



FHA
FOOD & HOSPITALITY
ASIA

21-24
APR 2026
SINGAPORE EXPO

Co-locating



POST SHOW REPORT

ASIA'S LEADING INTERNATIONAL
FOOD & HOSPITALITY
MEGA EVENT RETURNS

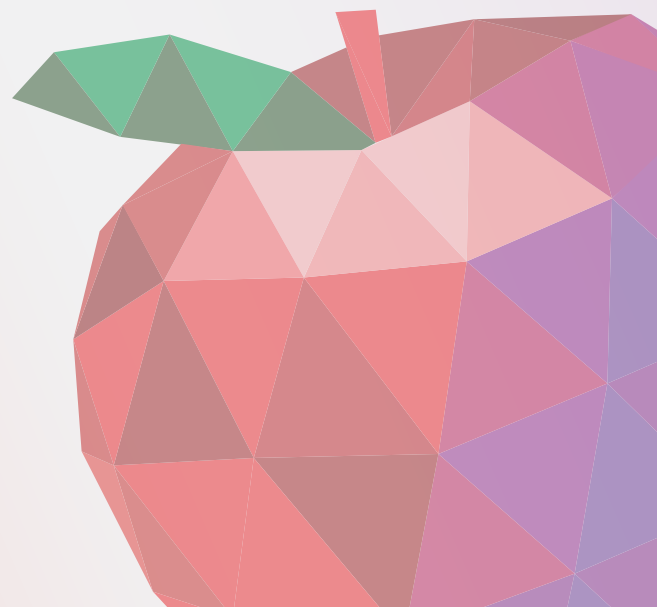
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#FHA #FHA2026
#GlobalGathering

www.foodnhotelasia.com

Information is accurate as of 20 May 2026



KEY EVENT HIGHLIGHTS



71,273 ATTENDEES
from 107
countries/regions



2,750 EXHIBITORS
representing 63
countries/regions



78 GROUP PAVILIONS



170 SPEAKERS
over 57 sessions



978 PARTICIPANTS
from 16 countries
participating in our
competitions



800 INTERNATIONAL HOSTED BUYERS
from 23
countries/regions

18 SPECIALISED SEGMENTS
across 100,000sqm exhibiton area

Food & Beverage



BEVERAGE



CONVENIENCE FOOD



DAIRY



FINE FOOD



FRESH PRODUCE



HALAL



INTERNATIONAL FOOD



MEAT & POULTRY



SEAFOOD



SNACKS & CONFECTIONARY



SUSTAINABLE FOOD



WINE & SPIRITS

HoReCa



BAKERY, PASTRY & GELATO



COFFEE, TEA & BAR



FOODSERVICE & HOSPITALITY EQUIPMENT



TABLEWARE & HOSPITALITY SUPPLIES



FOODSERVICE TECHNOLOGY



HOSPITALITY TECHNOLOGY

REGION OF HONOUR



The **European Union Pavilion** at FHA 2026 delivered an immersive showcase of Europe's rich culinary heritage, bringing together 27 EU Member States to present a diverse selection of premium agri-food and beverage products. Across four days of live cooking demonstrations, curated tastings, information sessions, and the official opening ceremony, attendees were treated to valuable insights into the quality, authenticity, safety, and sustainability standards that define European food production.

The pavilion celebrated the diversity of Europe's culinary traditions while offering visitors a deeper appreciation of the craftsmanship and sustainable practices behind its world-renowned food and beverage offerings.



We are the region of honour in FHA this year and we are extremely proud. It's an amazing business opportunity, just the size, having two events into one, we have the opportunity to make business with a lot of countries and Singapore is the perfect entry port for this match-making and having opportunities with the ASEAN region, and so we are already thinking that we should come back on the next occasion, because we are delighted of our presence here at FHA.

