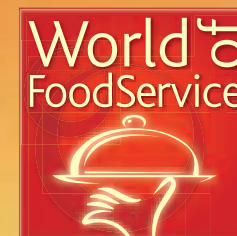




Presents



# SHOW REPORT 2015

20. - 24.05.2015 | IMPACT Exhibition & Convention Center, Bangkok, Thailand

Endorsed by



Jointly organized by



The Thai Chamber  
of Commerce



Department of International Trade Promotion  
Ministry of Commerce, THAILAND



we energize your business | since 1924



“ THAIFEX-World of Food Asia, celebrated our tenth anniversary last year. This year, we marked a milestone by expanding our fairground, and the continued growth and encouraging response is solid proof that we are growing in the right direction that we started out in. This has been very rewarding for Koelnmesse and our co-organisers, DITP and TCC. We will work in this direction towards a bigger and even better THAIFEX-World of Food Asia next year. ”

**Michael Dreyer**  
Vice President, Asia Pacific,  
Koelnmesse Pte Ltd





# THAIFEX-

## World of Food Asia 2015

### A Record Milestone

1,052 Chefs and  
41 Judges at 2 world-class  
chef challenges



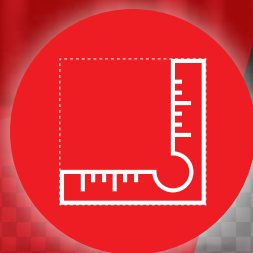
More than 270  
Journalists from  
15 Countries



35,205  
Trade Visitors from 131 Countries



70,000 Sqm of exhibition space



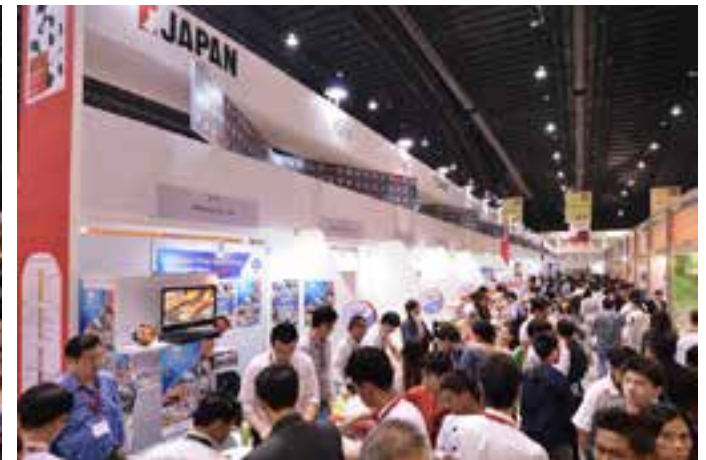
1,675  
Exhibitors from 33  
countries / regions



3 Specialized trade  
shows and 12 Dedicated  
product zones









# 2015 Partner Country Turkey

“ THAIFEX-World of Food Asia is an international trade fair with global recognition. The companies which are in contact with our Turkish exhibitors have expressed deep interest in seafood products, flour and yeast products and olive oils in particular. This is one trade fair we will return next year – in a bigger way. ”

S. Tansel Kunbi

Director, OAİB (Central Anatolian Exporter Unions, Fair and Promotion Department)



Turkey, THAIFEX-World of Food Asia's third country partner, brought **8 different food promotion groups** to Thailand, with great success. Product groups ranged from Pasta, Bulgur, Pulses And Vegetable Oils Promotion Group; Turkish Flour, Yeast And Ingredients Promotion Group; Turkish Confectionery Sweet Promotion Group; Turkish Seafood Promotion Committee; Turkish Dried Fruits Promotion Committee; Turkish Olive And Olive Oil Promotion Committee; Turkish Hazelnut Promotion Group to Turkish Citrus Promotion Group.



