



**FHA**  
FOOD &  
BEVERAGE

05 TO 08  
**SEP 2022**

**SINGAPORE EXPO**

[www.fhaFnB.com](http://www.fhaFnB.com)



# DISCOVER EXCITING MARKETING OPPORTUNITIES

From live and virtual meeting opportunities, to lead generation, thought leadership and brand building, FHA-Food & Beverage now offers a full suite of solutions that will meet your every marketing needs.

Organiser



Digital Event



Join us on



Food&HotelAsia  
#FHA

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## Join the largest international F&B showcase in Asia to cater to the region's strong-growing and evolving appetite

Featuring the most exceptional line-up of global food & beverage companies, FHA-Food & Beverage is the major event where industry professionals in Asia source conveniently from around the world in one place. In addition to the physical show floor, the 2022 edition will also be held concurrently in the digital space, offering international suppliers an additional platform to harness the promising business opportunities in the Asia market and beyond.



### Presenting a comprehensive range of F&B products

By providing the largest F&B products and services showcase in Asia, buyers from the region and beyond will be able to meet a myriad of suppliers from across the world and source efficiently across multiple segments in one convenient online and physical platform.



DRINKS



FRESH PRODUCE



GRAINS &amp; PULSES



SWEETS &amp; SNACKS



OILS &amp; FATS



DAIRY



SEAFOOD



MEAT



FOOD &amp; BEVERAGE



FOOD INGREDIENTS



WINE &amp; SPIRITS

Held Alongside  
ProWine  
Singapore

### Target Visitor Profile

- › Airline / Cruise Liner / Rail
- › Country Club / Sport & Recreation Club
- › Convenience Store / Grocery Store
- › Retailers / e-Retailers
- › F&B Management Service / Consultancy
- › Fast Food / Quick Service Restaurant
- › Government Agency
- › Hotel / Resort / Serviced Apartment
- › Importer / Wholesaler / Distributor
  - Food & Drinks
  - Wine / Spirits / Alcoholic Drinks
- › Catering
- › Logistics – F&B
- › Manufacturer
  - Bakery / Confectionery
  - Food & Drinks
- › Property Development & Management
- › Restaurant / Bistro / Café
- › Food Science / Research & Development
- › Specialty Food Retailer
- › Supermarket / Hypermarket
- › Venue Operator

# More enhancements and experiences on the show floor

To further augment the sourcing experience and attract more buyers, specialised zones, competitions, seminars & webinars will be present at the coming edition of FHA-Food & Beverage.

## Specialised Zones



FOODTECH



HALAL



NATURAL & ORGANICS



## Feature Areas



## Key Events



## Key Highlights

**Be part of these key features and events to connect with serious buyers and front runners of the food & beverage industry.**

**F&B THEATRE** Learn about the latest food innovation trends, technological advancement, business, sustainability and skills needed to succeed in the competitive F&B landscape. The F&B Theatre will see four days of seminars, thought-leadership and content by industry leaders, research companies, educational institutions and key sponsors.

The F&B Theatre will host the **Nanyang Poly (NYP) Learning Studio**, curated in collaboration with the **Asian Culinary Institute** from Nanyang Polytechnic. Equipped with a series of workshops and seminars, supported by leading university professors, this is a great opportunity for buyers to stay competitive in this day and age.

**HALAL THEATRE** Curated by **Warees Halal Limited (WHL)**, FHA's Halal Theatre will comprise a selection of workshops and seminars stretching for four full days. The sessions will focus on four main areas including certification, trends, technologies, and case studies. In addition, the theatre allows for cooking demonstrations led by **Singapore Halal Culinary Federation** and Halal product showcases which offer attending delegates to understand Halal food in the best way possible.



Alternative Protein Asia (APA), launching across five Asian markets, will feature **Start-up Villages**, **Tasting Bars** and thought-leader **Theatres**.

The new feature will gather innovative companies, entrepreneurs, investors, chefs and thought-leaders connecting local and regional peers of this dynamic F&B segment. APA offers the perfect opportunity to showcase and launch novel products, accelerate your operations, pitch to investors, sample dishes and gain a foothold in the diverse Asian food and beverage markets through business matching.

Dish up your samples\* at Alt-Protein Tasting Bar! This area is specially designed in compliance with Informa's AllSecure safe management measures where buyers have the opportunity to taste your products before sourcing directly from you!

