

FHA **25-28**
FOOD & BEVERAGE **APRIL 2023**
SINGAPORE EXPO

FHA-FOOD & BEVERAGE POST SHOW *Report*



Food&HotelAsia
#FHA #FHAFnB #GlobalGathering

Organiser



Co-located with



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Held in



Highlights of FHA-Food & Beverage 2023

The first show since the annualisation, **FHA-Food & Beverage 2023** concluded with four days of exciting business exchange, content-rich seminars, and world class competitions and workshops.

Spread across 4 halls at Singapore Expo, the global gathering of F&B professionals saw experiences and value delivered in record fashion!



40,000 sqm



2 Seminars,
2 Competitions



1,100 Exhibitors from
46 Countries / Regions



68
International
Group Pavilions



50,221
Total Attendees from
96 Countries / Regions



32,137
Trade Visitors
(30.9% Overseas)



"This is our first participation in an exhibition in Asia. FHA-Food & Beverage has been the perfect event for us to meet with our Asian clients and to further promote our company and products. Great work and support from the fair organiser. We will participate again next year."

**Miguel Romero, Europastry
(Asia-Pacific)**



"The participation of all the attendees has enabled us to expand our brand awareness, due to their high profile and qualified competence. Without any doubt FHA-Food & Beverage is the biggest show to attend in Asia when it comes to the food related industry."

Giulia Eugaddi, Geofoods S.r.l (Italy)



"FHA-Food & Beverage 2023 met our expectations perfectly by providing an efficient and professional platform for Chinese exhibitors to communicate and exchange industry information with their business partners from Singapore and other Southeast Asian countries."

**China Chamber of Commerce of
Foodstuffs, Native Produce and
Animal By-Products (China)**



"Plantagusto Group Ltd. hit the jackpot by participating in FHA-Food & Beverage 2023! From start to finish, the event was exceptional with organisers knocking it out of the park with their impeccable planning and execution. The atmosphere was electric and buzzing with energy, making for an exciting and enjoyable experience for everyone involved."

**David C. Winegar, Plantagusto Group Ltd
(Finland)**



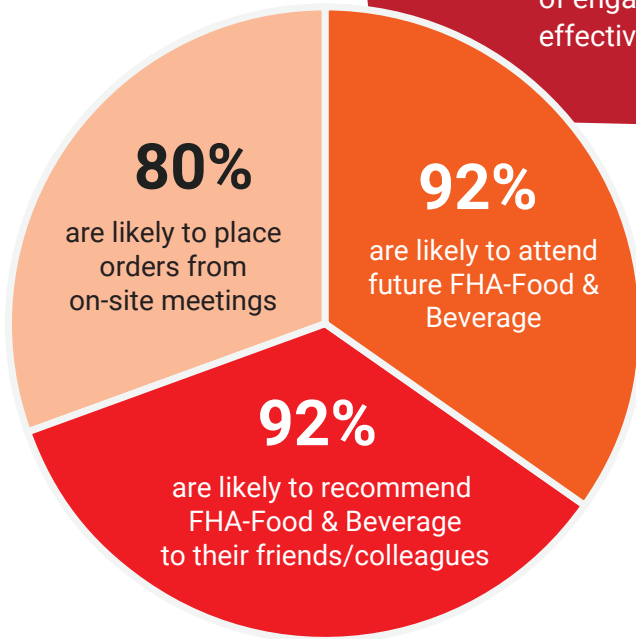
FHA-Food & Beverage 2023 was an outstanding exhibition that allowed us to showcase our products to a highly engaged audience, connect with industry professionals, and gain valuable insights. The event provided a platform for us to not only showcase our products but also stay updated on the latest industry trends, innovations, and consumer preferences.

**Erik Lee, Thong Siek Global Pte Ltd
(Singapore)**

**Exhibitors'
Testimonials**

Hosted Buyer Programme

The **hosted buyer programme** at **FHA-Food & Beverage's** first annual event facilitated over **3,800** valuable meetings for buyers and sellers, resulting in a successful platform for businesses to connect with clients and showcase their products and services on an annual basis. With **190** buyers from **21** countries/ regions, the event achieved high levels of engagement and productivity, demonstrating its effectiveness in achieving its objectives.



