

23 February 2016

Record Breaking Year at THAIFEX – World of Food Asia

All eyes on Asia's leading annual F&B event happening from 25 – 29 May

(Bangkok, 23 February, 2016) – THAIFEX – World of Food Asia (WOFA), returns bigger and better than ever with a record-breaking 80,000 sqm, located at Bangkok's prestigious IMPACT Exhibition and Convention Centre. With 10,000 sqm more exhibition space than last year, the 13th edition of THAIFEX- World of Food Asia will feature 1,800 exhibitors from 27 countries, a 7% increase from last year's show.

THAIFEX-World of Food Asia, Asia's leading annual food and hospitality show, features a five-day showcase running from 25 – 29 May 2016, providing a platform for regional and international food importers and exporters to connect with trade visitors from Asia and worldwide.

"THAIFEX-World of Food Asia continues to grow from strength to strength as the leading F&B event in Asia. The show continues to grow in size and popularity and we project an 8% increase in trade visitors; aiming for a total of 38,000 in 2016. International participation has also increased by 13% this year, with new country groups like Brunei, Cambodia, Indonesia, Chile, India, Norway and Ukraine participating. This makes a total number of 20 country groups participating at THAIFEX-World of Food Asia 2016. This year, we are also pleased to announce Germany as our official country partner," said Michael Dreyer, Managing Director and Asia-Pacific Vice President for exhibition organiser Koelnmesse Pte Ltd.

He added, "With Bangkok as a key hub for the Indo-China region, this year's event remains Asia's most influential international F&B show. The additional space reflects a growing demand for more international exhibitors and trade buyers, including importers, wholesalers as well as retailers and distributors."

2016 highlights

- Thailand Ultimate Chef Challenge (TUCC): Asia's most recognized chef competition is back with a new category this year – the 'Bakery & Pastry Challenge'. This new class will cover a wide range of pastries that include innovative cakes and desserts. More than 1,000 chefs from 10 countries will compete against each other to win the coveted title of 'Thailand's Ultimate Chef'. These chefs will be given the opportunity to hone their skills in 22 different classes, including TUCC's signature class – the 'Mekong Culinary Challenge', where a team of three will have a chance to showcase their knowledge, skills and creativity to uncover the unique culinary cultures and flavors of the Great Mekong River. Their commitment and devotion for their culinary skill at TUCC will be critiqued by more than 25 World Associations of Chef's Society (WACS) endorsed international judges from 10 countries.
- Celebrity Coffee Bar (CCB): Featuring Australia's Sasa Sestic - a 2015 World Barista Champion, CCB aims to showcase the steps to make the perfect cup of coffee. 10 other award-winning champions will also be present at the Celebrity Coffee Bar. This presents a very rare opportunity for visitors to witness such talent under one roof and learn from the best baristas.



THAIFEX – World of Food ASIA
25 – 29 May 2016

www.worldoffoodasia.com

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- True Artisan Café by La Marzocco: The True Artisan Café is an original “pop-up” rotating roaster coffee shop concept that La Marzocco established for events and trade shows to celebrate local, independent coffee communities. The format made its debut in 2012 on occasion of the London Coffee Festival’s 3rd edition, taking home an award for “Key Feature” and one for “Best Stand Design”. It has since been organized elsewhere, including World of Coffee, Vienna, in 2012 and Out of the Box, Milan, in 2013. The True Artisan Café continues to expand its presence, including in La Marzocco office or partner showrooms and its first flagship store, which opened to the public in October 2014 in Barcelona, Spain. Why? The machine is the stage, the coffee and baristas are the protagonists, the public is the audience. Indeed, the True Artisan Café aims to provide independent coffee shops and micro-roasters from around the globe with an opportunity to showcase their brand, to engage, train and educate both the coffee industry, the coffee enthusiast and the general public, as well as provide baristas with a hands-on experience in operating La Marzocco espresso machines and grinders. In addition to ensuring quality, the True Artisan Café is a creative platform for building relationships and cultivating community.
- World of Food Safety Conference: This informative educational programme features world-class professionals and experts unveiling and discussing the latest food-related innovations and trends on Food Safety. THAIFEX-World of Food Asia is at the epicentre of the latest industry developments and attracts over 100 CEOs and top management from global corporations to present key research and case studies.
- THAIFEX Trend Zone: Innova Market Insights, THAIFEX-World of Food Asia 2016 official knowledge partner will present key trends in Asia and beyond at THAIFEX-World of Food Asia 2016 in Bangkok. Innova Market Insights, one of the leading market research firms, will present the latest consumer trends in product development with special insights on packaging, technology and flavor drivers.