*\*Subjected to conditions & availability*

Started your company in less than 5 years? Young entrepreneurs have the opportunity to showcase their products and ideas by securing a pod at the Start-up Village. Enjoy entitlements such as speaking opportunities (based on slots) and display samples at the Tasting Bar.

The Alternative Protein Asia show is now open for applications and will run in the following events across these markets:



**7-10  
JUNE**

[jina.kim@informa.com](mailto:jina.kim@informa.com)



**26-29  
JULY**

[supaporn.a@informa.com](mailto:supaporn.a@informa.com)



**5-8  
SEPTEMBER**

[jeffrey.au@informa.com](mailto:jeffrey.au@informa.com)



**21-24  
SEPTEMBER**

[riyan@pamerindo.com](mailto:riyan@pamerindo.com)



**12-14  
OCTOBER**

TBC

## FOR EXHIBITING AND SPONSORSHIP OPPORTUNITIES IN THESE FEATURE AREAS



Scan the QR code to register your interest.

Email : [enquiry@foodnhotelasia.com](mailto:enquiry@foodnhotelasia.com)

### Exhibiting Opportunities:

Interested to exhibit at Alternative Protein Asia? Please contact the sales representative in the market of interest(s).

### Feature Area Sponsorship Opportunities:

All theatres and educational spaces offer exhibitors, thought-leaders, distributors or brand owners to sponsor **content sessions**, present **product showcases** including **cooking demonstrations** (in selected features only) and reach the in-person attending audience as well as virtual delegates through our digital platform and streaming services. Please reach out to the FHA Team for more information. Speaking slots are subject to availability.

New Segment



FOODTECH

# Be a part of the FoodTech Evolution

The all-new **FoodTech @ FHA**-Food & Beverage presents an opportune platform for solution providers to showcase cutting-edge technology that will push and develop processes across the entire ecosystem of food & drinks manufacturing – from ingredients to processing, packaging and the supply chain.

A line-up of over 100 leading solution providers showcasing a wide range of technologies and innovations in these broad categories are expected to leverage on this international platform to reinforce brand awareness:

- › Processing Technology
- › Packaging Technology
- › Automation Technology
- › Operations, Safety and Quality Management
- › Refrigeration and Air Conditioning Technology
- › Transport, Storage, Logistics
- › Materials and Accessories
- › Food Ingredients
- › Food Innovation and Food Science
- › Start-Ups



## Access to golden business opportunities across the global hospitality, food & beverage industry



As part of the Hospitality, Food & Beverage Portfolio, the Golden Apple Club initiative aims to ensure valued and verified industry professionals and buyers have year-round access to a range of benefits and business opportunities. A select group of hand-picked decision makers from the hospitality, food and beverage industry globally will be able to leverage from the portfolio of events including both physical and digital events organised by Informa Markets.

Some of these benefits include\* :

- › Opportunity to take part in complimentary business matching programmes (online and on-site)
  - › Assistance with travel and accommodation, airport transfers and dining discounts
  - › Access to VIP benefits on-site events such as use of VIP lounge, and VIP registration counters
  - › Year-round access to Saladplate and its features
  - › Access to a plethora of content driven online webinars, sourcing festivals, panel discussions, and other featured content
  - › And much more!
- \*Benefits may vary by event*

### Participating events of the GAC Hospitality, Food & Beverage Portfolio



And more....

**Be an exhibitor**

The global F&B events industry model is changing and reshaping to stay resilient, and at FHA-Food & Beverage, a host of in-person and virtual elements will be launched to enable exhibitors and buyers to connect physically and amid barriers of entry, the chance to network, meet and trade online regardless of where they are.

Maximise your investment and gain direct access to new opportunities through our physical and digital platforms. With FHA-Food & Beverage's array of hybrid solutions, all attendees will be able to network and unlock new business channels from pre-event, onsite to post-event.

**Why Exhibit?**



**Establish Connections**

Connect and build lasting relationships with international buyers from around the world.



**Lead Generation**

Generate high quality leads and engage in 1:1 self-arranged physical meetings or video calls with highly relevant buyers.



**Maximum Reach**

Connect and network with regional buyers with no geographical boundaries.



**All-in-one Platform**

Take advantage of AI-driven matchmaking, company showcases, product listings, and content with improved user experience all in one place.



**Product Awareness**

Pitch onsite or stream live to buyers. Engage in interactive chef demos or simply showcase your products at your booth.

**Event Features**

Get a head start and embark on building relationships – virtually 2 months ahead of the physical event. Access our FHA Match virtual space to pre-qualified potential buyers, then arrange to meet them in person to showcase your products onsite.

