



FHA2018

Post Show Report



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Food&HotelAsia (FHA) Celebrated its Ruby Jubilee in Record Fashion!

FHA, the highly anticipated food and hospitality industry event in Asia, concluded its 40th anniversary edition on 27 April 2018.

Held across two venues at Singapore Expo and Suntec Singapore, the four-day, must-attend biennial trade exhibition delivered value and experiences beyond expectations in record fashion!

Highlights of FHA2018



2 venues.
1 mega show.
119,500 sqm of exhibition area



6 specialised sectors



3,466 exhibiting companies from 76 countries/regions



72 international group pavilions



81,896 total attendees from 120 countries/regions



55,433 trade visitors (40% overseas)



11 top-notch culinary, coffee and bakery & pastry competitions



4 power-packed conference tracks attended by 350 delegates & speakers

New Initiatives

Stellar success would not have been possible without the industry's strong support, engagement with FHA and collaboration for its new initiatives!

Advanced Exhibitors List

Enhanced tool that facilitated buyers' search for relevant products and improved the match quality of buyers for exhibitors.

Business Matching Service (Loop@FHA2018)

Pre-scheduled meetings added value to both exhibitors and visitors as they could maximise their time and networking opportunities at FHA exhibitors.

Focused Email Campaigns

Carefully curated exhibit information were disseminated in a timely manner to targeted visitors, gearing them up for the show.

Online Partner Marketing Platform

A new, easy-to-use and free digital marketing platform for exhibitors to effectively engage their clients and invite them to check out new products at their booths during FHA.

Self-print Badge System

Improved registration system allowed visitors to save time and head straight into the exhibition by pre-printing their admission badges before arriving onsite.

FHA TV

Beamed live across the venues and on social media platforms, FHA TV created buzz and excitement for all by bringing together all concurrent happenings on the show floor.

Free Business Workshops

Short sessions on topical subjects by thought leaders were well-received by attendees.

Exclusive Industry Report

To commemorate FHA's 40th anniversary, an industry report on "Smart Innovations Transforming the Food & Hospitality Landscape by 2020" was produced in partnership with Euromonitor International for FHA's attendees. The report highlighted the industry landscape and key insights gleaned from industry experts.

A complete International B2B F&B haven



Held alongside FHA2018, ProWine Asia (Singapore) 2018 played host to over 270 established wine producers and distributors from 33 countries and regions and a strong line-up of 15 national pavilions including Croatia, Spain, Italy and Austria; complementing FHA to present a complete international F&B sourcing platform for Asia's buyers.

In addition, ProWine Asia (Singapore) 2018 saw the return of the highly anticipated Champagne Lounge, the National Cocktail Competition being held at the show for the first time; and a series of well-received masterclasses and seminars.



The Unrivalled Global Food and Hospitality Business Platform in Asia!

In 2018, a record 3,466 manufacturers and suppliers from 76 countries/regions and 72 international group pavilions presented their newest innovations and best-selling products and solutions at FHA through 6 broad categories:



