

A look back at Fi Asia Thailand 2023

ASEAN's largest food & beverage ingredients
event in Bangkok

20-22 September 2023



Asia Thailand



informamarkets

The ASEAN's largest food & beverage ingredients event in Bangkok served as a remarkable gathering point for industry leaders and innovators from across the globe. Fi Asia facilitated collaboration through insightful sessions, business matchmaking, and valuable connections.

Fi Asia Thailand 2023 in Numbers



22,319

Sqm.



21,000+

Attendees



539

Exhibiting companies



74

Visiting countries



9

International pavilions



59

Insightful conferences



27

Start-up F&B
product finalists



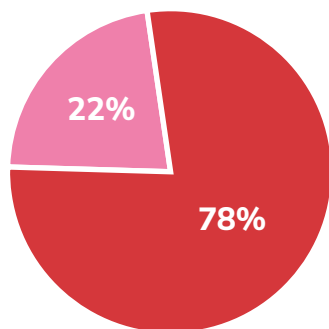
9,195

Meeting requests
on business
matchmaking platform



Exhibitors

Total number of exhibiting companies : **539**



- International 78%
- Domestic 22%

Top 10 exhibiting countries / regions

- 1.China
- 2.Thailand
- 3.India
- 4.Singapore
- 5.USA
- 6.Indonesia
- 7.Japan
- 8.Taiwan, China
- 9.Malaysia
- 10.Netherlands

9 International country / region pavilions

- 1.China
- 2.European
- 3.India
- 4.Indonesia
- 5.Ireland
- 6.Japan
- 7.Taiwan, China
- 8.Thailand
- 9.USA

Product pavilions

1 Beverage ingredients



2 Health ingredients



3 Natural ingredients



72%
of exhibitors
would like
to attend
Fi Asia again
in the future



Exhibitor testimonials

"It's been 4 years since Brenntag joined Fi Asia. For us, this is a very important show to reach out to our customers from the region. It's also one of the best opportunities for industry players to network and interact."

Kenneth Keh
President Nutrition Asia Pacific
Brenntag Asia Pacific Pte. Ltd.

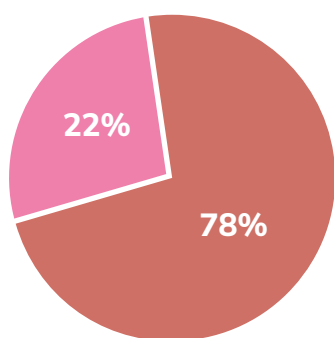
"We participated in Fi Asia 2023 in Bangkok, where we presented a diverse range of products and invited customers and distributors from the region to visit our booth. It was truly wonderful to reconnect with our valued customers and establish new connections after so many years. The event surpassed our expectations both in terms of visitor turnout and the opportunities it offered. We express our heartfelt gratitude to all who visited and supported us during the event."