Diego Canga Fano



Director, Outreach, Research & Geographical Indications & Directorate – General for Agriculture & Rural Development (European Commission)



EXHIBITORS

More than
85%
International
Exhibitors



63 PARTICIPATING COUNTRIES/REGIONS

ARGENTINA • ARMENIA • AUSTRALIA • AUSTRIA • BELGIUM • BRAZIL • BRUNEI DARUSSALAM • CAMBODIA • CAMEROON • CANADA • CHILE • CHINA • CROATIA • CZECH REPUBLIC • DENMARK • FINLAND • FRANCE • GEORGIA (REP OF) • GERMANY • GREECE • HONG KONG SAR • HUNGARY • INDIA • INDONESIA • ISRAEL • ITALY • JAPAN • JORDAN • KOREA • LITHUANIA (REP OF) • MALAYSIA • MALDIVES (REP OF) • MACAO SAR • MEXICO • MONGOLIA • MOROCCO • NEPAL • NETHERLANDS • NEW ZEALAND • NORWAY • OMAN • PAKISTAN • PHILIPPINES • POLAND • PORTUGAL • REPUBLIC OF IRELAND • SINGAPORE • SLOVAKIA • SOLOMON ISLANDS • SOUTH AFRICA (REP OF) • SPAIN • SRI LANKA (REP OF) • SWEDEN • SWITZERLAND • TAIWAN • THAILAND • TÜRKIYE • UK • UNITED ARAB EMIRATES • URUGUAY • USA • VANUATU (THE REP OF) • VIETNAM

TESTIMONIALS

We're excited to be back at FHA, using the platform to launch nine products in Asia for the first time because we know this is where our customers and consultants come to discover new solutions. FHA's **vibrant atmosphere** and **strong focus on innovation, industry trends, and business solutions** make it an invaluable platform for meaningful connections and market opportunities.

Leonard Lam

Managing Director, Asia Pacific (Welbilt)

FHA 2026 provided us with an excellent opportunity to deepen our understanding of the Singapore market, connect with key HoReCa players, and **gain valuable insights into consumer behaviour through direct engagement**. The show was professionally organised and **brought together strong participation across the entire business ecosystem**, making it an ideal platform for networking, market learning, and exploring new growth opportunities.

Young Yu

General Manager, International Operations Division (Indofood CBP)

FHA is a **strategic platform** for Oman Exports, providing Omani companies with the visibility and connections needed to enter the ASEAN market **through direct engagement with international buyers, distributors, and partners**. More than a showcase, FHA serves as a **global bridge for building long-term collaborations**, helping Omani companies stay ahead of global innovation while driving sustainable impact for both our local economy and international partners.

Jawaher Al Rashdi

Exporters Services Specialist (Ministry of Commerce & Investment Promotion Sultanate of Oman)

FHA is an important platform for showcasing innovation in the food industry. Participation **has increased international exposure for companies** and specialty products from Chongqing and Southwest China, **creating new opportunities for market expansion, partnerships, and deeper collaboration**, and we look forward to bringing more Chongqing businesses to future editions.

Lanye Luo

Executive Director (Chongqing Food Industry Association)

ATTENDEES

71,273

attendees from

107

countries/regions

TOP 10 COUNTRIES/ REGIONS

- Australia
- China
- Hong Kong SAR
- Indonesia
- Malaysia
- Philippines
- Singapore
- Taiwan
- Thailand
- Vietnam

TOP 5 JOB FUNCTIONS

- Business Development & Corporate Management (Owner / Proprietor / President / CEO / MD / GM)
- Commercial / Procurement / Purchasing
- Foodservice & Hospitality Operations / Culinary Service Professionals
- IT / Research & Development
- Sales & Marketing / Brand Management / Public Relations

BY REGION

32%

REST OF ASIA

Bangladesh, Brunei, Cambodia, China, East Timor, Hong Kong SAR, India, Indonesia, Japan, Jordan, Kazakhstan, Kyrgyzstan, Laos, Macao SAR, Malaysia, Maldives, Mongolia, Myanmar, Nepal, Pakistan, Philippines, South Korea, Sri Lanka, Taiwan, Thailand, Turkiye, Vietnam

3.8%

OTHERS

Africa, Europe, Middle East, North America, Oceania, South America, USA

64.2%

SINGAPORE

TESTIMONIALS

“

This my first FHA experience, so the most interesting and valuable part would definitely be meeting potential customers because we are a distributor so when you come here you get to speak to customers that you never thought you would come across and there are a lot of opportunities and potential customers that you may work with in the future.