“

“FHA-Food & Beverage gave me an opportunity to build relationships, make friends and add to business sourcing opportunities. It was great, with a great human touch. The team of organisers has been one of the best i have ever seen!”

Saikat Sarkar, Reliance Retail Ltd (India)

“

“FHA-Food & Beverage has always been excellent, which made the entire event more meaningful. The show consistently offers the newest products, offers an effective platform for networking connecting with reliable suppliers from different countries. Overall, I had a wonderful experience here at FHA-Food & Beverage 2023. I would definitely endorse it to friends and colleagues.”

Lorna Azarias, The Bellevue Hotels & Resorts (Philippines)

“

“Overall FHA-Food & Beverage is a professional food & beverage exhibition. There are good new products here, which will provide new business opportunities for our business in China.”

Terry Ma, Greamax Food Co., Ltd. (China)

“

“Great expo with variety of food & beverage related products from many countries. Very good show.”

Dato Vincent Choo, Urban Idea Sdn Bhd (Malaysia)

“

“FHA-Food & Beverage helped us to connect with new suppliers and stay up to date with new ideas and technology.”

Jittapat Yaempae, Green Food Factory Co., Ltd (Thailand)



Seminar Highlights



Alternative Protein Asia gathered **47 speakers** from plant-based food manufacturers, investors, government agencies and F&B operators to share insights on the current alt protein landscape in Asia, localisation strategies and investment opportunities. The APA seminar attracted over **350 attendees** in 3 days.



"It has been a great experience, the showfloor is busy and I'm happy to see Alternative Protein Asia be a permanent fixture of FHA-Food & Beverage. This is an important platform where we get to engage with the different stakeholders of the industry and where new ideas and businesses come about."

Anton Wibowo, Trendlines Agrifood Innovation Centre (Singapore)



"FHA-Food & Beverage is the best show of its kind in this part of the world and it's the place where we chose to flagship the TiNDLE brand here in Singapore last year and this year. What I find valuable is the connection with other players in the industry. In the plant-based meat space, we are trying to change the way people think about meat and what they eat. By meeting all the players in the industry here at FHA-Food & Beverage, we can collaborate together and start to build this change as a group."

Alex Ward, TiNDLE (Singapore)



FHA SEMINAR

From food trends, sustainability practices to agrifood innovation, the **FHA Seminar** gathered **44 speakers** to share industry updates in the F&B sector, drawing close to **400 attendees** in 3 days. FHA-Food & Beverage also partnered with Warees Halal and Asian Culinary Institute on a series of presentations and workshops on Day 3 of the FHA seminar.



"A platform like FHA-Food & Beverage gives us an opportunity to listen from thought leaders on what are the trends that can shape the Halal food landscape in future. What I find most valuable is the opportunity to network with various associations and companies from all over the world in one single event. This makes the engagement more productive, and definitely more time and cost-saving."

Dewi Hartaty Suratty, Warees Halal Limited (Singapore)



"One of our biggest challenges is the limited availability of sustainable products which makes it very difficult to balance between the costs and the resources needed to adopt these measures. An exhibition like FHA-Food & Beverage is incredibly valuable as it showcases new sustainable products from all around the world, helping with our sourcing and enabling us to make progress in our sustainability efforts."

Jaeun Jung, Shangri-La Group (South East Asia & Australasia)



Competition Highlights

Building Enthusiasm for the New Generation of F&B Talents in Asia

FHA-Food & Beverage aimed to promote the new generation of F&B talents in Asia. It included educational opportunities for students and masterclasses by renowned chefs.

The **Young Talents Escoffier** competition showcased the skills of 10 culinary teams from across Asia. The event also featured the **FHA Beer Awards**, recognising brewers worldwide in 10 categories. One notable beer was the **Cherry Blossom Saison** by Sunbird Brewing Company, which won in the experimental beer category with its unique infusion of soft petals.