## Discover the potential





“ We are really seeing a wide variety of people, some very strong manufacturers... and also some other unique companies around the world, and so I am very impressed by the quality of the participants. ”

**Cary Rothbart**  
Buyer, Canada

“ What I really like about THAIFEX is, it covers all your needs. ”

**Frédéric Michel**  
Buyer, France







# THAIFEX-World of Food Asia 2015

## Quality Made Better



“ From the German point of view we can say that we made substantial progress with contacts from the industry. It has been a few years since Germany participated in THAIFEX-World of Food Asia, which since has grown into a trade show with considerable international standing.”

**Bernd-Udo Hahn**

Deputy State Secretary at the Federal Ministry of Food and Agriculture of Germany (Germany)

“ I am so pleased with the show and THAIFEX-World of Food Asia is definitely the gateway for my business to venture into the Asia markets.”

**Angélica Niero**

Representative of Balas Boavistense (Brazil)

“ This is our first year taking part in THAIFEX-World of Food Asia and we were very amazed by the show's quality. We were able to connect with many buyers from around the world. We are looking forward to come in with a stronger presence at the show again next year.”

**Brian J. Schroeder**

Director, Kizable LLC (U.S.A.)

“ We brought a group of seafood companies from Turkey for the first time. The feedback has been positive and rewarding, with most companies planning to return as they have garnered very good contacts. We see a very good possibility here in Asia with the implementation of AEC by end of this year.”

**Serap Unal**

Chief of the Turkish Seafood Promotion Committee (Turkey)

“ My company has been returning for a couple of years. We felt that the niche segment of World of Coffee & Tea brought the right target audience for us (direct and indirect), and this in itself, is an important return on our investments. We have met visitors from Iran, Malaysia, Thailand and Vietnam, and they are good leads for our sales team.”

**Sherie Koh**

General Manager, Sales (Southeast Asia) from Owl International Pte Ltd (Singapore)