Bakery & Pastry



Food & Drinks



Hospitality Style



Hospitality Technology



Hotel, Restaurant and Foodservice Equipment



Speciality Coffee & Tea

Exhibitors' Accolades

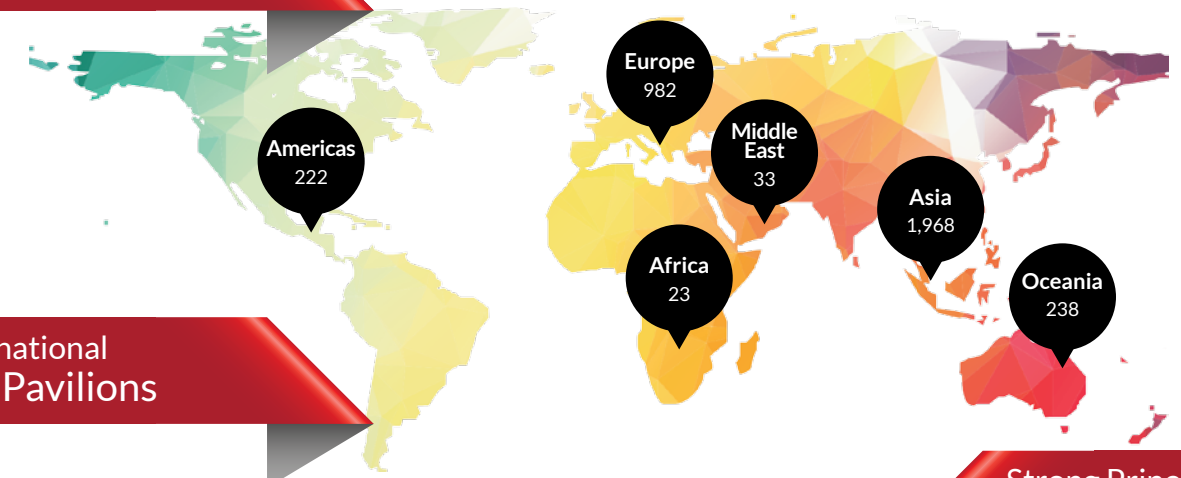
“This is the first time we are exhibiting at FHA. FHA is our top choice because it is the most important show in this region. Through FHA, we hope to grow our business successfully in this part of the world where our business is not currently present. We have met distributors from Australia, Hong Kong, Korea, New Zealand and Taiwan, and it reinforces our decision that this is the best platform to introduce our products to markets in this region.

Pietro La Grassa
International Sales Manager, Emainox SRL
Italy

“FHA is a valuable platform for us to showcase Scottish produce to the important Asia market. This year, 10 out of 13 companies from Scotland represented at FHA are new to Asia. FHA can do much for them as a platform for building brand awareness, market testing, feedback collection and sampling opportunities. This is always an effective way to introduce new products to buyers

Beatrice Huckvale
Representative, Scottish Development International
Scotland

Breakdown of Exhibitors by Region



72 International Group Pavilions

- | | | | |
|-----------|-------------|--------------|--------------------------|
| Australia | Greece | New Zealand | Switzerland |
| Austria | Hungary | Peru | Taiwan |
| Belgium | India | Philippines | Tunisia |
| Brazil | Indonesia | Poland | Turkey |
| Canada | Italy | Portugal | United Kingdom |
| China | Japan | Qatar | United States of America |
| Cyprus | Korea | Singapore | Vietnam |
| Denmark | Latvia | South Africa | |
| France | Malaysia | Spain | |
| Germany | Netherlands | Sri Lanka | |

Strong Principal Representation

Apart from being the largest of its kind in the region, FHA also boasted a large proportion of principals who participated directly at the show; making it easily accessible and convenient for trade visitors to meet manufacturers from around the world.



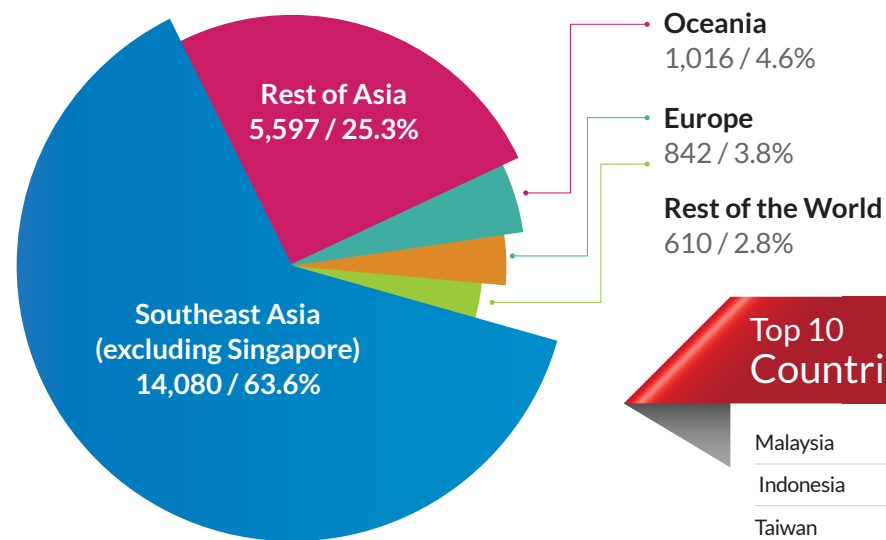
An Expanding International Sourcing Platform for Buyers in Asia!