**Virtual Options**



**Live Chat with Online Buyers**



**Online Company Profile**



**Meetings / Video Calls**



**365 Online Marketplace Access to Saladplate**

**Onsite Options**

Our Flexible Pricing Model is designed to offer you the opportunity to select a booth package and preferred location that generates the most value from your participation at FHA-Food & Beverage.



**Space Only**

**Minimum of 18sqm**

Be noticed by being different – Build your own booth and enjoy the flexibility of creating your own space.



**Counter Package**

**Minimum of 9sqm**

For a basic option, this package offers comprehensive no-frills alternative to the standard package.



**Standard Package**

**Minimum of 9sqm**

This package offers an all-inclusive exhibition solution to help you save both time and money.



**Shell Package**

**Minimum of 9sqm**

This is a budget-friendly option that offer a blank canvas with basic fittings.



**Premium Package**

**Minimum of 15sqm**

Stand out from the crowd in a booth colour of your choice and prominent logo placement overhead.

# Complement your participation with our highly customisable sponsorship and advertising opportunities

Make the most of your participation at FHA-Food & Beverage by enhancing your presence and increasing your brand awareness pre-show as well as on the show floor through our range of highly flexible and customisable online and on-site sponsorship and advertising opportunities.

Satisfy your marketing objectives effectively



Thought Leadership



Brand Awareness



Product Awareness



Lead Generation



## Sponsorship | Competitions



Expose your brand and products to key industry users and audience at top notch competitions held during FHA-Food & Beverage. Get the mindshare of chefs, pastry chefs, baristas, decision makers, and other influencers and specifiers from around the region.

## Sponsorship | Seminars & Webinars



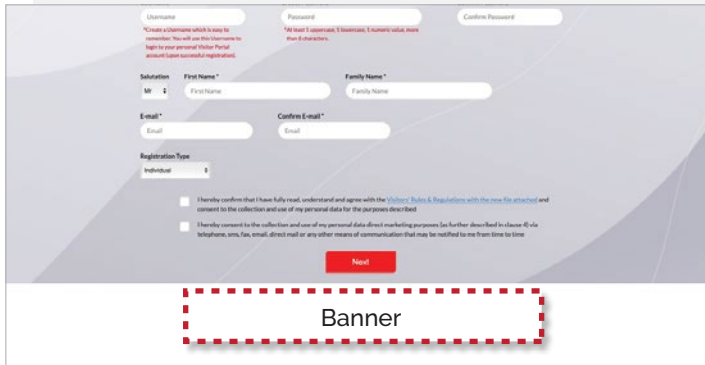
Speaking opportunities available at the free-to-attend seminars conducted on-site. All speaking sessions will be streamed live and made available on-demand to an international pool of target buyers. Strengthen your brand's thought leadership position and gain the mindshare of your potential buyers both online and on-site.



# Advertising | Online



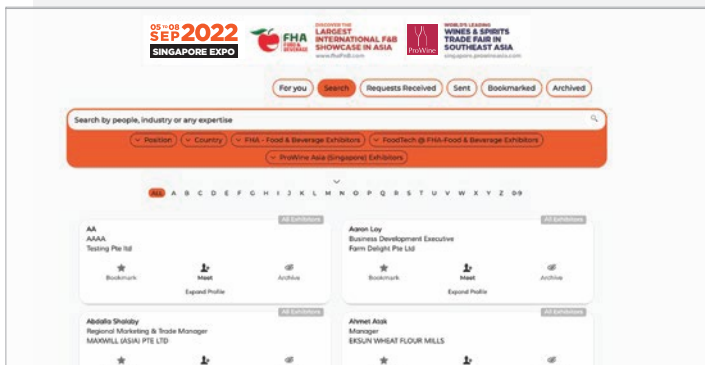
From advertising your participation at FHA-Food & Beverage, marketing your new product launch, to lead generation campaign, our online advertising opportunities offers the flexibility to meet your different marketing objectives.