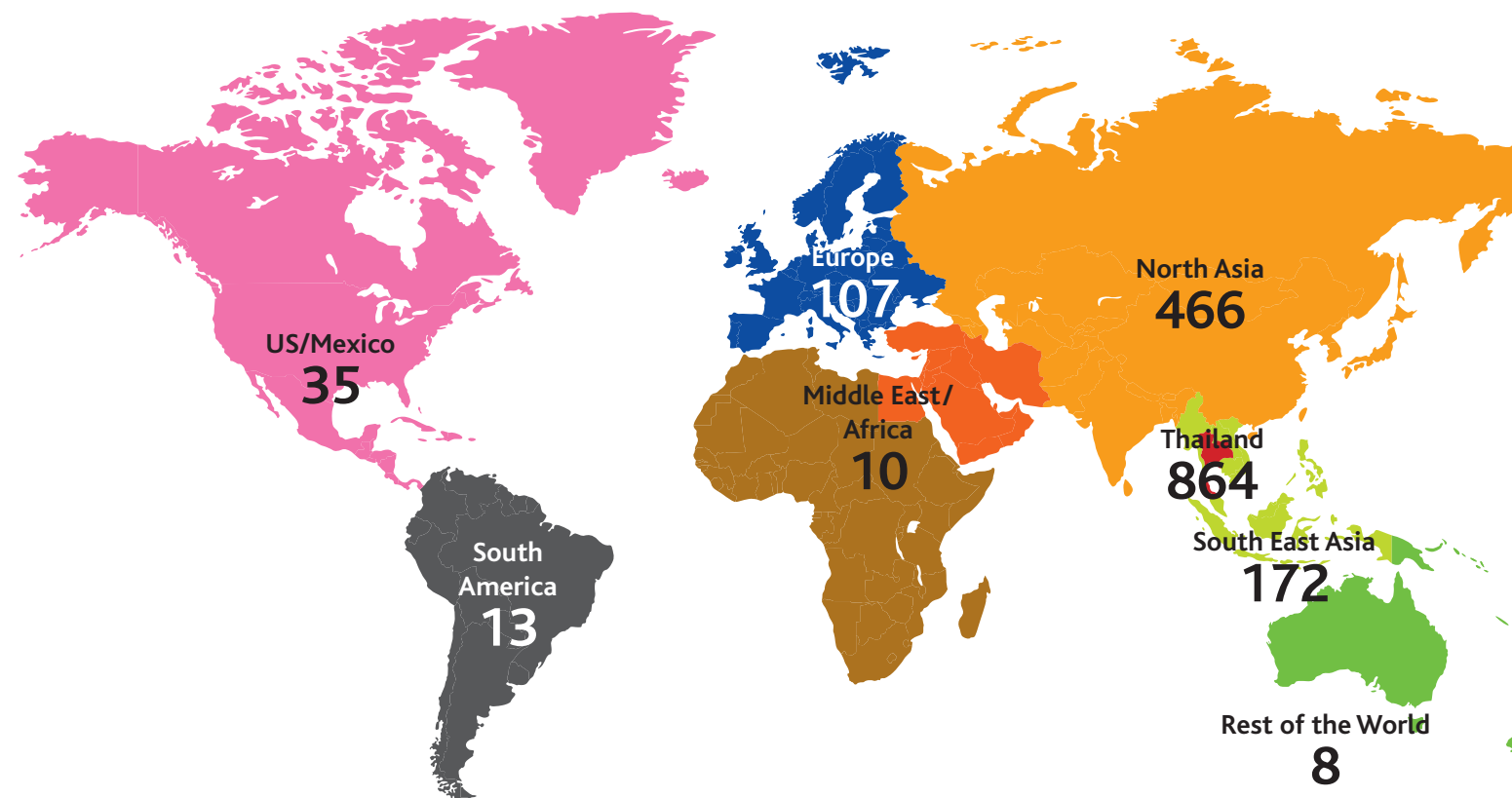


# THAIFEX-World of Food Asia 2015

## Exhibitor Statistics

THAIFEX-World of Food Asia proves its mettle as one of Asia's top food and hospitality exhibition by welcoming **1,675** exhibitors from **33** countries across **3** specialized trade shows and **12** product sectors.

### Exhibitor's breakdown by region



### FAST FACTS

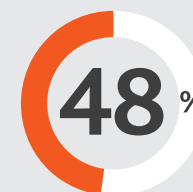
# 1,675



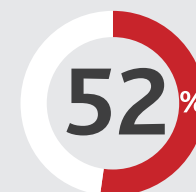
exhibitors from  
33 countries

# 24

country &  
provincial  
groups



International



Local (Thailand)



# THAIFEX-World of Food Asia 2015

## Visitor Statistics

**35,205** Quality buyers came to THAIFEX-World of Food Asia 2015 to source and purchase. Amongst them, **27,931** trade visitors came from within Thailand, while **7,274** were International buyers.

**27,931**

Local Visitors

**2,610**

North Asia

**1,731**

Southeast Asia (excluding Thailand)

**1,435**

Europe, USA and Rest of the World

**733**

Indo-China

**421**

South Asia

**344**

Western Asia & Middle East

**71%**

trade visitors hold these job titles:

- CEO/COO/CFO
- Sole Proprietor
- Managing Director
- General Manager
- Director
- Head of Department
- Sales & Marketing Manager
- Purchasing & Procurement Director/Manager
- Culinary Professionals