The show's charm of having the most comprehensive selection of products by quality exhibitors from across the globe, coupled with its related onsite competitions and activities, continue to draw trade visitors from well beyond Singapore.

For the first time, FHA topped its own record and attracted 55,433 trade visitors from 110 countries/regions at its 2018 edition.

The only show in Asia with over 22,000 overseas trade visitors

Breakdown of Overseas Visitors by Region



Top 10 Countries / Regions (excluding Singapore)

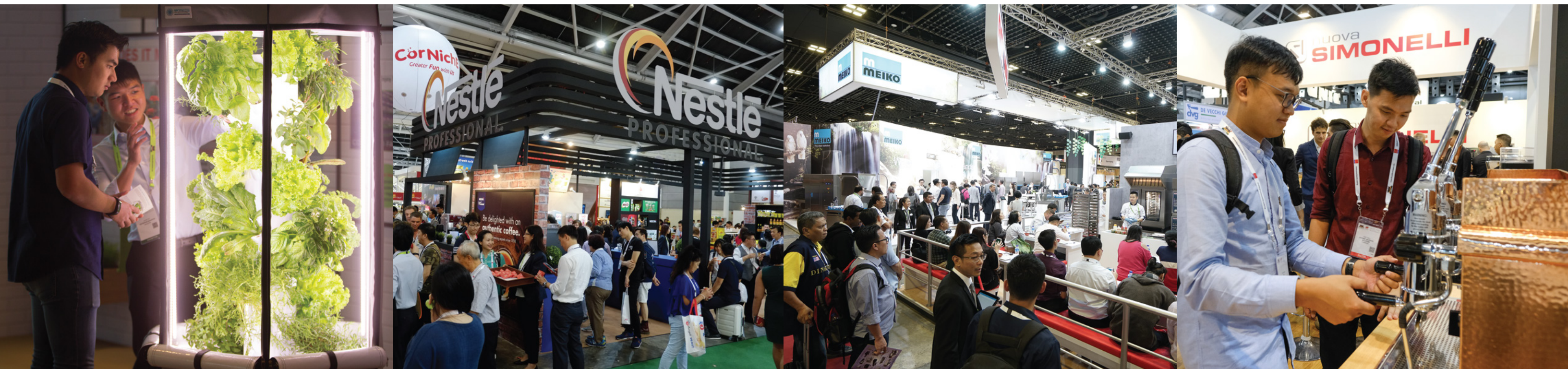
Malaysia	6,748	Thailand	994
Indonesia	3,564	Vietnam	875
Taiwan	1,697	Australia	839
Philippines	1,308	India	590
China	1,022	Hong Kong	565

Breakdown of Visitors by Company Main Activity

Foodservice Establishment / Country Club	11,778
Importer / Wholesaler / Distributor - Food & Drinks	6,026
F&B and Hospitality Management Service / Consultancy	4,192
Academic / Training Institute	4,034
Hotel / Resort / Serviced Apartment	3,943
Manufacturer - Food & Drinks	3,641
Manufacturer - Bakery / Confectionery	2,563
Importer / Wholesaler / Distributor - Hospitality Equipment & Supplies	1,808
Institutional Catering / Healthcare	1,688
Retailer - Bakery / Confectionery	1,563
Manufacturer - Hospitality Equipment & Supplies	1,341
Importer / Wholesaler / Distributor - Wine & Spirits and Related Accessories & Equipment	1,332
Retailer - Convenience Store / Supermarket	1,259
Importer / Wholesaler / Distributor - Speciality Coffee & Tea	957
IT / Telecommunications	798
Trade Association	763
Government Agency	726
Logistics - F&B / Wines	575
Interior Design / Furnishing	502
Property Development & Management	476
Retailer - Specialty Food	459
Airline / Cruise Liner / Rail	400
Packaging / Labeling	257
Retailer - Wine / Spirits / Alcoholic Drinks	169
Theme Park / Attractions	105
Others	4,078