Brent Cuddy
Vice President of Human Nutrition Sales, APAC
ADM



Visitors

Total number of visitors : **15,281**



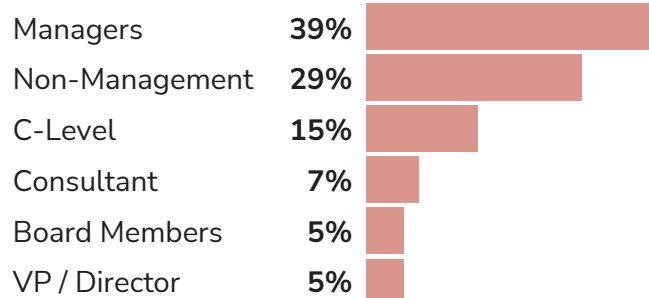
- International 22%
- Domestic 78%

Top 10 visiting countries

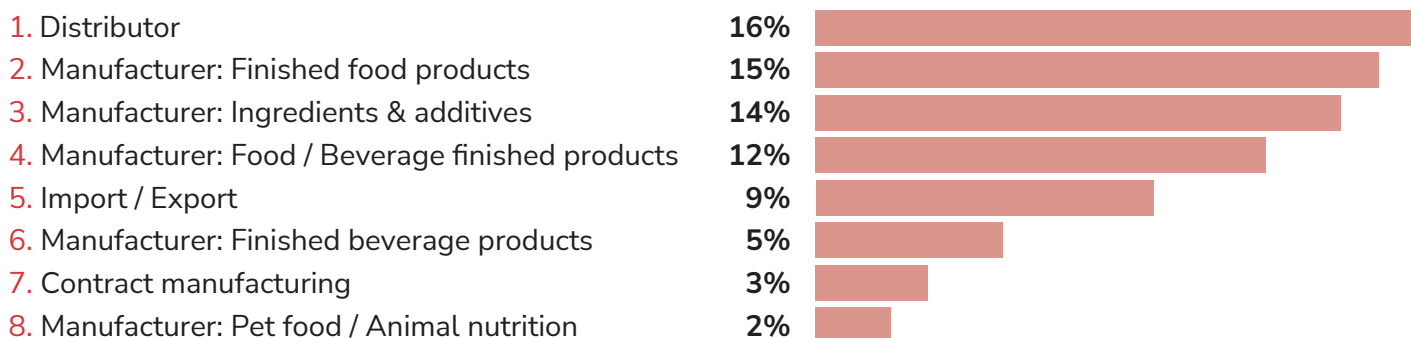
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|----------------|--------------|
| 1. Thailand | 6. Vietnam |
| 2. Malaysia | 7. India |
| 3. Philippines | 8. Singapore |
| 4. Indonesia | 9. Cambodia |
| 5. China | 10. Japan |

Job level

64% Decision makers



Nature of business



76% of our visitors are from the manufacturing, distribution and import/export sectors.



Visitors purchasing power

67% of all attendees have purchasing power

- 26% Influence purchase
- 21% Specify need
- 20% Authorise purchase



Top 10 job functions

1. Research & development
2. Sales
3. Product development
4. General management
5. Marketing
6. Procurement / Purchasing
7. Distribution
8. Production
9. Education and training
10. Operations

Top 5 main reasons to visit

- 21% Source ingredients
- 17% Learn about the latest market trends
- 16% Meet existing contacts / partners / suppliers
- 15% Get knowledge on specific industry & business challenges
- 9% Source processing, packaging, services and equipment

Top 20 topics of interest

1. Functional food
2. Flavours and spices
3. Flavour enhancers
4. Proteins
5. Sweeteners / Sugar replacements
6. Food supplements / Nutraceuticals
7. Vitamins
8. Dairy
9. Antioxidants
10. Probiotics
11. Stabilisers and thickeners, binders, texturisers
12. Prebiotics
13. Fibres
14. Collagen
15. Colours
16. Functional beverages
17. Emulsifiers / Lecithins
18. Amino acid
19. Starches
20. Fruit & Vegetables products

Visitor testimonials

"Fi Asia 2023 was great – lots of innovative producers and it's provided me marketplace interest, benefiting my business. Overall, excellent job of bringing the industry together!"

Kirill Bolgarov
Business Owner
Coconut Kefir

"The main reason is the accessibility to East Asian countries such as Malaysia, Indonesia, Thailand Vietnam. Also, it offers great accessibility to my Chinese suppliers for the spread of the exhibitors and visitors we have at Asia. My expectations were to meet my existing customers from various countries from Far East Asia as well as to meet new suppliers, which I think I went well. And this was my first visit to Fi Asia in Thailand, so I was looking forward to it. The spread of customers as well as the suppliers was overwhelming, so I recommend Fi Asia, Thailand to anyone who is looking to source a variety of food ingredients."

Romit Patel
Managing Director
Talha Corporation

Features Highlights



Future food workshop

16
Sessions

Explore cutting-edge culinary concepts, engage in ideation sessions, and collaborate with tech providers and industry professionals at this hub for food innovation. Partner with TestBudLab and Bio Buddy to strengthen The Future Food Network, uniting founders, researchers, businesses, and organisations in shaping a sustainable food future.

Beverage ingredients theatre

Explore the showcase of ready-to-drink products and hear from beverage industry experts at this destination, where you can discover the latest beverage trends in the ASEAN region.

8
Trends



13
Presentations

Innovation tours

These specialised tours are led by market experts, NutriMarketing. These tours reveal how top ingredient suppliers address market trends and provide an in-depth look at the industry landscape for Going Green, New Sensory Experiences and Holistic Health.

6
Tours



F&B start-ups competition

Discover innovative F&B products focused on health, and functional foods and beverages from 27 finalists including students and entrepreneurs. Find out more about these products developed using local raw materials during this one-of-a-kind competition!