The inaugural **FHA Beer Awards** delighted participants by showcasing the diverse and creative world of brewing. With **137** beer entries from **16** countries across **10** categories, it was a thrilling competition. Adding to the excitement, the Best of Show Beer Award was given to the top beer entry, symbolising the very best of the best in the competition. Held alongside were **9** masterclasses by masters of the industry, sharing knowledge, latest innovations and the art of brewing.

Masterclass Speakers

1692 Brewing Co. | 1925 Brewing Co. | Beer Nerd | Beervana Brewing Company | BrewerKz | iBrew | Korea Craft Beer Association | Reddot Brewhouse | SG TAPS | The Beerpost | The Lo & Behold Group | TSA Wines | Yakima Chief Hops

Check out the winners

IPA (American / West Coast)
Lush by Wylie Brewery
American Pale Ale
Dragon's Back by HK Beer Co
Pale Lager
Pondy Pils by Catamaran Brewing Company
Stout
North Coast Old Rasputin Russian Imperial Stout by North Coast Brewing Co
Hazy IPA
Don't Panic by Wylie Brewery
Wheat Beers (Weissbier, Witbier)
Konig Ludwig Weissbier by König Ludwig

Schlossbrauerei Kaltenberg

Sour Beers
Duchesse De Bourgogne by Brouwerij Verhaeghe
Non-Alcoholic Beers
Drop Bear Tropical IPA by Drop Bear Brewery
Double/Triple IPA
Heart Of Darkness Kurtz's Insane IPA by Heart o
Experimental Beers
Cherry Blossom Saison (Hallabong Edition) By Sunbird Brewing Company

Best of Show Beer

North Coast Old Rasputin Russian Imperial Stout by North Coast Brewing Co



New at FHA-Food & Beverage, and in collaboration with Disciples Escoffier International (DEI) Asia Pacific and supported by the Singapore Tourism Board, **Young Talents Escoffier** saw young culinary talents under 25 showcase their gastronomic and service skills and gain accreditation from a panel of internationally acclaimed judges.

Cuisine Challenge

Winner: **Team Singapore**
First runner up: **Team South Korea**
Second runner up: **Team China**

Service Challenge

Winner: **Team Singapore**
First runner up: **Team New Caledonia**
Second runner up: **Team Indonesia**

Team Challenge

Gold: **Team Indonesia & Team Philippines**
Silver: **Team Macau SAR & Team Singapore**
Bronze: **Team Indonesia & Team New Caledonia**

ProWine Singapore Highlights



ProWine Singapore 2023 raises a toast to its 4th edition, celebrating its success with over **100** exhibitors from more than **20** countries/ regions, representing the global wine and spirits industry. The global representation of exhibitors and participants, along with the spotlight on the growing importance of sustainability and women's leadership in the industry as well as the trending shift towards no-low alcohol consumer preference, underscores Singapore's commitment to fostering inclusivity and diversity within the sector.

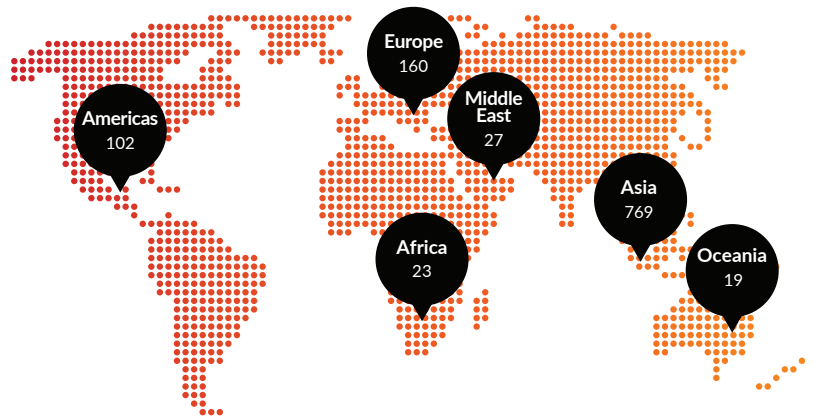
Held alongside FHA-Food & Beverage at the Singapore Expo, the four-day trade fair showcased a wide array of wine and spirits labels from around the world including Canada, Chile, Italy, New Zealand, Portugal, South Korea, Thailand and Ukraine.