Breakdown of Visitors by Job Function

Corporate Management (Owner / Proprietor / President / CEO / MD / GM)	14,270
Business Development / Sales / Marketing	12,714
Executive Chef / Chef / Kitchen Assistant / Training Chef	6,181
Purchasing	4,091
Operations / Maintenance / Production Management	2,270
Finance / Administration / Human Resource	2,105
F&B / Catering Management	1,833
Pastry Chef / Patisserie / Baker	1,683
Consultant	986
Food Technologist / Dietician	904
Academia	856
Kitchen Operations / Management	637
IS / IT	555
General Service Staff	493
Barista	451
Architect / Interior Designer / Visual Merchandiser	433
Quality Control & Assurance / Food Safety / Research & Development	261
Housekeeping	241
Front Office	206
Government	194
Coffee Roasters	149
Tea Sommelier / Specialist	55
Sommelier / Bartender / Mixologist	43
Security Management	39
Others	3,783



Visitors' Testimonials

“My trip to FHA2018 has been packed with meetings with suppliers to learn more about their latest product offerings. I have met kitchen equipment brands and tableware specialists! Now, I'm spoilt for choice as I deliberate over the myriad options that I have gathered for our hotel's new restaurant as well as ongoing room renovation this year.

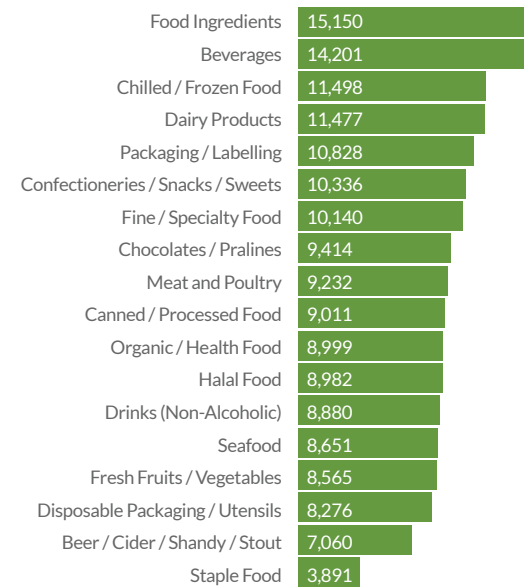
Yap Siau Ling
Senior Purchasing Manager, PT Caterison Sukses
Owner, Hilton Bali Resort
Indonesia

“FHA is truly a must-attend exhibition in Asia for industry professionals in the food business. It is a convenient one-stop platform for us where we had a good catch-up with our international suppliers. We also met new promising suppliers whom we can work with to further our business expansion plans.”

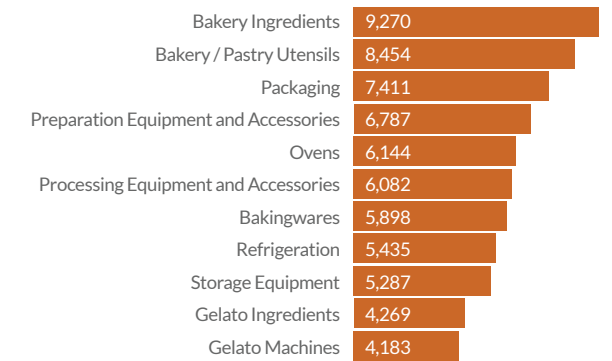
Vincent Thai Quoc Huy
Director, Interfoods Limited
Vietnam