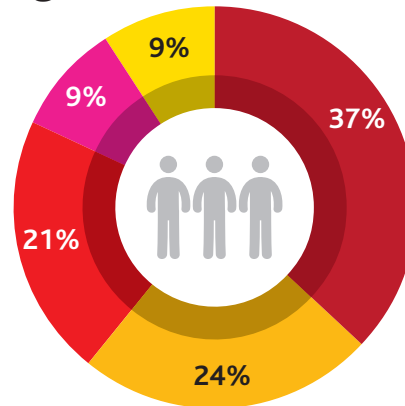




# THAIFEX-World of Food Asia 2015 Visitor Statistics

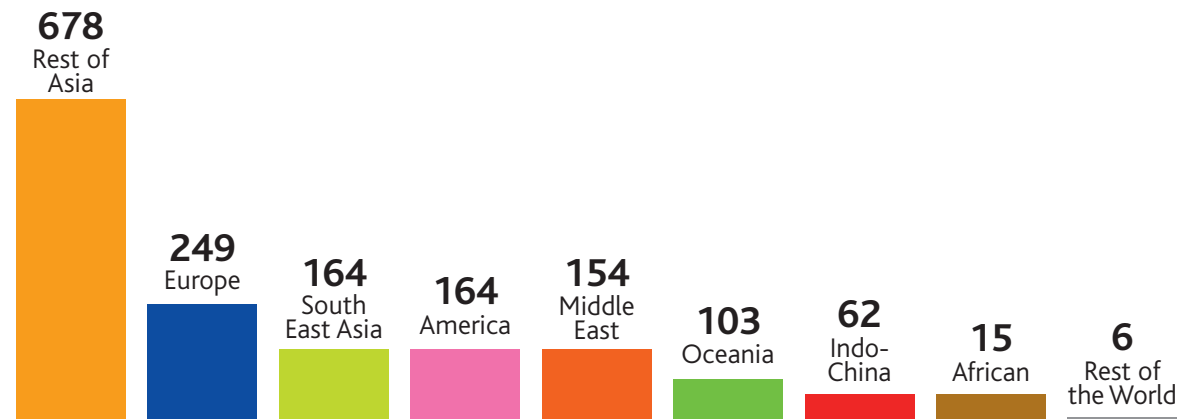
## Visitors are from a diverse group of categories

<b>9071</b>	Agent/Distributor/Importer/Wholesaler
<b>5319</b>	Franchising Restaurant/Food Service/Hotel & Resort/Café
<b>4551</b>	Manufacturer - Food & Beverages
<b>2978</b>	Bakery
<b>2976</b>	Convenience Store/Department Store/Grocery Store/ Hypermarket/Specialty Food Retailer/Supermarket
<b>1978</b>	Others
<b>1723</b>	Agent/Distributor/Importer/Wholesaler - Food Service
<b>1308</b>	Agent/Distributor/Importer/Wholesaler - Seafood
<b>1084</b>	Manufacturer - Food Service
<b>941</b>	Manufacturer - Coffee & Tea
<b>899</b>	Manufacturer - Seafood
<b>827</b>	Service Provider
<b>798</b>	Agent/Distributor/Importer/Wholesaler - Coffee & Tea
<b>474</b>	Media/Publication
<b>279</b>	Delicatessen/Butcher Shop



- Agent/Distributor/Importer/Wholesaler
- Franchise Restaurant/Food Service/Hotel & Resort/Café/Bakery
- Manufacturer
- Convenience Store/Department Store/Grocery Store/Hypermarket/ Specialty Food Retailer/ Supermarket/Delicatessen/Butcher Shop
- Others (Service Providers/Media/Publication)

## 1,595 Top Hosted Buyers





# Competitions - Thailand Ultimate Chef Challenge (TUCC)

## SHOW FEATURES

“ This year, we are proud to welcome 41 international judges from 16 countries, for both TUCC and GCC, and a new record of 936 entries (for TUCC). In just 4 years, this competition has grown beyond our expectations and is highly regarded even in countries out of Asia. We are very happy with the results and the support. ”

**Willment Leong**

Organizing Chairman for the Thailand Ultimate Chef Challenge

**29** International Judges from **13** Countries



**1,029** Contestants **13** Countries



The competition with the most outstanding success of **1,029 contestants**, Thailand Ultimate Chef Challenge attracted chefs from **13 countries** including Singapore, Greece, England, Australia, Canada, Taiwan, Switzerland, South Korea and Thailand etc. With **24 categories**, this massive competition included new categories such as Thai-Korea Fusion Challenge and California Raisins' Baking Challenge (Professional Chef).





