted business meetings with curated key procurement decision-makers in Asia Pacific and Indochina.

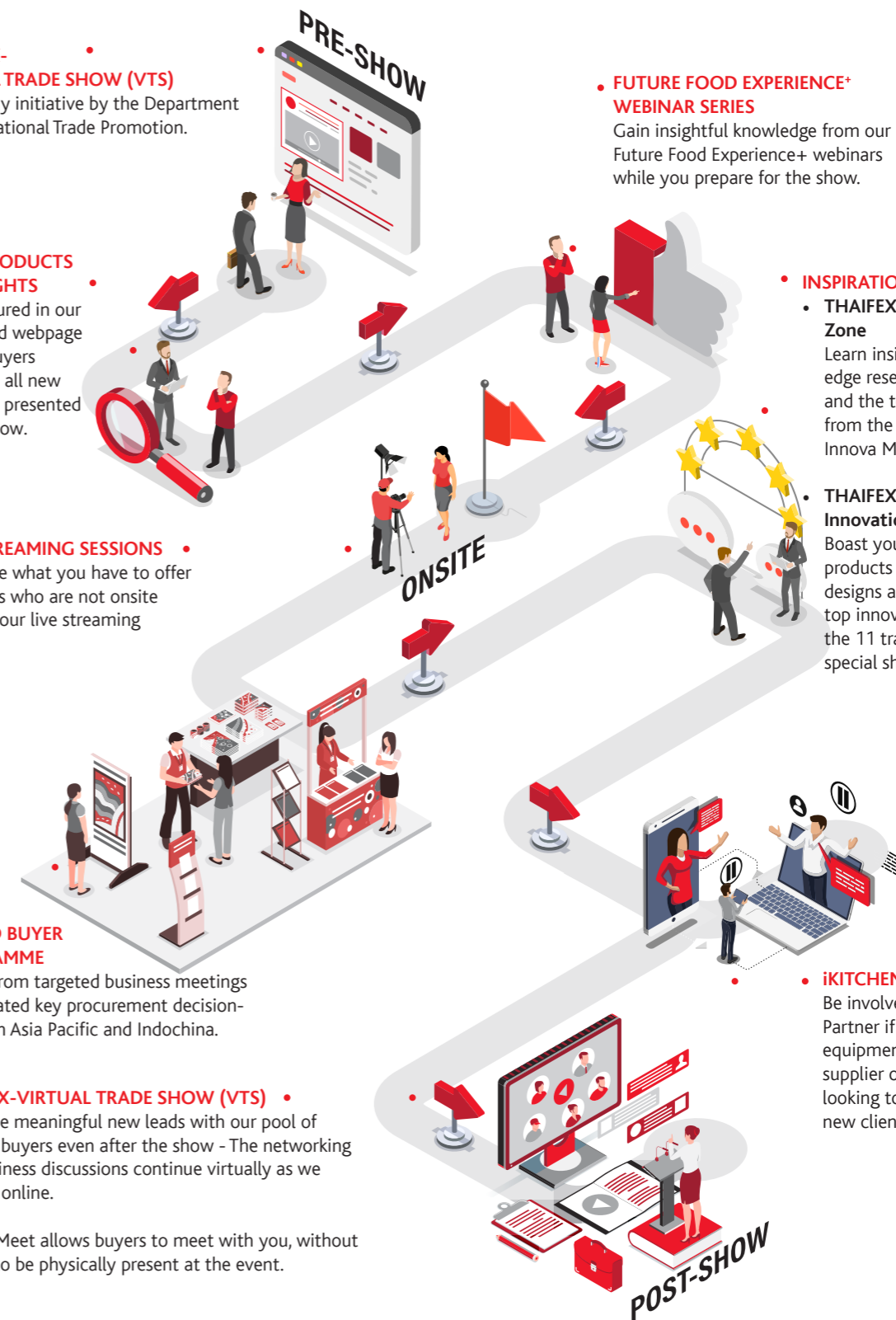
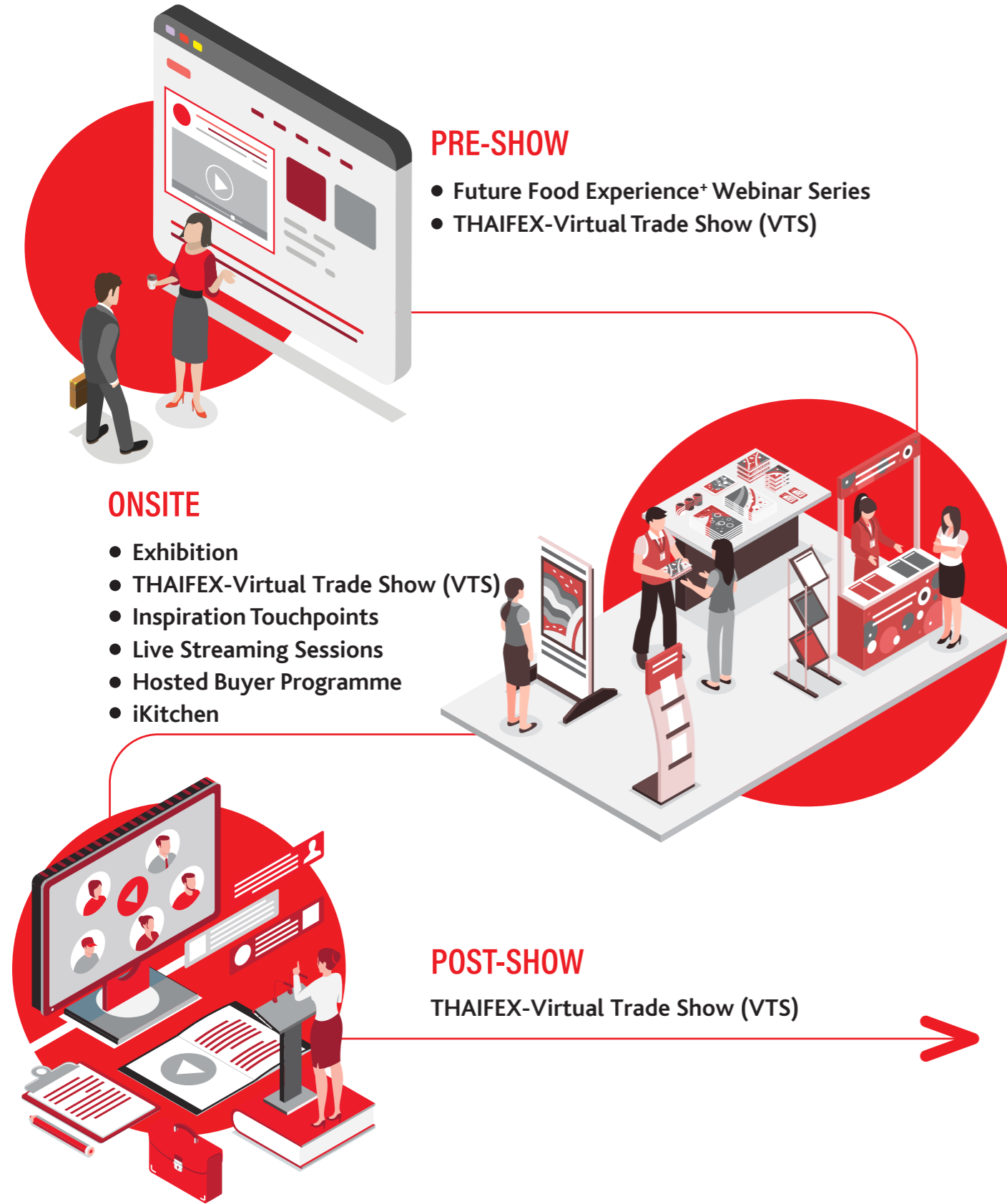
**THAIFEX-VIRTUAL TRADE SHOW (VTS)**  
Generate meaningful new leads with our pool of curated buyers even after the show - The networking and business discussions continue virtually as we venture online.