Indication of Buyers' Interests

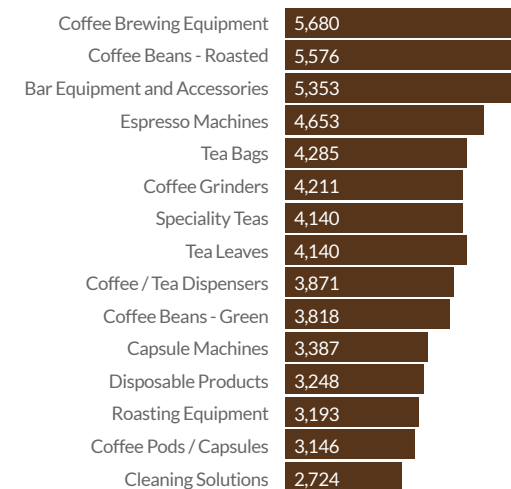
Food & Drinks



Bakery & Pastry



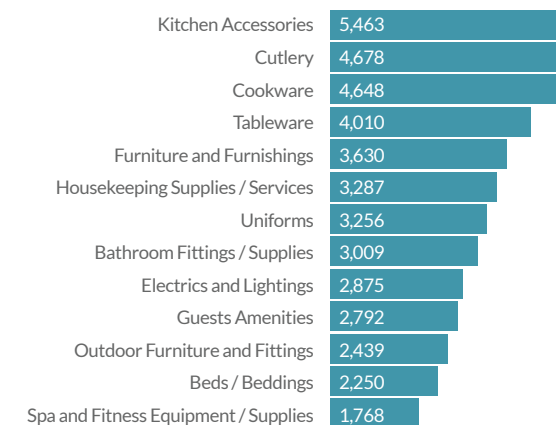
Speciality Coffee & Tea



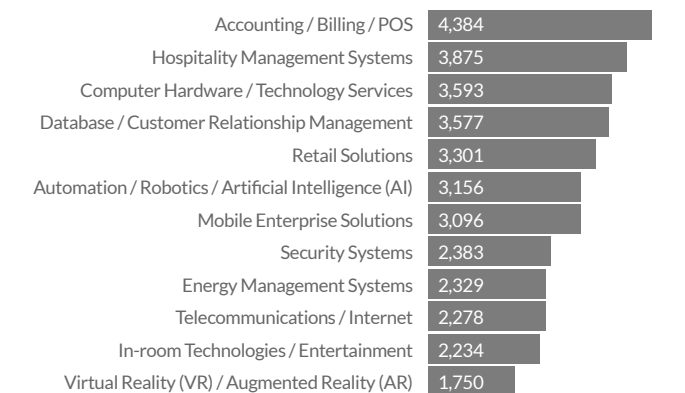
Hotel, Restaurant and Foodservice Equipment



Hospitality Style



Hospitality Technology



Note: Buyers may indicate more than one product / service interest.



Key Buyers at FHA2018

FHA attracts serious buyers from across diverse industry verticals and receives strong support from many trade associations. Below are just some of the thousands that exhibitors got to meet.

TRADE & BUSINESS ASSOCIATIONS

ASEAN COFFEE FEDERATION
ASEAN FOOD AND BEVERAGE ALLIANCE
ASSOCIATION OF CULINARY PROFESSIONALS INDONESIA
AUSTRALIAN CULINARY FEDERATION
CHINA CUISINE ASSOCIATION
EMIRATES CULINARY GUILD
FOOD & BEVERAGE ASSOCIATION OF THAILAND
HONG KONG CHEFS ASSOCIATION
HONG KONG CONFECTIONERY ASSOCIATION
HOTEL & RESTAURANT ASSOCIATION OF THE PHILIPPINES
HOSPITALITY PURCHASING ASSOCIATION SINGAPORE
INDIAN CHEFS CULINARY ASSOCIATION
INDIAN CULINARY FORUM
INDONESIA SOMMELIER ASSOCIATION
INTERNATIONAL BARTENDERS ASSOCIATION
MACAU CULINARY ASSOCIATION
MALAYSIAN ASSOCIATION OF HOTELS
MYANMAR CHEFS ASSOCIATION
MYANMAR RESTAURANT ASSOCIATION
PENANG CHEFS ASSOCIATION
PROFESSIONAL CULINAIRE ASSOCIATION
RESTAURANT ASSOCIATION OF SINGAPORE
SINGAPORE CHEFS ASSOCIATION
SINGAPORE HOTEL ASSOCIATION
SINGAPORE RETAILERS ASSOCIATION
SOUTH INDIA CHEFS ASSOCIATION
TAIWAN ABORIGINES CHEF ASSOCIATION
TAIWAN CHEFS ASSOCIATION
THAI HOTELS ASSOCIATION
WORLD ASSOCIATION OF CHEFS' SOCIETIES

BAKERY & CONFECTIONERY

ARTISAN BOULANGERIE CO
ARYZTA
AWFULLY CHOCOLATE
BAKE MISSION
BAKERZIN HOLDINGS
BOULANGERIE ASANOYA
DUKE BAKERY
FAMOUS AMOS CHOCOLATE CHIP COOKIE
GARDENIA
GOLDSLOCKS BAKESHOP
LAVENDER CONFECTIONERY & BAKERY
LOTUS BAKERIES
PARIS BAGUETTE
PAUL
SEASON CONFECTIONERY & BAKERY
SUNSHINE BAKERIES
SWEE HENG BAKERY