Attendees were treated to an exciting insightful line-up of solutions and innovations tailored to the region's dynamic consumer market. Notable highlights included enlightening masterclass and guided tasting sessions led by industry professionals, engaging dialogues with leading and emerging women in the wine and spirits industry and lively discussions on sustainability in packaging and production, as well as addressing the growing trend of No and Low alcohol options that offer choices aligned with diverse lifestyles and taste preferences.

ProWine Singapore 2023 provided an ideal platform for industry players to connect, explore new business opportunities, and stay ahead of emerging trends. With its vibrant atmosphere and comprehensive offerings, the event truly solidified Singapore's position as a hub for the wine and spirits community.



Breakdown of Exhibitors by Region



68 International Group Pavilions from these countries/regions

- | | | |
|---------------|-------------|--------------------------|
| Australia | India | South Africa |
| Brazil | Indonesia | South Korea |
| Canada | Italy | Taiwan |
| China | Malaysia | Thailand |
| Finland | Myanmar | Türkiye |
| France | Netherlands | United Kingdom |
| Germany | Peru | United States of America |
| Greece | Poland | Uruguay |
| Hong Kong SAR | Romania | Vietnam |
| Hungary | Singapore | |



“Being a gourmet supermarket chain owner, I am constantly on the lookout for artisanal food products which I am fulfilling by sourcing from FHA-Food & Beverage 2023.”

Akshay Kumar, Bombay Gourmet Market (India)

We found the show very informative and insightful with many good contacts secured.

Jeff Godden & Heidi Donnelly, Godden Food Group (Australia)

“FHA-Food & Beverage is a good avenue to connect and reconnect with major suppliers from all over the world. It helped me find the right people to talk to.”

Lilac Bataller, Jollibee Foods Corporation (Philippines)

FHA-Food & Beverage is always a great choice for F&B enterprise in sourcing new products as well as networking with other partners/ suppliers from around the world.

Nguyen Dinh Minh, New Viet Dairy (Vietnam)

Attending FHA-Food & Beverage in Singapore was a great experience. I explored diverse exhibitors, discovered new trends, and networked with industry professionals. The informative seminars provided valuable insights, and overall, it was a valuable opportunity to connect with like-minded individuals in the food and hospitality industry.

Ricky Andersen, CV. Libra Food Service (Indonesia)

