



Australia Proposal

**FHA MATCH**

F&B SERIES

# FHA MATCH

Newly launched, **FHA MATCH is** a sector-focused series of seven virtual events held across 2021, opening doors to new growth opportunities for the industry. Powered by our B2B online marketplace Saladplate.com, the events powered by an AI platform will drive connections forged through data-driven recommendations and bespoke meetings, enabling suppliers and buyers in the F&B community to unlock new opportunities and breakthrough barriers to drive business growth across old and new markets.

## FULL BENEFITS

- Gain an understanding of the smartest strategies to cope with the challenges ahead
- Source smart and successfully from leading suppliers
- Forge meaningful connections ahead of time and during the event
- Customise your agenda for a more productive experience
- Join interactive workshops, educative seminars or 1-on-1 video calls to achieve individual or business objectives

A close-up photograph of two dark, textured truffles and a pile of truffle shavings on a light-colored wooden cutting board. In the background, a glass jar containing more truffles and a bottle of oil are visible but out of focus. The lighting is warm and focused on the truffles and shavings.

# *Fine Food*

27 - 28 OCTOBER



## FHA Match: Fine Food 27 – 28 October

The latest trends and product innovations in the F&B market will be on spotlight at FHA Match: Fine Food.

Ranging from natural and organic to plant-based foods, food ingredients and everything else in-between, there is no better channel than this event for expanding your brand and business network and getting connected with some of the world's prominent and nascent buyers.

### ***Exhibit Profile***

[Convenience Food](#) | [Fruits & Vegetables](#) | [Grains & Pulses](#) | [Health / Natural / Organic Food](#) | [Ingredients](#) | [Plant-Based Food](#) | [Preserved Food](#) | [Vegan / Vegetarian Food](#) | [Others](#)

# Fine Food – Singapore Tasting Event

## *What*

In-person tasting event to facilitate the introduction of international food and beverage products to the Singapore market

- Combination of show cooking, seminars, meetings and sampling
- Product offerings and demonstrations by country of origin, staffed and supported by our official event partners

*Fine Food*  
**27 – 28 OCTOBER**



*Official Event Partner:*



# Fine Food – Singapore Tasting Event

## **When**

27<sup>th</sup> - 28<sup>th</sup> October 2021

(as part of **FHA Match: Fine Food Virtual Event**)

## **Where**

Sands Expo & Convention Centre,  
Marina Bay Sands (TBC)



***Fine Food***  
**27 – 28 OCTOBER**

## Fine Food – Singapore Tasting Event

### *How*

Product samples sent by overseas suppliers for live tasting at the in-person event, attended by pre-registered trade buyers from Singapore

Connectivity to **FHA Match: Fine Food** virtual platform to facilitate meetings with overseas suppliers during/after tastings



*Fine Food*  
**27 – 28 OCTOBER**

# Fine Food – Singapore Tasting Event

## *Who*

Singaporean trade buyers attending in-person.  
Connectivity to overseas trade buyers through **FHA Match: Fine Food** virtual platform

Importers, distributors, wholesalers, retailers, e-retailers, restaurateurs, hoteliers and café owners