CATERING

AMEYA BOGA GROUP
BEIJING AIRPORT INFLIGHT KITCHEN
CATHAY PACIFIC CATERING SERVICES
EMIRATES FLIGHT CATERING
MAXIMS CATERERS
NEO GROUP LIMITED
SATS
SELECT GROUP LIMITED
SRILANKAN CATERING
SODEXO

FOODSERVICE ESTABLISHMENTS

1-GROUP
ABR HOLDINGS LIMITED
ARENA CORPORATION
AROMA GROUP
BNX DELIGHT HOLDING
BOGA GROUP
BREAD STREET KITCHEN & BAR BY GORDON RAMSAY
BREADTALK GROUP
BURGER KING ASIA PACIFIC
CAERUS HOLDING
CALAMANDER GROUP
CENTRAL RESTAURANTS GROUP
CLASSIFIED GROUP
COMMONWEALTH RETAIL CONCEPTS
CRYSTAL JADE CULINARY CONCEPTS HOLDING
DELIFRANCE
DRAGON-I RESTAURANT
EMIRATES LEISURE RETAIL
GLORIA JEAN'S COFFEES
GOLDEN GATE GROUP
J.CO DONUTS & COFFEE
JOLLIBEE FOODS CORPORATION
JOHNNY ANDREAN GROUP
JP PEPPERDINE GROUP
JUMBO GROUP
KENTUCKY FRIED CHICKEN MANAGEMENT
LES AMIS GROUP
MARRYBROWN
MCDONALD'S
MK RESTAURANT GROUP
MINOR DKL FOOD GROUP
PARADISE GROUP HOLDINGS
PIZZA HUT RESTAURANTS ASIA
RE&S
STARBUCKS CORPORATION
THE COFFEE BEAN & TEA LEAF
THE MINOR FOOD GROUP
TUNGLOK GROUP
YUM! BRANDS

RETAILERS

7-ELEVEN
AEON
AL MAYA GROUP
BETTER 4U HOLDINGS
BIG C SUPERCENTER
BURNS & FERRALL
CAPITAL DIAMOND STAR GROUP
CENTRAL FOOD RETAIL GROUP
CHINA RESOURCES VANGUARD
CIRCLE K
CHEERS HOLDINGS
CITY MART HOLDINGS
COLD STORAGE
DAIRY FARM GROUP
FOODLAND SUPERMARKET
FUTURE RETAIL LIMITED
HONESTBEE
LOTTE MART
NTUC FAIRPRICE
REDMART
RUSTAN'S SUPERCENTERS
TESCO

Above list is non-exhaustive.

HOSPITALITY

ACCORHOTELS
AMARA HOLDINGS
APA HOTELS & RESORTS
ARCHIPELAGO INTERNATIONAL
ARTYZEN HOSPITALITY GROUP
ASTORIA HOTELS & RESORTS
BANYAN TREE HOTELS & RESORTS
BERJAYA CORPORATION
BEST WESTERN
BONVESTS HOLDINGS
CINNAMON HOTEL MANAGEMENT LIMITED
CLUB MED
DOLPHIN GROUP OF HOTELS
FAR EAST ORGANIZATION
FRASERS HOSPITALITY
GENTING MALAYSIA BERHAD
HILTON WORLDWIDE
HURLEY HOTEL GROUP
HYATT CORPORATION
IHG
INDIAN HOTELS CO LTD - TAJ GROUP OF HOTELS
LEMON TREE GROUP OF HOTELS
MARRIOTT INTERNATIONAL
MGM RESORTS INTERNATIONAL
MILLENIUM HOTELS AND RESORTS
PAN PACIFIC HOTELS GROUP
PARK HOTEL GROUP
RADISSON HOTEL GROUP
SERENDIB LEISURE MANAGEMENT
SHANGRI-LA INTERNATIONAL HOTEL MANAGEMENT
THE RITZ-CARLTON HOTEL COMPANY
TOPOTELS HOTELS & RESORTS
WMC CORPORATION
YTC HOTELS
YTL CORPORATION