Visitors' Testimonials

Check Out Who Visited

1-Group	Chewy Junior	JW Marriott
7-Eleven	Classic Fine Foods	Kerry Ingredients
A*STAR	Club Med	KFC & Pizza Hut Singapore
Aalst Cargill	CMM Marketing Pte Ltd	Kleen-Pak
ABR Holdings Limited	Coca-Cola Singapore Beverage Pte Ltd	Koka Food
AbsolutelyHalal Pte Ltd	Coffee Bean & Tea Leaf	Kopitiam Investment
Accor	Cold Storage	Lazada Group
Adelphi Collective	Commonwealth Capital	Lee's Frozen Food
Advance Triton	Commonwealth Concepts	Lotte
Aeon Co.	Compass Group	Mandai Wildlife Group
AirAsia	CP Foods	Mandarin Oriental Singapore
AJ Trading Import & Export Pte Ltd	Culina	Marina Bay Sands
Akashi Group of Restaurants	Daisho Food M Sdn Bhd	Marks & Spencer
Alchemy Foodtech	Dao Foods	Marriott
All Big Frozen Food	Delifrance	Marrybrown
Amara Sanctuary Resort Sentosa	Deliveroo	Meiji Seika
American Dairy Queen	DFI Retail Group	Millennium Hotels & Resorts
Angliss	DKSH	MOS Foods Singapore Pte Ltd
Anhui Guangtai Food Technology Co. Ltd	DONDONDONKI	Mount Elizabeth Novena Hospital
A-Packaging Pte Ltd	Dubai World Trade Centre	Neo Group Ltd
Artisan Cellars and Fine Foods	Dunkin Donuts	Nestle
Artyzen Hospitality Group	Dusit Thani Laguna Hotel	NTUC FairPrice Co-operative Limited
Asahi	Eastern Harvest Foods	Olam International Ltd
Ascott	Euraco Fine Food	Old Chang Kee Singapore Pte Ltd
Asia Pacific Breweries	F&N	Pan Pacific International Trading Co.,Ltd.
Aston Food & Beverage Specialities Pte Ltd	Ferrero	Pokka
Ballun Distribution	Field Catering & Supplies Pte Ltd	Prima Food
Banyan Tree	Firmenich Asia Pte Ltd	Qatar Airways
Barry Callebaut	Fonterra	RE&S
Behn Meyer Specialty Chemicals LLP	Four Points by Sheraton	Resort World Genting
Beijing Yongjia Trading Co.,Ltd.	Frasers Hospitality	Ritz Carlton
Bemco Australia	Friesland Campina	Royal Caribbean Cruises Service (China) Company Limited
Ben Foods	Gao Ji Food (S) Pte Ltd	Royal T Group
Beryl's Gourmet Sdn Bhd	Gardenia Foods (S) Pte Ltd	Sats Food Services Pte Ltd
BHG Singapore Pte Ltd	General Mills Singapore Pte. Ltd.	Select Group
Bhutan Naturals	Givaudan	Sentosa Development Corporation
Big Basket	Golden Village Multiplex	SF Group
Boncafe International	Goodwood Park Hotel	Shangri-La
BreadTalk Group	Hai Di Lao	Sodexo
Brenntag Asia Pacific Pte Ltd	Hangzhou Yong Huang Import & Export Trading Co. Ltd.	St Regis
Burger King	Hangzhou Yong Huang Import & Export Trading Co. Ltd.	Starbucks
Campbell Soup Southeast Asia	Han's Group	Suntory Beverage & Food Asia Pacific
Capella Hotel Group	Harry's International	Takashimaya
CapitaLand	Health Promotion Board	Taster Food
Cascadelle Distribution	Heineken Myanmar Limited	Tetra Pak
Catamaran Brewing Company	Heinemann	Timbre Group
Cathay Cineplexes	Impossible Foods	Wilmar Distribution
Century Pacific Food Inc.	Independent Purchasing Company (Australia) Pte Ltd	Ya Kun International Pte Ltd
Changi Airport Group	Indoguna	Yeo Hiap Seng
Cheers Holdings	Julie's Manufacturing Sdn Bhd	Yum Brands
	JUMBO Group of Restaurants	... and more!

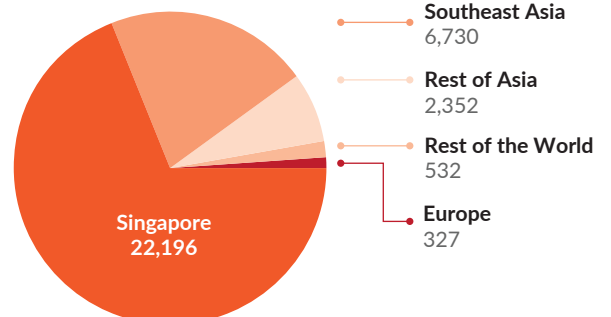
Top 10 Countries / Regions

Singapore	22,196	Vietnam	477
Malaysia	3,702	Thailand	443
Indonesia	1,021	Taiwan	403
Philippines	776	India	373
China	524	South Korea	284