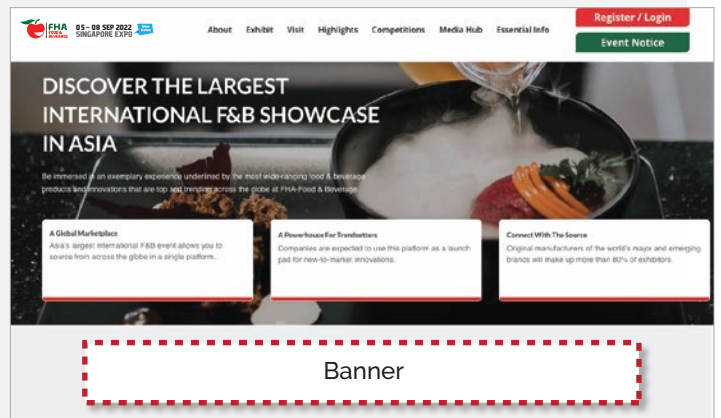
▶ Visitor Pre-Registration



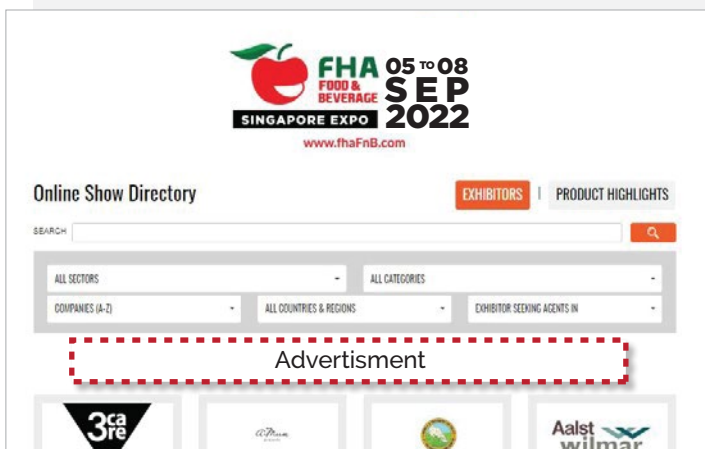
▶ Visitor Portal



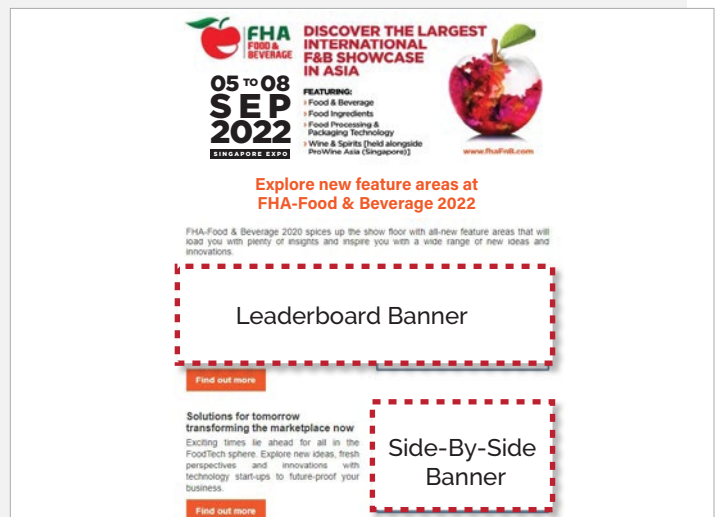
▶ Online Business Matching Platform



▶ Official Website



▶ Online Show Directory



▶ E-Newsletters

# Advertising | Onsite



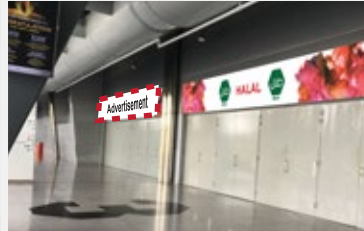
A myriad of advertising opportunities are made available onsite during the event to provide an avenue to amplify your participation at FHA-Food & Beverage, generate greater brand awareness and can be a great support to your new product launch.



› Poster Sites Within the Venue



› Banner / Hanging Structure



› Banner Above Hall Entrances



› Floor Sticker at Hall Entrance



› Trumpet Banner at Foyer 2



› Banner Along Air-con Walkway



› Billboard Along MRT Linkway



› Banner Along MRT Linkway



› Double-sided Glass Door Panel Sticker at Foyer 2



› LED Screen at Foyer 2 and Foyer 3



› Street Banner Within Singapore Expo



› Banner at Driveway of Singapore Expo



› Mobile Charging Station



› Sample Bin

# Advertising | Mobile App



Highly popular among visitors, the Official Event Mobile App is an essential platform to navigate your way around and provides comprehensive up-to-date information about exhibitor listings, floor plan, event calendar, business matching, and general information of the show.

# Contact Us

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**For Sales,  
Advertising & Sponsorship,  
Knowledge Partnerships,  
Speaking and Bespoke Opportunities**

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