# Competitions - Global Chefs Challenge (GCC)

## SHOW FEATURES

“ This is one of the most well-organised competitions I have seen, with THAIFEX-World of Food Asia as the most supportive partner. This has definitely set a new benchmark. ”

**Rick Stephen**

Asia Continental Director for Worldchefs

**12** International Judges from **8** Countries



**23** Contestants **10** Countries



For the first time, **THAIFEX-World of Food Asia** hosted the Asia selection of the Global Chefs Challenge competition. Organized by Worldchefs, the global association of chefs, the Asia selection was a huge success. Singapore took the podium for both **Global Chefs Challenge** and **Hans Bueschgens Young Chefs Challenge**, while South Korea was champion for the **Global Pastry Chefs Challenge**.

# Conferences - World of Food Safety

## SHOW FEATURES

### FAST FACTS

# 102



## Participants

# 14



## Countries

# 21



## Speakers

# 11



## Partners & Sponsors

Multiple topics analyzed  
over 2 days

**F**ood Safety is a shared responsibility between governments, industry and civil society was the overall consensus among participants of the 3<sup>rd</sup> World of Food Safety conference. Hosted by Thailand's National Bureau of Agricultural Commodities and Food Standards and supported by DNV-GL, GS1, Efficient Consumer Response, Food Industry Asia and ASEAN Food and Beverage Alliance, World of Food Safety 2015 featured a comprehensive two-day conference program and plenty of networking opportunities for food safety and quality assurance professionals.



“A growing event which has the potential of becoming a representation forum for the Asian F&B Industry.”

Nasir Hameed

Group Director, Corporate Quality & Sustainability,  
National Aquaculture Group (NAQUA), Saudi Arabia

“Once again the 'World of Food Safety' has surprised me with its speakers, content and connections. My 'takeaway' was three valuable business cards that would have been challenging to discover elsewhere.”

Marc Donaldson

Senior Partner, On The Ball Consulting, Singapore

## 2015 Speakers

**DR PAUL CHIEW KING TIONG**  
Programme Chief (Food Safety)  
Agri-Food & Veterinary Authority,  
Singapore

**DR RABUESAK KHUMTHONG**  
Senior Researcher  
R&D Centre  
Betagro Group, Thailand

**SUWANICH PATMAYOTHIN**  
VP - Risk Management  
Central Food Retail, Thailand

**PROF LIU XIUMEI**  
Scientific Advisor  
China National Center for Food Safety Risk  
Assessment, China

**DR SUWIMON KEERATIPIBUL**  
Associate Professor  
Chulalongkorn University, Thailand

**ARNEL CABUNGAL**  
Quality, Safety and Environment Director  
ASEAN Business Unit  
Coca-Cola Far East Ltd, Philippines

**JAMES WHITTAKER**  
Head of Responsible Sourcing and Quality  
Responsible Sourcing, Quality & Product  
Technology  
Coles, Australia

**YVES REY**  
Former Chair, Global Food Safety Initiative  
(GFSI) and Corporate Quality General Manager  
Danone, France

**LARA VIVAS**  
OIC, Chief Science Research Specialist  
Bureau of Agriculture and Fisheries Product  
Standards (BAFPS)  
Department of Agriculture, Philippines

**CRISTINA MARTINS**  
Global Manager Food & Beverage  
DNV GL – Business Assurance, Italy

**DR SITI NOORBAIYAH BINTI ABDUL MALEK**  
Senior Scientific & Regulatory Affairs Manager  
Food Industry Asia, Singapore

**DR DORIS GERLACH**  
Food Chemist, Hessen State Laboratory  
Border Inspection Post  
Frankfurt Airport, Germany

**ERIC DY**  
Quality & Regulatory Operations Manager  
General Mills Inc.

**ASHA CHANDRA**  
Head of Scientific Affairs, Regulatory Affairs  
and Nutrition  
South East Asia  
Mondelez, Singapore