Connecting The World's Best At FHA-Food & Beverage

32,137 Trade Visitors

Breakdown by region



Visitors by Business Nature

Importer / Exporter / Distributor / Wholesaler	6,718
Restaurant / Bistro / Café / Coffee Shop	5,043
Manufacturer - Food & Beverage	3,430
F&B Management Service / Consultancy	2,627
Research & Development / Food Science	1,099
Fast Food / Quick Service Operator	953
Catering	908
Academic / Training Institute (Culinary / Hospitality / Tourism / Food Science)	882
Hotel / Resort / Serviced Apartment / Clubhouse / Country Club	781
Hypermarket / Supermarket	689
Advertising / Marketing / Printing / Public Relations	683
Manufacturer - Hospitality / Foodservice Equipment & Supplies	469
Hospitality Management Service / Consultancy	396
E-Retailer	377
Bar / Entertainment / Nightspot / Pub Operator	322
IT Solutions / Security Provider	284
Logistics – F&B / Wine	280
Specialty Food / Health / Organic Food	217
Media / Publication	131
Alcoholic Drinks / Wines / Spirits	119
Others	492

Visitors by Job Function

Corporate Management (Owner / Proprietor / President / CEO / MD / GM)	6,988
Sales / Marketing / Brand Management / Public Relations	5,679
Business Development	4,683
Purchasing / Procurement	2,413
Government Official / Representative / Academia	1,419
F&B / Catering Management	1,403
Operations / Maintenance / Production Management	1,297
Research & Development	981
Finance / Administration / Human Resource	845
Chef (e.g. Central Kitchen Chef, Chef de Partie, Commis)	707
Kitchen Operation / Management	688
Consultant / Advisor	650
General Service Staff / Steward	613
Executive Chef / Chef de Cuisine / Sous Chef	591
Product / Inventory Management	488
Project Management	379
Front Office / Housekeeping	366
Executive Pastry Chef / Patisserie / Baker	353
Quality Control & Assurance / Food Safety	288
Dietician / Food Technologist / Nutritionist	273
Architect / Interior Designer / Visual / Merchandiser / I.S / I.T	268
Barista / Coffee Roaster / Tea Sommelier / Specialist	252
Bartender Mixologist / Beer Brewer / Sommelier	192
Others	322

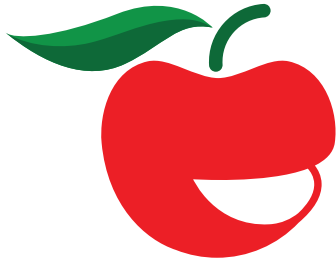
Indication of Buyers' Interest

Food & Beverage

Beverage	22,529
Chilled / Frozen Food	17,362
Beef & Beef Products	17,197
Canned / Processed Food	15,577
Poultry & Poultry Products	11,736
Pork & Pork Products	11,467
Lamb & Lamb Products	10,932
Bakery, Pastry & Gelato	10,802
Nuts & Seeds / Grains & Pulses	8,981
Confectionery / Snacks / Candy	8,780
Health / Natural / Organic Food	7,409
Convenience Food	7,169
Cold Cut / Dried / Preserved Meat / Foie Gras	6,373
Plant-Based Food	6,095
Fruits & Vegetables	5,868
Halal	5,864
Seafood	5,516
Dairy & Eggs	5,306
Vegan / Vegetarian	5,196
Beer / Craft Beer / Cider / Shandy / Stout	3,705
Organic Meat	2,670

Food Technology / Packaging / Disposables

Packaging Technology	5,605
Processing Technology	4,055
Automation	3,960
Accessories	3,451
Disposables	3,402
Materials	3,087
Operations, Safety and Quality Management	3,070
Agriculture Technology	2,791
Transport, Storage, Logistics	2,762
Refrigeration and Air-Conditioning Technology	2,696
Data Processing	2,637
Weighing Technology & Systems	2,033
Health and Safety / Fire Protection	2,007
Ventilation, Air-Conditioning and Heating Technology	1,804



FHA 23-26
FOOD & BEVERAGE SINGAPORE EXPO
APRIL 2024



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INTERNATIONAL
FOOD & BEVERAGE EVENT**

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