IMPORTERS / DISTRIBUTORS

A J KITCHEN & SERVICE
ALLIED METALS (THAILAND)
AMS HOLDING
ANNAM GROUP
ASIATIC MART HOLDING
ASSOCIATE & UNITED DISTRIBUTORS
BAO MINH AN
BELCRIS FOODS
BENELUX FLOWERS & FOOD
BESTBUY MALDIVES
BG SUPPLY
CALDBECK MACGREGOR
CEC CATERING EQUIPMENT
CHARLES WEMBLEY
CLASSIC FINE FOOD
DPO INTERNATIONAL
ETAK INTERNATIONAL
GOLDEN BROWN COFFEE
GRAND TWIN BROTHERS
KCG CORPORATION
LSH CAMBODIA
MIDAFODD DISTRIBUTORS
PREMIUM DISTRIBUTION
SEVEN FIVE DISTRIBUTOR
SIAM MAKRO
SILVERWAVE CORPORATION
SUNSHINE EQUIPMENT COMPANY

Igniting Creativity and Enabling Peer Learning and Sharing

Filling the halls with buzz and excitement were a specially-curated line-up of world-class competitions, workshops, conferences and activities, staged alongside the exhibition. In 2018, the show opened to much anticipation with the inaugural editions of the Asian Gelato Cup, C3 (Chocolate Chef Competition), and SCI Equipment Awards. And for the first time, free Business Workshops were conducted for trade buyers.



Asia's most prestigious international culinary competition supported by the World Association of Chefs' Societies (Worldchefs), FHA Culinary Challenge (FCC) attracted more than a thousand competitors from Asia and beyond. As one of FHA's most exhilarating events, winners for the various challenges were crowned over four days of intense cook-offs.



At the largest 'live' pastry competition in Asia and east of Europe, 12 teams of top-ranked pastry professionals with exceptional skills unveiled their pastry creations. Over two days of gruelling and adrenaline-pumping competition, participating teams worked tirelessly to produce their masterpieces of intricacy.



A competition of creativity on the art of the plated dessert, six talented pastry chefs prepared a chocolate plated dessert and moulded chocolate bonbons in a short 5.5 hours at the C3.



Judged by a panel of experts, 12 teams of gelato/pastry chefs from around Asia worked hard for the inaugural title of the Asian Gelato Cup. This prestigious competition was a pre-selection platform for the World Gelato Cup 2020 to be held in Rimini, Italy.



Barista Super Duo Challenge gathered 13 teams of top baristas and tested their technical skills and showmanship of producing excellent espresso-based drinks through two days of intense competition.



The demonstration of latte art-making techniques by 35 regional experts attracted many keen eyes and captured the imagination of many at the Latte Art Showdown.



Jointly organised with Foodservice Consultants Society International (FCSI) Asia Pacific Division, the inaugural SCI Equipment Awards recognised foodservice equipment manufacturers who have incorporated sustainability in their innovations.



FHA conducted free-to-attend workshops for the first time. Experts at the digital marketing workshop shared on how to increase branding and leads, managing crisis and social listening; foodservice professionals gained valuable insights on halal certification and foodservice; while automation workshops discussed how advancements impacted the future of consumption, food preparation and brand loyalty.



Asia's leading food and hospitality conference concluded its three-day programme packed with power networking sessions and comprehensive thought-leadership sharing. Attended by 350 delegates and speakers from 23 countries/regions, topics covered include millennials and the future of hospitality, ready meals and vending machines, plant-based meat, 3D printing, automation and robotics, as well as augmented reality and artificial intelligence.



Delivering More with 2 Mega Events in 2020!

Growing in tandem with Asia's more sophisticated and ever evolving demands and palates, FHA will be expanding into 2 dedicated mega events in 2020!

The 2 mega events will each have a more focused profile that is poised to attract more quality buyers from Asia and beyond.



FHA
HoReCa

3 - 6 MAR 2020
SINGAPORE EXPO
www.fhaHoReCa.com



FHA
FOOD &
BEVERAGE

31 MAR - 3 APR 2020
SINGAPORE EXPO
www.fhaFNB.com

Held alongside



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