27
Finalists

Sensory box

Engage in a sensory evaluation experience that involves technical presentations and taste testing. Each day focuses on a different theme, Sensory Evaluation Techniques, Development of Plant-based Meat, Molecular Sensory Science and Rheology Solution for Optimising Food Texture.



11
Sessions

Innovation zone

Discover the trendsetting hub in the F&B industry, the Innovation Zone, powered by Innova Market Insights, where industry leaders showcase new ingredients, giving them the spotlight they deserve.

8
Trends

International conferences

The central hub for staying informed about the latest trends, innovations, and technological advancements. Delve into the opportunities and challenges within the F&B business across ASEAN countries by industry experts.



9
Sessions

Fi studio

Highlights & activities of Fi Asia were broadcasted through Fi Asia social media at strategic locations to keep the audiences connected and updated with all the latest happenings across the exhibition.

Suppliers finder

An interactive floor plan designed to help you locate current business partners or connect with new suppliers.



Recharge & wellness

A place to take a break, chat with new business connections, and recharge during the event. In this area, you'll find:

- Wi-Fi
- Charging stations for your devices
- Comfortable seating

Take a breather, recharge, and enjoy



Technical presentations

50
Sessions



Leading exhibitors are delivering presentations that delve into the latest ingredients and their real-world applications, market developments, emerging trends, pressing issues, and potential opportunities.

Match and meet lounge

The Business Matchmaking area at Fi Asia is where attendees can identify and connect with potential business partners and schedule meetings in advance and during the event.

1372
Confirmed
meeting



VIP lounge

Strategically located within the Exhibition Hall, provides exhibitors and their brands a sophisticated space to mingle with VIP guests. With comfortable seating, a beverage bar, and canapés options, it's the ideal place for networking, business, or relaxation.

Customer Insight lounge

Customer Insights Lounge is designed for customers to have conversations in the comfort of a relaxing lounge space with snacks and beverages and participate in surveys and in-person discussions.

Sustainability square

In partnership with Suan Dusit University, SILPIN, and the local community of "Bang-kra-chao," this is an interactive zone at Fi Asia dedicated to showcasing sustainability within Informa Markets and the F&B industry. Over the course of the three-day event, it attracted 200 participants who engaged in a Look Choop workshop, where tradition meets sustainability.

Sustainability booth design awards categories



Best at show

- Nutrition SC Public Company Limited
- Connell Bros. Co. (Thailand), LLC

Creativity

- BJC Specialties Co., Ltd.
- Unify Chemical Co., Ltd.

Informative

- Kerry Ingredients (Thailand) Ltd.
- Winner Group Enterprise Plc.

Innovative

- BIFIDO Co., Ltd.
- Sanguan Wongse Starch Co., Ltd.



Thank you to our partners

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Flavor & Spices Category
Alternative Protein Category

Knowledge partner



Media Partners



Asia's largest food and beverage ingredients event

2025



Asia Thailand

17-19 September 2025
QSNCC, Bangkok Thailand

2026



Asia Indonesia

16-18 September 2026
JIExpo, Jakarta Indonesia



Vietnam

13-15 May 2026
SECC, HCMC Vietnam



For more information, please contact

China

- Ms. JR Ma

Email : Jr.Ma@imsinoexpo.com
Phone : +8613917425260

Japan

- Mr. Yosuke Horikawa

Email : Yosuke.Horikawa@informa.com
Phone : +81352961017

South Korea

- Ms. Emma Im

Email : Emma.Im@informa.com
Phone : +82267155425

Taiwan

- Ms. Sophia Lu
- Ms. May Chien

Email : info.sales.tw@informa.com
Phone : +886227383898
Email : May.Chien@pilatus-intl.com
Phone : +886930182556

India

- Mr. Ajay Lal

Email : Ajay.Lal@informa.com
Phone : +919910559545

Indonesia

- Ms. Anna Maria

Email : Anna@pamerindo.com
Phone : +628164823189

Vietnam

- Ms. Sophie Nguyen

Email : Sophie.Nguyen@informa.com
Phone : +84988107703

Europe and USA

- Ms. Alyssa Schipper

Email : Alyssa.Schipper@informa.com
Phone : +31628299533

Thailand and the rest of Asia

- Ms. Thansaya Patcharathanachai
- Ms. Baifern Agsornnam

Email : Thansaya.P@informa.com
Phone : +66616594636
Email : Baifern.A@informa.com
Phone : +66827960265