The Trend Zone will focus on hot topic issues driving the food and beverage industry. This includes forums surrounding ‘clean label’ and ‘free-from’ movements, to name a few. Additionally, the Trend Zone booth will offer key presentations addressing the top consumer trends driving today’s industry. Knowledge leaders at the booth will also be able to share important insights on new product development examples and how it can translate into opportunities in Asia.

- THAIFEX Trend Topics provide insights on eleven trend topics including Organic, Franchise, Halal, Kosher, Vegan, Vegetarian, Finger Food, Ingredients, Gluten-Free, Private Label, and Health and Functional Food. Guests will also be able to identify these trends at various exhibitors’ booths.

Experience The Best In Asia

Specialist shows within THAIFEX – World of Seafood, World of Coffee & Tea and World of FoodService also continue to grow with their own programmes, highlights and industry stars.

World of Seafood will feature some of the best in chilled, dried, fresh and frozen seafood, while World of Coffee & Tea will feature processing, filtration and cleaning products, raw materials as well as speciality coffee and tea products. World of Food Service will showcase the latest technologies, bakery and pastry equipment, retail and franchise and distribution systems, to name a few.

Khun Malee Choklumlerd, Director General at the Department of International Trade Promotion (DITP) said, "THAIFEX-World of Food Asia remains the number one platform for Thailand's local export activities. It gives our local exporters a chance to keep their fingers on the pulse of the world's F&B community and in turn support the local food industry."

"The continued growth of THAIFEX-World of Food Asia over the past decade underlines its reputation as one of the most important trade events in Asia. THAIFEX-World of Food Asia attracts exhibitors and buyers not only from this region, but increasingly from around the world. This year, we are bringing a multitude of exhibitors and buyers to the events which will appeal to the international audience. THAIFEX has undoubtedly been a perfect platform for Thailand's Kitchen to the World and for the F&B industry globally", concluded Mr. Isara Vongkusolkrit, Chairman at The Thai Chamber of Commerce, Board of Trade of Thailand and Mitr Phol Group.

THAIFEX – World of Food Asia (www.worldoffoodasia.com) is organised by Koelnmesse Pte Ltd in partnership with Thailand's Department of International Trade Promotion and The Thai Chamber of Commerce.

For more information on THAIFEX-World of Food Asia, please visit www.worldoffoodasia.com

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Koelnmesse - Global Competence in Food: Koelnmesse is the leading trade fair organizer in the food industry and related sectors. Trade fairs such as the Anuga, the International Sweets & Biscuits Fair (ISM) and Anuga Food Tec are established world leaders. Koelnmesse not only organizes food trade fairs in Cologne, Germany, but also in further growth markets around the globe, in Brazil, in China, in India, in Japan, in Thailand, in Turkey and in the United Arab Emirates. These global activities enable us to offer our customers a network of events, which in turn grant access to different markets and thus create a basis for sustainable and stable international business.

The Department of International Trade Promotion (DITP): The Department of International Trade Promotion (DITP) has the following duties and responsibilities:

- Strengthen traditional export markets and expand new markets.
- Promote and enhance Trade in Service Sector.
- Cultivate new exporters in regional areas.
- Promote and develop International Trade Mart.
- Internationalization of Thai companies by encouraging outward business investment and brands creation.
- Product development and enhance value creation.
- Maximize the utilization of trade negotiations and free trade agreements (FTAs).

The Thai Chamber of Commerce (TCC): The Thai Chamber of Commerce plays a proactive role in representing the interests of the local Thai business community.