



# FHA2018

# Post Show Report



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Food&HotelAsia



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

FHA, the highly anticipated food and hospitality industry event in Asia, concluded its 40<sup>th</sup> 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

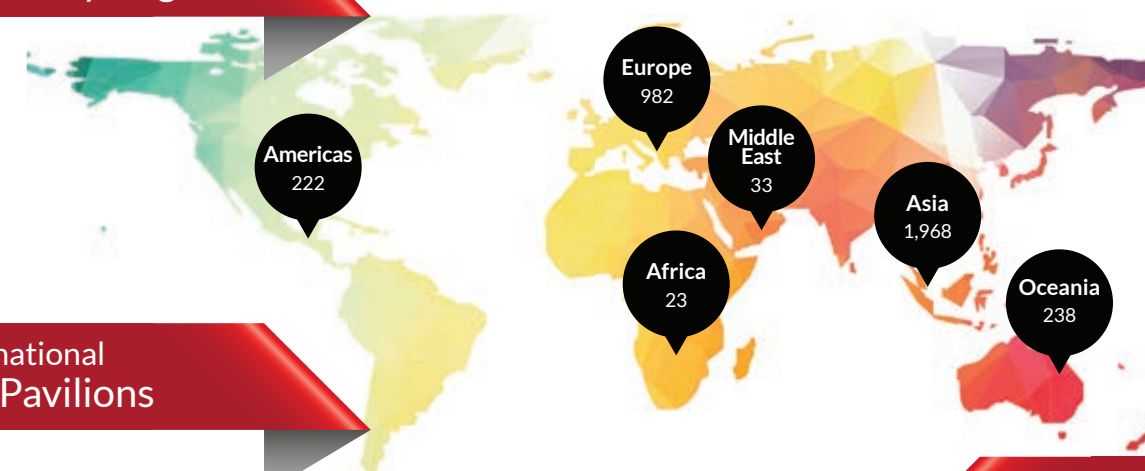
“This is the first time we are exhibiting at FHA. FHA is our top choice because it is the most important show in this region. Through FHA, we hope to grow our business successfully in this part of the world where our business is not currently present. We have met distributors from Australia, Hong Kong, 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.





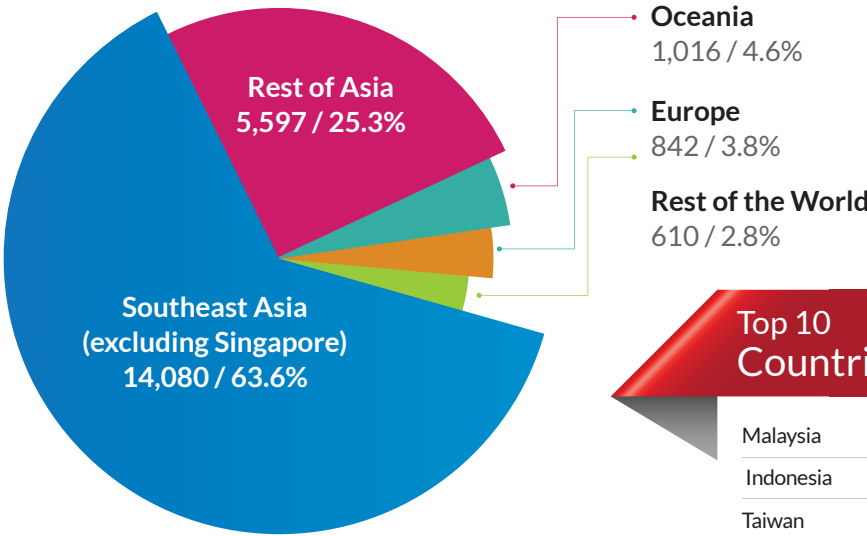
# An Expanding International Sourcing Platform for Buyers in Asia!