**PISAN PONGSAPITCH**  
Deputy Secretary General  
National Bureau of Agricultural Commodity  
and Food Standards (ACFS), Thailand

**WEE SIEW MOI**  
Chemical Contaminant Expert  
Nestle Quality Assurance Centre  
Asia-Oceania-Africa  
Nestle, Singapore

**CHONG NYET CHIN**  
Director, Food Safety & Quality  
NTUC FairPrice, Singapore

**MARC DONALDSON**  
Senior Partner  
On The Ball Consulting, Singapore

**HENG SENGLY**  
General Manager  
Park Café, Cambodia

**JOHN KEOGH**  
President and Managing Principal  
Shantalla, Vietnam

**QUINCY LISSAUR**  
Executive Director  
SSAFE, UK



# Conferences - Asian Food Franchising Forum

## SHOW FEATURES



The one-day **Asian Food Franchising Forum** focused on the franchising trends around the world, offering in-depth knowledge on aspects of evaluating franchise and branding, trademark registration and the importance of intellectual properties. The franchisors that were present include American franchise brands, Johnny Rockets (American Restaurant Franchise), World of Beer (American Craft Beer Franchise), as well as Singapore franchise, Pezzo (Pizza Kiosk Franchise).



### 2015 Speakers



**Albert Kong**

CEO  
Asiawide Franchise  
Consultants Pte Ltd  
(Singapore)



**Areeya  
Pornwiriyangkura**

Senior Associate, IP  
Tilleke & Gibbins  
(Thailand)



**Jackie Tan**

CEO  
Orient Design  
(Singapore)



**Trevor McKenzie**

Managing Director  
Coca Group  
(Thailand)



**Alan Adcock**

Partner & Deputy  
Director, IP  
Tilleke & Gibbins  
(Thailand)

### FAST FACTS

# 43



## Participants

# 10



## Countries

(Thailand, USA, New Zealand,  
Singapore, Indonesia, Malaysia,  
Cambodia, China, India & Vietnam)

# 5



## Speakers

# Supporting Program - Celebrity Coffee Bar

**World of Coffee & Tea** invited Asia's best for the 1st Celebrity Coffee Bar, held from 20 - 23 May 2015. With strong line-ups of Champions - 10 National Champions, 1 World Siphon Champion and 1 World Cup Tasters Champion. Trade visitors were won over by a series of latte art, brew bar and espresso sessions.



## SHOW FEATURES

### Invited Champions include



**John Ryan Ting**  
(Singapore)  
Singapore Barista  
Champion 2008,  
2009 and 2015



**Liu Pang Yu**  
(Taiwan)  
World Cup Tasters  
Champion 2014



**Terence Tan**  
(Singapore)  
Singapore Latte  
Art Champion  
2012



**Jason Loo**  
(Malaysia)  
Malaysia Barista  
Champion 2015



**Andrea Tan**  
(Singapore)  
Singapore National  
Brewers Cup  
Champion 2015



**Jake Hu**  
(Taiwan)  
Judge of  
World Barista  
Championships



**Hinako Kitsugi**  
(Japan)  
World Siphon  
Champion 2011



**Yeon Ju Ryu**  
(Korea)  
Korea National  
Barista Champion  
2012



**Sudarat Changcharoen**  
(Thailand)  
Thailand Barista  
Champion 2015



**Hong Sheng Liao**  
(Taiwan)  
Taiwan National Latte  
Art Champion  
2013 / 2015



**Yan Huang**  
(China)  
China National  
Latte Art  
Champion 2014



**Benyapa Naowan**  
(Thailand)  
Thailand Barista  
Champion 2009



# Supporting Program - 'Out of the Box' by La Marzocco

## SHOW FEATURES

'Out of the Box' event by La Marzocco – a special one-day event organized jointly by Boncafe and La Marzocco drew more than 300 professionals, who were drawn by the dynamic presentations of international speakers such as Andrea Curtarelli of La Marzocco and Charles Kutner, Vice President (Sales and Marketing) of Boncafe Thailand.





