

thaifex
anuga
ASIA

RE-IMAGINE

THE FUTURE OF FOOD & BEVERAGE INDUSTRY

23 - 27 MAY
2023

IMPACT
MUANG THONG THANI,
BANGKOK, THAILAND

www.thaifex-anuga.com



JOINTLY ORGANISED BY



Till date, we have served more than 10,000 food and beverage (F&B) exhibitors, with every year's edition being bigger than previous ones. This edition will be no exception!

As the industry undergoes a revolutionary change, THAIFEX – Anuga Asia 2023 sets the stage for the dramatic shift while anchoring on what we do best for you- NETWORKING, MARKET EXPOSURE and DRIVE REVENUE GROWTH. That means there will be more opportunities to amplify your business and meet your ROI in 2023!



This event is super interesting - the innovation, products and all the new things going on in Asia have given us some new ideas! THAIFEX – Anuga Asia has allowed us to see what's trending, and we will surely be back!"

Ti Tienchutima
Wing Seng (France)



WHY EXHIBIT?



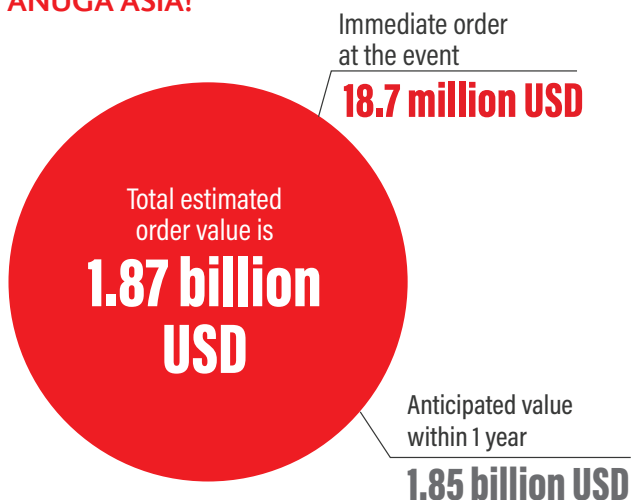
1,603 Exhibitors from 36 Countries & Regions	11 Specialised F&B Segments + 11 Hottest Trend Topics	23 Startups Attracting 76 Investors
51,535 Trade Visitors from 111 Countries	794 Specially Invited Top F&B Buyers	Gain Maximum Exposure through Marketing and Digital Offerings

90% of the Exhibitors are very satisfied / satisfied with the quality of the visitors

VISITORS



MAJOR DEALS SIGNED AT THAIFEX – ANUGA ASIA!



VISITORS LISTED BY INDUSTRY

Importer / Wholesaler	19,298
Manufacturer / Processor	15,672
Café / Restaurant / Catering	13,950
Retailer / Department Store / Convenience Store / Grocery Store / Supermarket	13,814
Bakery	5,295
Online Shop / Mail Order	5,256
Food Delivery	5,214
Others	4,405
Service Provider	3,153
Hotel & Resort	1,797
Media / Publication	1,368
NGO / Association	417

VISITORS' REGIONS OF ORIGIN FROM ABROAD

Southeast Asia excl. Indochina	1,992
Indochina	1,688
Europe, USA & Rest of the World	1,106
Northeast Asia	945
South Asia	612
Middle East	374
Oceania	181

VISITORS LISTED BY AREA OF RESPONSIBILITY

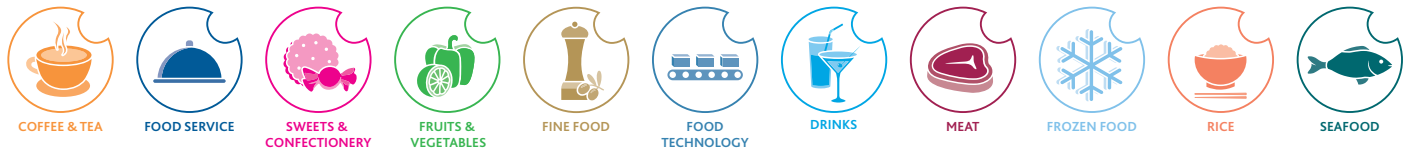
Management	19,365
Purchase	14,454
Manufacture	13,476
Others	8,677
Finance	4,220

WHAT TO EXPECT?



Whether you're a seasoned veteran of our industry, or just getting started with your first trade show experience - we have something here for everyone!

11 SIGNATURE TRADE SHOWS



11 TRENDS

- THAIFEX-ANUGA TREND¹ Alternative Meat Proteins
- THAIFEX-ANUGA TREND¹ Clean Label
- THAIFEX-ANUGA TREND¹ Franchise
- THAIFEX-ANUGA TREND¹ Functional & Free-From Products
- THAIFEX-ANUGA TREND¹ Halal Food
- THAIFEX-ANUGA TREND¹ Organic Products
- THAIFEX-ANUGA TREND¹ Plant-based Proteins or Foods
- THAIFEX-ANUGA TREND¹ Private Labels
- THAIFEX-ANUGA TREND¹ Ready-to-eat Products
- THAIFEX-ANUGA TREND¹ Sustainably Produced or Packaged
- THAIFEX-ANUGA TREND¹ Superfoods

F&B RE-IMAGINED AT OUR SPECIAL SHOWS & SUPPORTING PROGRAMMES!

- THAIFEX - ANUGA FUTURE FOOD MARKET
- THAIFEX - ANUGA HALAL MARKET
- THAIFEX - ANUGA ORGANIC MARKET
- THAIFEX - ANUGA STARTUP
- THAIFEX - ANUGA TREND ZONE
- THAIFEX - ANUGA *taste* INNOVATION SHOW
- future* FOOD EXPERIENCE⁺
- i*KITCHEN



Back by popular demand... The Thailand Ultimate Chef Challenge!



THAIFEX - Anuga Asia 2022 has been a tremendous success in the Australian almonds industry. We are impressed by the number of really interested buyers apart from retailers, manufacturers, and distributors. We look forward to returning again next year as consistently being in this market will be paramount for us moving forward!"

Joseph Ebbage
Market Development Manager, Almond Board of Australia (Australia)

PRE-SHOW

- **Participate in THAIFEX - ANUGA Taste Innovation Show** by submitting your latest creations. Winners' products will be premiered at THAIFEX – Anuga Asia alongside the latest products in the market



ONSITE

- **Gain maximum exposure by exhibiting** at the largest face-to-face F&B networking trade show in Southeast Asia
- **Engage in high-value business meetings** with influential visitors and high-profile buyers from Trade Mission and Hosted Buyer Programme
- **Discover revolutionary insights and trends** at our thought-provoking seminars and interactive workshops



POST-SHOW

- **Leverage our community portal** by networking & connecting with businesses after the show





**CURIOUS ABOUT
THAIFEX –
ANUGA ASIA
2022?**



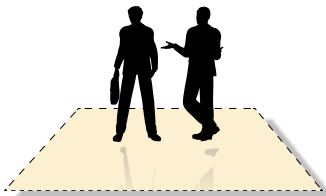
Replay 2022
highlights



Read 2022
post-show report

LET'S RE-IMAGINE THE FUTURE OF F&B INDUSTRY TOGETHER NOW!

APPLY NOW FOR THAIFEX – ANUGA ASIA 2023!



**Raw Space (Min. 18m²)
USD 450/m²**



**Standard Shell Scheme
Booth (Min. 9m²)
USD 530/m²**

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Follow us on social media for the latest #THAIFEXAnugaAsia updates!