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)

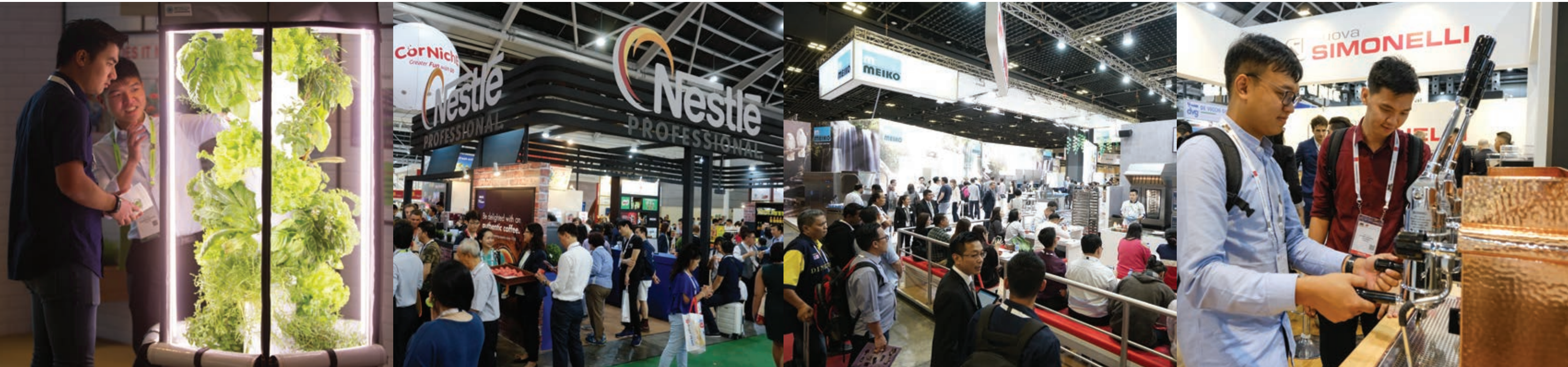
Malaysia	6,748	Thailand	994
Indonesia	3,564	Vietnam	875
Taiwan	1,697	Australia	839
Philippines	1,308	India	590
China	1,022	Hong Kong	565

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.

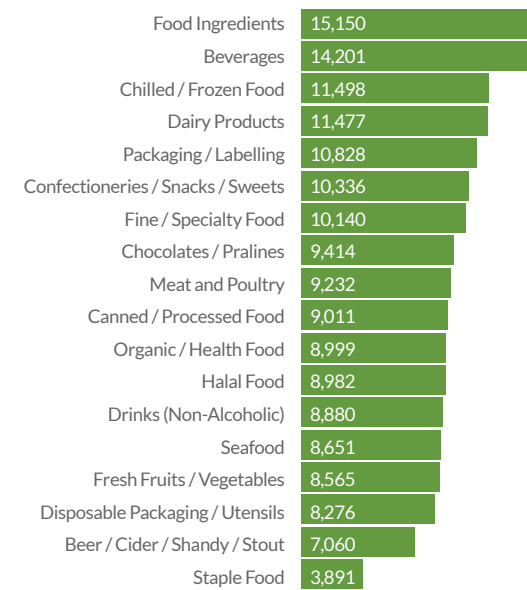
**Yap Siauw Ling**  
Senior Purchasing Manager, PT Caterison Sukses  
Owner, Hilton Bali Resort  
Indonesia

“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.”

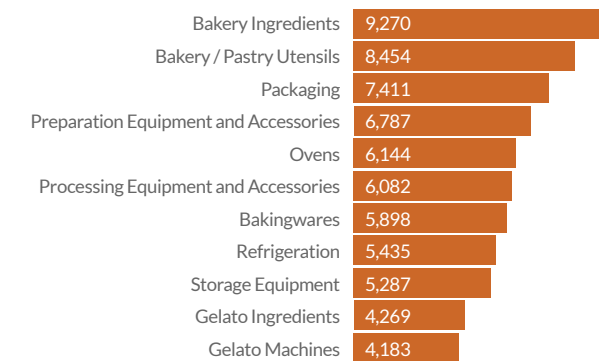
**Vincent Thai Quoc Huy**  
Director, Interfoods Limited  
Vietnam