Around **1,600 – 2,000 buyers** across the two days



***Fine Food***  
**27 – 28 OCTOBER**



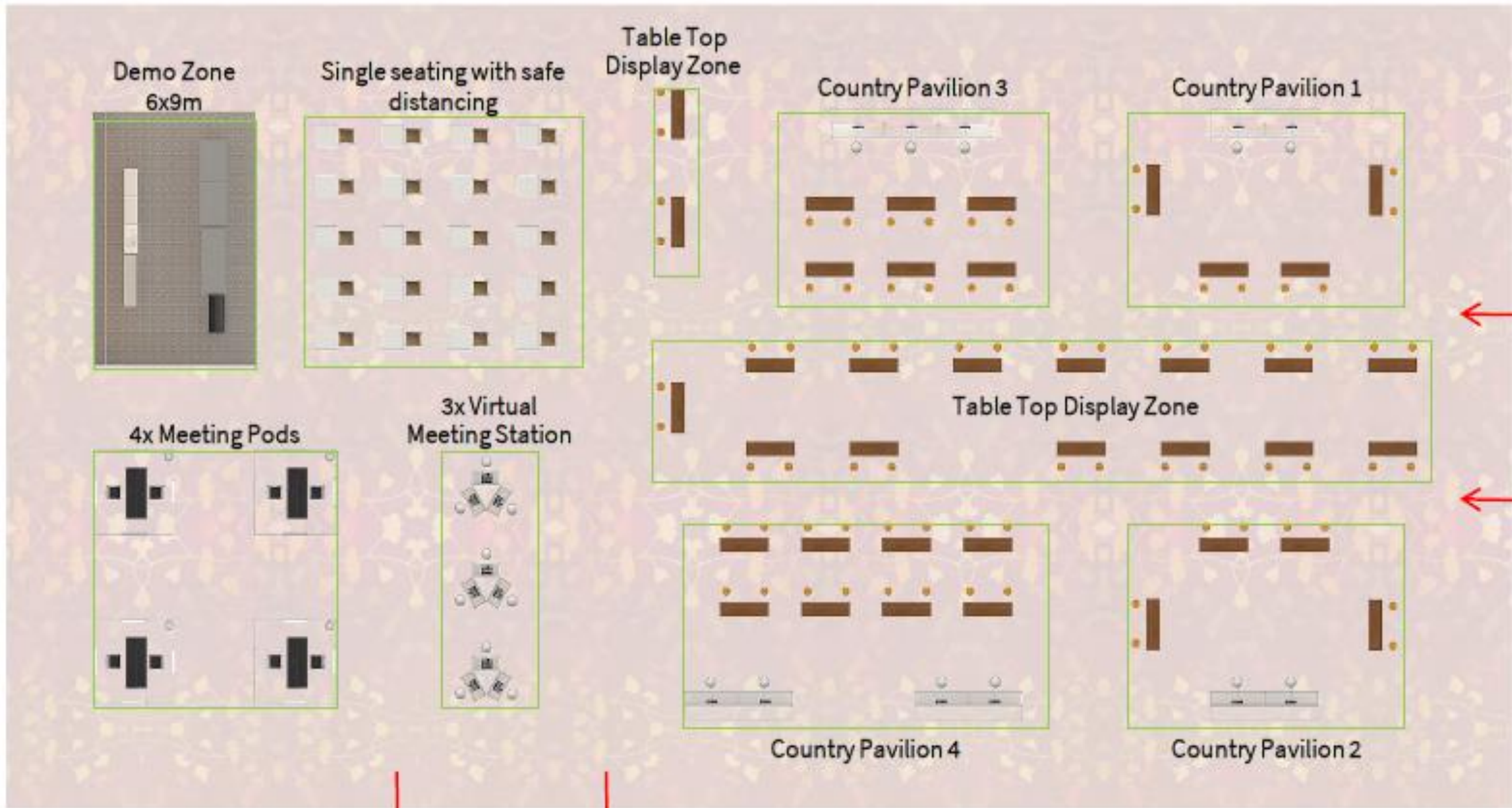
# Fine Food – Singapore Tasting Event

## *Features*

- Presentation area for samples complete with
  - Table-top display
  - Staff from our official partners as required
    - Chef
    - Food demonstrators
- Meeting pods with virtual connectivity to FHA Match Fine Food
- Meeting pods for physical meetings with local buyers
- Chef Demo / Seminar area for product demonstrations to in-person audience & live streamed to the virtual audience through FHA Match Fine Food



***Fine Food***  
**27 – 28 OCTOBER**



Entry Only

Entry Only

Exit Only

Exit Only



CONTACT US

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CONNECT WITH US



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**#FHA**