Tricia Chua

Trade Marketing Executive (Wilmar Distribution)

”

“

I think FHA is growing very, very big. And what's interesting is every time I'm here, there are always new technologies, new innovations from all over. And I think this is something that I will never miss. If you are in food, whether it's manufacturing, whether it's producing or whether it's supplying or marketing, FHA is the go-to market for exhibition.

Young Yu

Shahrin Azhar, Director (Halla Private Limited)

”

45%

RETAIL, TRADE & MANUFACTURING

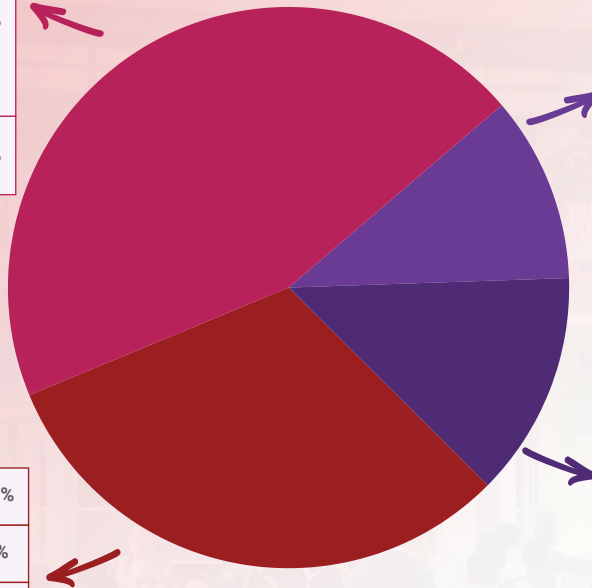
Importer / Exporter / Distributor / Logistics / Wholesaler / Trade Associations	29%
F&B Manufacturer / Hospitality & Foodservice Equipment & Supplies Manufacturer / Wine & Spirits Equipment, Vineyard & Wine Producer Manufacturer / Bakery, Pastry & Gelato Manufacturer / Hospitality / Foodservice Equipment & Supplies / Packaging & Labelling	12.5%
Retailer / Convenience & Grocery Store / Hypermarket / Supermarket / Department Store	3.50%

10.7%

R&D, TRAINING & INDUSTRY SERVICES

Research & Development / Food Science	2.6%
Venture Capitalist / Start Ups / Consultancy	2%
Government Organisation	2%
Advertising / Marketing / Printing / Public Relations / Media	1.8%
Academic / Training Institute (Culinary / Hospitality / Tourism / Food Science)	1.2%
IT Solutions / Security Provider / VAR / VAD / Systems Integrator	0.9%
Others	0.2%

BY BUSINESS NATURE



31.3%

FOOD & BEVERAGE SERVICE PROVIDERS

Restaurant / Bistro / Café / Coffee Shop	15.7%
F&B Management Service / Consultancy	7.2%
Catering / Cooking Studio / F&B Workshop	4.2%
Fast Food / Quick Service Operator	2.9%
Health / Organic Food / Speciality Food	0.7%
Bakery / Pastry / Gelato / Alcoholic Drinks / Wine / Spirits	0.6%

13%

HOSPITALITY, TOURISM & LIFESTYLE

Hotel / Resort / Serviced Apartment / Attractions / Theme Park / Hospitality Management Service	5.6%
Others	2.8%
Hospitality Procurement Services	2.5%
Clubhouse / Country Club / Sport & Recreation Club / Spa & Wellness / Fitness Centre / Bar & Entertainment	0.9%
Commercial Facility / Shopping Mall Planning and Management / Property Management / Developer / Real Estate / Architecture	0.8%
Airline / Cruise Liner / Rail / Airport / Terminal	0.4%

TOP 10 PRODUCT INTERESTS

- Bakery, Pastry & Gelato / Baking Ingredients / Desserts
- Beverage & Spirits
- Coffee / Tea / Bar
- Convenience Food
- Food & Ingredients
- Foodservice & Hospitality Equipment
- Foodservice, Hospitality & Retail Technology
- Industry Services
- Meat & Poultry
- Packaging / Disposables