## FAST FACTS

More than

# 270

clippings were generated in print, advertorial, online and broadcast media

Total media value of more than

# US\$1,200,000

More than

# 270

media partners attended THAIFEX-World of Food Asia 2015

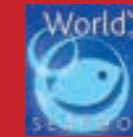




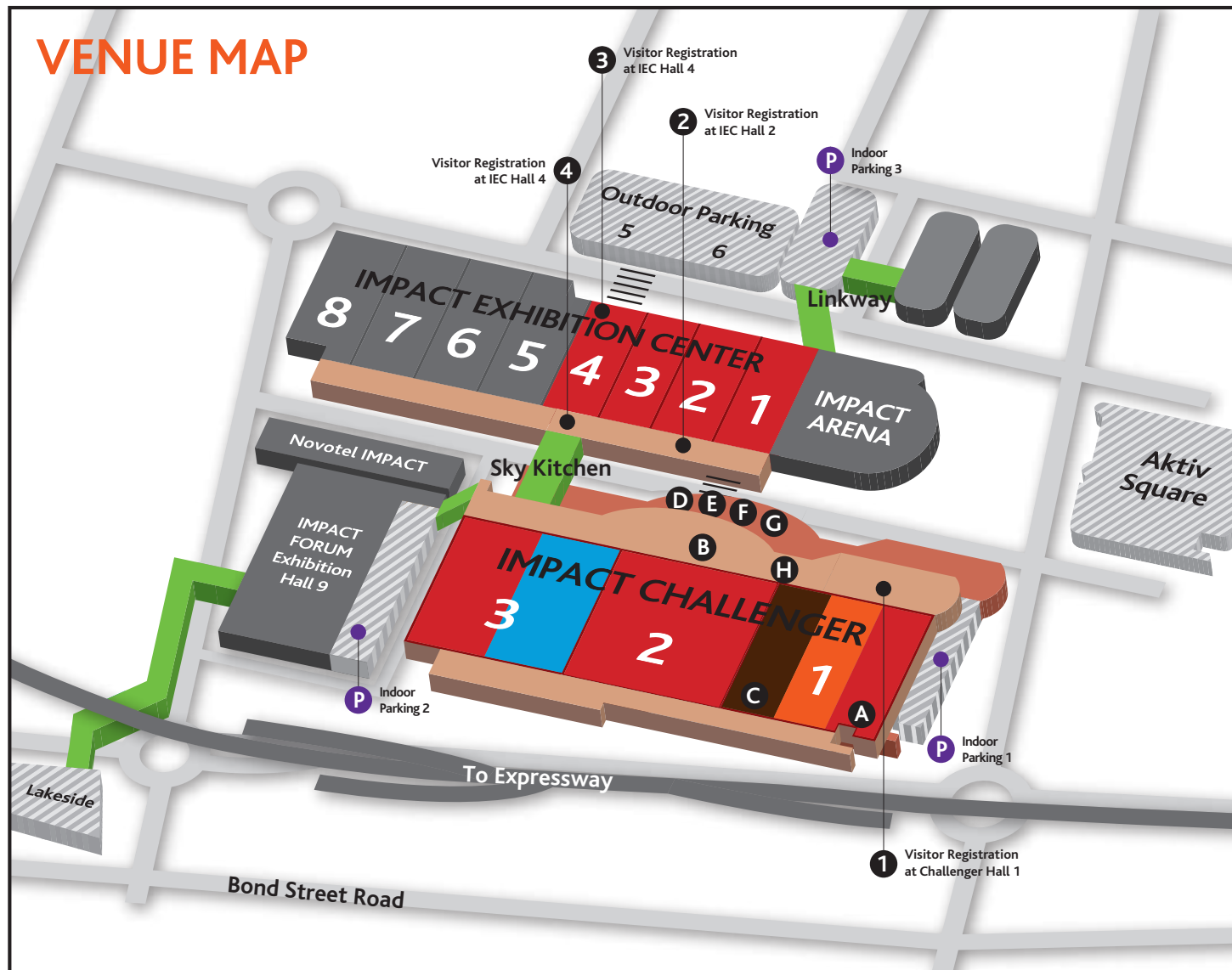
# THAIFEX-World of Food Asia 2016

## 25 - 29.05.2016

Presents



### VENUE MAP



### VISITOR REGISTRATION

- 1 Visitor Registration at Challenger Hall 1
- 2 Visitor Registration at IEC Hall 2
- 3 Visitor Registration at IEC Hall 4
- 4 Visitor Registration at IEC Hall 4

### SPECIAL EVENTS

- A Thailand Ultimate Chef Challenge (Hot Zone)
- B Thailand Ultimate Chef Challenge (Cold Zone)
- C Celebrity Coffee Bar
- D Boncafé Seminar
- E 'Out of the Box' by La Marzocco
- F World of Food Safety Conference
- G Asian Food Franchising Forum
- H Halal Showcase

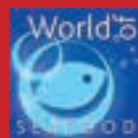
Hall	Specialized Trade Shows /Product Zones
IEC 1, 2, 3, 4	<b>THAIFEX-WORLD OF FOOD ASIA</b> Fine Food
Challenger Hall 1	<b>THAIFEX-WORLD OF FOOD ASIA</b> Food Technology
	<b>WORLD OF FOODSERVICE</b>
	<b>WORLD OF COFFEE &amp; TEA</b>
Challenger Hall 2	<b>THAIFEX-WORLD OF FOOD ASIA</b> Fruits & Vegetables, Halal, Rice, Alcohol-Free, Alcoholic, Sweets & Confectionery
Challenger Hall 3	<b>THAIFEX-WORLD OF FOOD ASIA</b> Fine Food, Ready-to-Eat, Meat & Poultry
	<b>WORLD OF SEAFOOD</b> Seafood, Frozen Food

# SEE YOU NEXT YEAR!

## 2016 Show Information



**THAIFEX-World of Food Asia**  
25 - 29.05.2016  
International Trade Exhibition for Food & Beverages,  