Virtual Meet allows buyers to meet with you, without having to be physically present at the event.

**iKITCHEN**  
Be involved as a Strategic Partner if you are a kitchen equipment manufacturer, supplier or contractor looking to reach out to new clientele in HORECA.

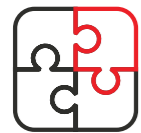
## POST-SHOW

THAIFEX-Virtual Trade Show (VTS)



# WHY EXHIBIT?

Utilising both the physical and digital platforms



## CONNECT

with qualified buyers before the event through our pre-show webinars



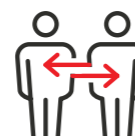
## GENERATE

meaningful leads with buyers across the globe during Virtual Meet after the physical event



## FOCUS

on 11 sector-specific trade shows, 3 special shows, 11 trend topics, under one roof



## COMMUNICATE

your market presence and brands in the lucrative Asia Pacific and Indochina food & beverage market



## MEET

face to face with key decision makers from the region onsite at our buzzing showfloor



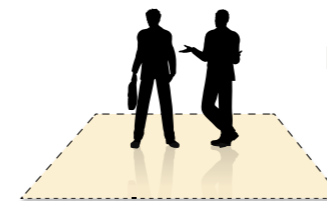
## REACH

beyond the physical event to buyers who are not physically at the event through our Facebook live streaming



# SECURE YOUR PARTICIPATION AND INFLUENCE THE MARKET WITH US TODAY!

## Participation Options



RAW SPACE  
US\$ 440 per sqm



STANDARD SHELL SCHEME  
US\$ 520 per sqm

# CONTACT US

## International

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## Startup & Tech Pavilion / Webinar Series

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