## Indication of Buyers' Interests

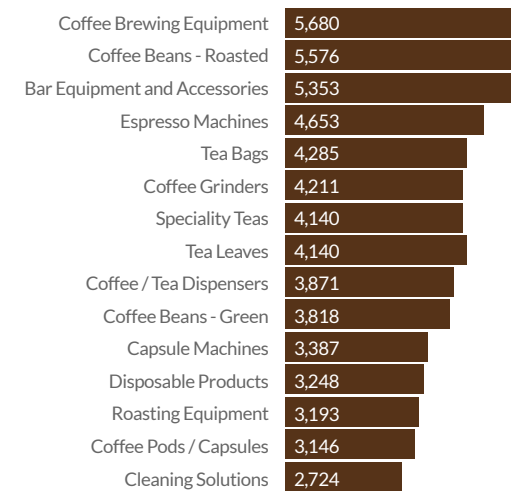
### Food & Drinks



### Bakery & Pastry



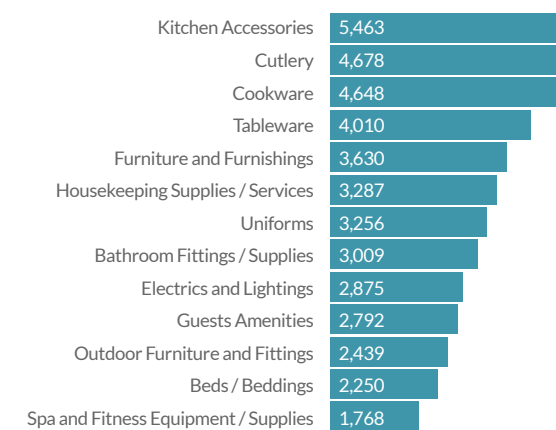
### Speciality Coffee & Tea



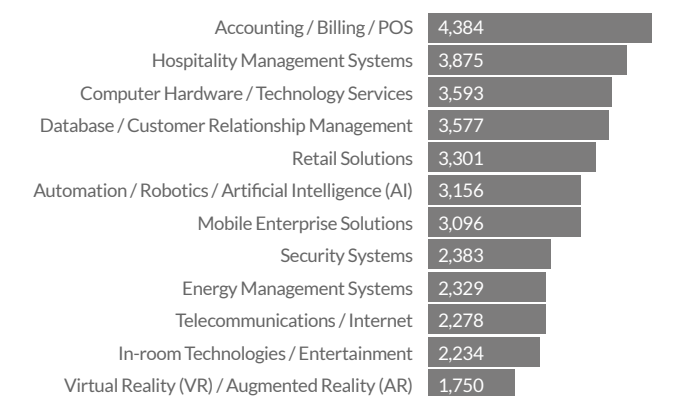
### Hotel, Restaurant and Foodservice Equipment



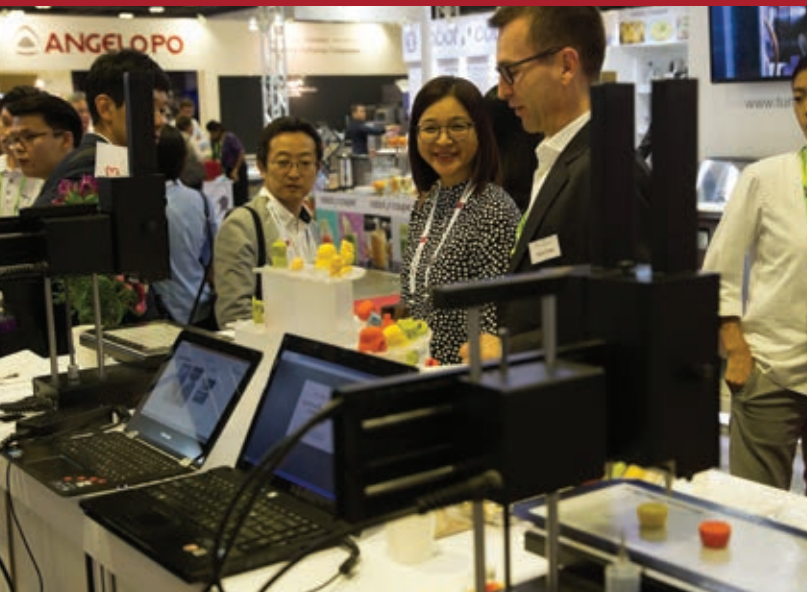
### Hospitality Style



### 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
- GOLDILOCKS 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

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

Above list is non-exhaustive.

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.



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.



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.



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.



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.



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.



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.



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.



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.



# 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.



**3 - 6 MAR 2020**  
**SINGAPORE EXPO**  
[www.fhaHoReCa.com](http://www.fhaHoReCa.com)



**31 MAR - 3 APR 2020**  
**SINGAPORE EXPO**  
[www.fhaFNB.com](http://www.fhaFNB.com)

Held alongside



## 2 MEGA EVENTS. SAME TRUSTED BRAND.

Contact Ms Jorinda Tan / Mr Davin Er at [enquiry@foodnhotelasia.com](mailto:enquiry@foodnhotelasia.com) to book a stand or to find out more.