CHECK OUT WHO VISITED

- Tricon Wyndham Hotels and Resorts Devgan Overseas **Tim Hortons** StarDream Cruises **CapitaLand** Advantage Foods
 SRW Consultancy **The Standard Hospitality Group** Burger King Epicurean Partners Exchange SaladStop Group **Alfamart**
Fairprice Group Hanbaobao Gueridon Food Corporation Matsuya Foods **Benmark Group** Marriott International
 Indoguna **Shangri-La Hotels & Resorts** **Subway** Little Farms Sakuraya Foods **Singapore Airlines**
SATS Food Services Four Seasons Hotels and Resorts **Phoon Huat** **InterContinental Hotels Group (IHG)**
 Mandarin Oriental Singapore **Marina Bay Sands** Resorts World Sentosa Jumbo Group of Restaurants
BreadTalk Group Tung Lok Group Paradise Group Holdings **Crystal Jade Culinary Concepts** Neo Garden Catering
 The Wine Company **DNATA** Compass Group Singapore Hilton International Asia Pacific **Disney Cruise Line** **Coffee Hive**
Accor Asia Pacific Plaza Premium Group Pan Pacific Hotels Group Asia Brewery Incorporated **FoodBaskets Corporation**
 The Boots **The Coffee Bean & Tea Leaf** CKP Hospitality Consultants Qantas

... and many more

HOSTED BUYER PROGRAMME

800 Hosted Buyers from 23 countries/regions engaged in 19,000 meetings



83
NPS Score



98.4%
Overall satisfaction rate



98%
Likely to attend FHA again in the future

MEET SOME OF OUR HOSTED BUYERS

CONVENIENCE STORES / RETAILS



HOTELS / RESTAURANTS / AIRLINES



IMPORTERS / DISTRIBUTORS



TESTIMONIALS

Attending FHA 2026 was a pivotal experience for our strategic planning. It provided a unique platform to connect with several promising global enterprises and served as a crucial catalyst for identifying innovative products that we look forward to introducing to the Korean market.

Jisu Kim

Buyer (SPCGFS), Korea

FHA is a highly engaging and exceptionally well-organized food exhibition. For anyone looking to source specific products, attending this event is an absolute must.

Ekachai Kacha

Managing Director (SSL Gourmet Co., Ltd), Thailand

FHA 2026 is a good platform for procurement in the hospitality industry as it gathers almost all the requirements that the purchasing needs and also to be updated with the trends. To be able to meet suppliers (old or new) and be able to see and check products and technology.

Cheryl Chua

Purchasing Manager (The Manila Hotel), Philippines

SEMINAR HIGHLIGHTS

Three seminar tracks featuring
170 industry experts and attracting
over **2,500 attendees** across **57 sessions**.



FHA MAIN STAGE

The programme commenced on Day 1 with **Redefining Global Food Trade & Market Access**, setting the stage with insightful discussions on cross-border trade dynamics, supply chain disruptions, evolving food safety frameworks, and opportunities arising from the EU–Singapore FTA.

Day 2 shifted focus to **Hospitality Transformation & Halal Trade Growth**, where industry leaders explored how operators are rethinking business models, navigating cost pressures, and unlocking opportunities within the global halal ecosystem.

The programme concluded on Day 3 with **The Future of Health, Nutrition & Consumer Demand**, spotlighting the intersection of hospitality, innovation, and wellness through discussions on experience-led concepts, functional foods, healthy ageing, and personalised nutrition.



“
FHA plays a critical role in terms of supporting the agribusiness and food supply chain across Southeast Asia. It is a regional platform for connection and insights, and especially in a period of global disruptions, those connections are vitally important. It brings everyone together to share their discussions around the latest products, understand regulatory shifts, consumer trends and emerging opportunities in real time.
”

Luisa Rust

Senior Trade and Investment Commissioner
(Australian Embassy in Manila)



The programme began on Day 1 with **Technology in Hospitality**, where thought leaders examined how digital innovation is reshaping the sector through AI-driven operations, enhanced guest experiences, data-led decision-making, and connected technology ecosystems.

Day 2 turned attention to **Technology in Retail**, with conversations centred on automation, digital tools, and omnichannel strategies designed to elevate customer engagement and operational performance, complemented by a Business Breakfast session that encouraged valuable industry exchange.

