

Australia

Group Pavilion  
in Hall 8

AUSTRALIA  
CHINA  
CYPRUS  
DENMARK  
GREECE  
ITALY

Don't Miss T  
Exhibitors in

# JOIN THE AUSTRALIAN PAVILION AT FHA - FOOD & BEVERAGE 2020

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**FHA**  
FOOD & BEVERAGE  
**ASIA**

**31 MAR – 3 APR 2020**  
**SINGAPORE EXPO**

Co-located with:



Organised by:



Supported by:



Held in:



Australian Representative:



# ABOUT FHA - FOOD & BEVERAGE



**31 MAR – 3 APR 2020**  
**SINGAPORE EXPO**

FHA-Food & Beverage is Asia's largest food and beverage trade event that brings together the global food and hospitality industry.

FHA has over **40 years of success** in having the most comprehensive selection of high quality international products - making it the international sourcing platform for buyers in Asia.

FHA provides the best opportunity for Australian companies to showcase their products to trade buyers from across the Southeast Asian region.

FHA - Food & Beverage is organised by Informa Markets, the world's largest trade show organiser and is **open to trade only**.

## WHY EXHIBIT IN THE AUSTRALIAN PAVILION?

The Australian Pavilion is a key destination for trade buyers looking to source high quality imported products.

We have expanded space for the Australian Pavilion in the same great location in Hall 8 at Singapore Expo - offering excellent visitor traffic and exposure for Australian companies.

**We provide a 'one stop shop' by simplifying the exhibiting process and managing your entire stand build - so you can arrive, set up your display and focus on presenting your products at the show.**

- The Export Solutions Trade Fairs Team with over 10 years experience at leading international trade fairs provide assistance pre-show and will be onsite at the show supporting Australian exhibitors.
- Cost effective way to showcase your brand and be part of the strong Australian presence alongside other Australian companies.
- Exhibit in the Australian Pavilion and leverage on Australia's reputation for clean, green quality products made and grown to high quality and safety standards.
- The Australian Pavilion is constructed by a professional stand builder, who specialise in delivering high quality exhibition stands around the world.
- Australian branded booth design with furniture package and entry in the full colour Australian Exhibitor Directory.

## FHA 2018 STATISTICS

- Occupied 119,500sqm of exhibition space
- 6 specialised sectors
- 3,466 exhibiting companies from 76 countries and regions
- 72 international group pavilions
- 55,433 trade visitors (40% from overseas)
- 4 power-packed conference tracks attended by 350 delegates and speakers
- **164 Australian Exhibitors in 2018 - including 9 industry bodies and government agencies**

## WHO CAN YOU MEET?

- Foodservice establishments
- Importer/Wholesaler/Distributors
- Hotel/Resort/Serviced Apartments
- Manufacturers - Food & Beverage
- Institutional Catering / Healthcare
- Retailers - Convenience Store / Supermarket
- Airline / Cruise Liner / Retail
- Trade Associations
- Government Agency
- Theme Park / Attractions & more

# EXHIBITING OPTIONS:

## OPTION 1: AUSTRALIAN STAND PACKAGE

Each fully furnished 9sqm stand within the Australian area will include the following:

- Carpeting and Daily Stand Cleaning
- Fascia Name Board with your logo
- 1 x Lockable Cabinet with your logo
- 1 x Brochure Stand **OR** your option to exchange for 3 x Wall Shelves (1mL x 0.3mW).
- 1 x Table and 4 x Chairs
- Spotlight
- 1 x 13A Power Socket (not 24 HR)
- Waste Bin
- 1 x Entry in Food & Hotel Asia - Food & Beverage Show Directory
- 1 x Entry in the Australian Exhibitor Directory



(Illustrative design - wall graphics at additional cost)

### Participation Costs:

Price starts from SGD \$8,400 for a 9sqm stand. Option to pay in AUD is available.

## OPTION 2: SPACE ONLY - CUSTOM BUILT STAND



Space only - ideal for large exhibitors who would like to build their own custom stand within the Australian area or we can secure best available stands throughout the show and organise the build.

### Participation Costs (Space Only):

Price starts at SGD \$690 per sqm (min 24sqm)

## BOOK YOUR STAND

To secure your stand in the Australian Pavilion, please contact Nurziah Masagoes at Export Solutions or click the 'Book a Stand' button below.

**Nurziah Masagoes**

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**T:** +61 (0) 8 9201 0331

**BOOK A STAND - CLICK HERE**

## FINANCIAL ASSISTANCE FOR AUSTRALIAN EXHIBITORS (EMDG)

Exhibitors may be eligible for financial assistance to obtain a grant or rebate of part of the cost of exhibiting through the Export Market Development Grant (EMDG) scheme.

In April 2019, the Federal Government announced an additional \$60 million in funding over three years for the Export Market Development Grant (EMDG) scheme.

**Applications are now open.**

To find out if your business is eligible or for more information about this popular grant program [click here](#).