Food Technology and Retail & Franchise in Asia  
[www.worldoffoodasia.com](http://www.worldoffoodasia.com)



**World of Seafood**  
25 - 29.05.2016  
International Trade Fair for the Seafood Industry  
in Asia  
[www.worldofseafood.com](http://www.worldofseafood.com)



**World of Coffee & Tea**  
25 - 29.05.2016  
International Trade Exhibition for the Coffee and Tea  
Industry in Asia  
[www.world-of-coffeeandtea.com](http://www.world-of-coffeeandtea.com)



**World of FoodService**  
25 - 29.05.2016  
International Trade Fair for the Food Service,  
Catering and Hospitality Industry in Asia  
[www.world-of-food-service.com](http://www.world-of-food-service.com)



**World of Food Safety**  
26 - 27.05.2016  
Trade Conference on Ensuring Total Food Safety  
in a Global Economy  
[www.worldoffoodasia.com](http://www.worldoffoodasia.com)

### Date:

25 - 29.05.2016 (Wednesday - Sunday)  
25 - 27.05.2016, 10am - 6pm (Trade only)  
28 - 29.05.2016, 10am - 8pm (Trade and Public)

### Venue:

IMPACT Exhibition Center (IEC) Hall 1-4 **NEW!**  
IMPACT Challenger Hall 1-3  
IMPACT Exhibition and Convention Center  
Muang Thong Thani, 99 Popular Road, Banmai Subdistrict,  
Pakkred District, Nonthanburi 11120,  
Bangkok, Thailand

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**World of Coffee & Tea | World of FoodService**

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**THAIFEX-World of Food Asia | World of Seafood**  
**World of Coffee & Tea | World of FoodService**

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