The series culminated in Day 3 with **Technology in Foodservices**, showcasing how technology is enabling greater efficiency and scalability across F&B operations, while another Business Breakfast session created opportunities for strategic dialogue and meaningful networking among key decision-makers.



This is the most challenged industry now in the entire environment and it's very difficult. Coming to FHA you just see the myriads of different technologies out there and how people are picking up these challenges and how they are addressing all the different problems that are out there. So, I am very heartened to see so many new technologies, so many new solutions and so many people understanding how difficult the environment is and being able to address those challenges.

Joseph Ong

Managing Director (1 Group)



I think FHA is doing the summit that I have attended and this is a great opportunity to talk about. It's about messaging out to our consumers, and it's about gathering all the industry specialists and bringing the one message out: reducing the footprint for the better future for all of us.

Kazi Hassan

Director of Food, Beverage and Culinary Operations
(Hilton Singapore Orchard)

SUSTAINABILITY SUMMIT 2026

The summit opened on Day 1 with **Hospitality Growth & Sustainability in Practice**, exploring how operators are balancing commercial growth with sustainable operations, smarter sourcing, and future-ready business models.

Day 2 focused on **Building Resilient and Regenerative Food Systems**, with discussions centred on climate-smart agriculture, alternative proteins, and strengthening supply chains for long-term sustainability.

Day 3 concluded with **Circular F&B and Halal Market Expansion**, spotlighting waste-to-value innovations, sustainable packaging, and opportunities within a more circular and inclusive food ecosystem.

Making its debut at FHA 2026, **FutureFWD** brought together hospitality, foodservice, retail, and technology professionals driving innovation and digital transformation across the industry.

Regional Reach with 32 Countries/Regions Represented

BY BUSINESS NATURE

TOP 5 COUNTRIES/REGIONS

- Australia
- Indonesia
- Philippines
- Malaysia
- Singapore

44%
FOOD & BEVERAGE / SERVICES / OPERATIONS

23%
HOSPITALITY / TOURISM / LIFESTYLE

14%
TECHNOLOGY / INNOVATION / ECOSYSTEM

19%
RETAIL / MANUFACTURING / DISTRIBUTION

BY JOB FUNCTION

35.2%



Executive & Business Leadership

34%



Commercial, Digital & Growth

17.1%



F&B and Hospitality Operations

7.9%



Innovation, Research & Professional Services

5.7%



Infrastructure, Engineering & Supply Chain

CHECK OUT WHO VISITED

- Marriott International** **Rosewood Hotel Group** Pan Pacific Hotels Group **Shangri-La Singapore**
Accor Jollibee Foods Corporation **Walt Disney Attractions Japan** **Marina Bay Sands**
 Genting Malaysia **Chick-fil-A Asia** **Max's Group Inc.** Symrise **Ingredion**
1-Group **Restaurant Brands International** Singapore Airlines **Resorts World Sentosa**
Mandai Wildlife Group Jumbo Group of Restaurants **FairPrice Group** **The Fullerton Bay Hotel Singapore**
 Sodexo SG **RE&S Enterprise Pte Ltd** **Plaza Premium Group** GuocoLand Hotels

... and many more

COMPETITION HIGHLIGHTS

978 Participants from **16** countries participating in our competitions



TEAM CHALLENGE

SPECIAL AWARDS

BEST MENU AWARD

*Team Jones Dairy,
United States Of America*

SINGAPORE CHEFS' ASSOCIATION PRESIDENT'S RECOGNITION AWARD

*Australian National Junior Team,
Australia*

PRELIMINARY ROUNDS

BEST APPETISER

*Australian National Junior Team,
Australia*

OUTSTANDING AUSSIE BEEF & LAMB MAIN COURSE SPECIAL AWARD PRESENTED BY MLA

Nova Vantage, Malaysia

BEST DESSERT

Temasek Poly CAM, Singapore

FINALS

CHAMPION

KCAA.GN, South Korea

1ST RUNNER UP

*Team Jones Dairy,
United States Of America*

2ND RUNNER UP

Temasek Poly CAM, Singapore

SKILLS & INNOVATION CHALLENGE

CLASS YC 1 – THE AUSSIE BEEF & LAMB GENERATION CHALLENGE

CHAMPION & BEST AUSSIE BEEF & LAMB GENERATION TEAM AWARD

*Mentor: Dex Tew Wan Lung
Mentee: Nicholas Luk Giek Ong*

1ST RUNNER UP

THE RITZ-CARLTON, MILLENIA SINGAPORE

*Mentor: Loh Juan Chang
Mentee: Hong Jing Xiang*

2ND RUNNER UP

TEMASEK CULINARY DUO

*Mentor: Chan Cheng Hoong
Mentee: Wayne Lim Jing Qian*

CLASS YC 2 – YOUNG CHEFS PASTA CHALLENGE

CHAMPION & BEST YOUNG CHEFS PASTA AWARD

Nicholas Luk Giek Ong, Singapore

1ST RUNNER UP

Daniel Xu Juewen, Singapore

2ND RUNNER UP

Yang Cheng Juei, Taiwan

CLASS YC 3 – GOLDEN POULTRY CHALLENGE

CHAMPION & BEST GOLDEN POULTRY AWARD

Lim Yun Jia Fidesia, Singapore

1ST RUNNER UP

Padermyot Kaewchanslip, Thailand

2ND RUNNER UP

Paragas, James Mitchel G., Philippines



COMPETITION HIGHLIGHTS

FHA BAKERY CHALLENGE

CHAMPION

TEAM CHINA

Team Manager : Kenny Chen
Team Members : Joyce Jiaqian Bao & Ninghan Tian
Organisation : Guangzhou Pastry Alliance

1ST RUNNER UP

TEAM SOUTH KOREA

Team Manager : Gunhee Yu
Team Members : Jong Min Choi & Tae Gon Lee
Organisation : Korea Chefs Association

2ND RUNNER UP

TEAM HONG KONG SAR

Team Managers : Ringo Chan, Wing Hung
Team Members : Lai Lam Yam, Vincent & Tsui Kam Ping
Organisation : Hong Kong Chefs Association

BEST VIENNOISERIES & ARTISAN BAGUETTE

SINGAPORE PASTRY ALLIANCE

Team Manager : Edwin Leow
Team Members : Chen Wee Soon & Terry Ang Ching Wei
Organisation : Singapore Chefs' Association

BEST ARTISTIC SHOWPIECE

TEAM CHINA

Team Manager : Kenny Chen
Team Members : Joyce Jiaqian Bao & Ninghan Tian
Organisation : Guangzhou Pastry Alliance

BEST TASTING DEGUSTATION PRIZE

TEAM SOUTH KOREA

Team Manager : Gunhee Yu
Team Members : Jong Min Choi & Tae Gon Lee
Organisation : Korea Chefs Association

FHA DESSERT CHALLENGE

ELEVATED AFTERNOON TEA SET

CHAMPION

ABOVE BEYOND, SINGAPORE

Gary Chai Bing Feng & Marcus Goh Bin Yit

1ST RUNNER UP

GALAXY MACAU, MACAU SAR

Lam In San & Huang Zesheng

2ND RUNNER UP

RP PASTRY TEAM 1, SINGAPORE

Sia Jia Tong & Tan Shan Hui

PLATED DESSERTS

CHAMPION

Kim Sohee,
South Korea

1ST RUNNER UP

Lim Zhi Feng,
Singapore

2ND RUNNER UP

Huang Zesheng,
Macau SAR

ASIAN PASTRY CUP

CHAMPION

TEAM JAPAN

Tetsuro Akasaki, Nana Iioka & Natsuki Maruyama

1ST RUNNER UP

TEAM MALAYSIA

Otto Tay, Foo Yi Qing & Pui Teng

2ND RUNNER UP

TEAM PHILIPPINES

Verge Iral, Janelle Joy Toh & Gian Aguirre

BEST TEAM SPIRIT

TEAM INDONESIA

Louis Tanuhadi, Lizzie Halim & Bryan B Tanuhadi

PROMISING TALENT

TEAM INDIA

Niklesh Sharma, Ravi Dhuriya & Pratyay Keny



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FutureFWD

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Official Potato Sponsor



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**SEE YOU
NEXT YEAR!**



FHA
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ASIA

20-23
APR 2027
SINGAPORE EXPO

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