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# Your Winning Choice in Asia

13. - 17.05.2009

IMPACT Exhibition Center,  
Bangkok, Thailand

**THAIFEX – World of food ASIA** covering

- Food & Beverage  
featuring HALAL & ORGANIC Food
- Food Catering & Hospitality Services
- Food Technology
- Retail & Franchise

Jointly Organized By:



Thai Chamber  
of Commerce



Department of  
Export Promotion



we energize your business



## Where Global Players of Food and Beverage Meet

Thaifex – World of Food ASIA 2008 was another year of success and attracted more exhibitors and visitors than ever before. It is the leading trade platform for the food and beverage industry in South East Asia.



### Strong International Participation

Reach your target groups from the region's food and beverage industries. 1,011 exhibitors came from 32 countries and 21,833 visitors came from 117 countries.

### Comprehensive One Stop Shop

With the four pillars - Food & Beverage featuring Halal Food, Food Technology, Food Catering & Hospitality Services and Retail & Franchise - the show presents all food related sectors.

### Exciting Supporting Events

Visitors will be drawn to the additional activities at the trade fair. Industry seminars will once again be popular with exhibitors and visitors. New events in 2009 include a chef competition, a barista competition, hands-on coffee workshops and coffee business seminars.

### Clear Communication on All Channels

The organizers will launch an extensive international communication campaign, featuring print ads, online and direct marketing measure, and comprehensive publicity measures.

*'This show is very well put together. Our exhibitors were very satisfied with the response they received on presentation.'*

**Dr. Jan de Graaf**  
Chief Representative of Central Marketing Agency of the German  
Agricultural Industries, Shanghai Representative Office

*'There is a good presence of trade visitors here who provided good contacts for our exhibitors.'*

**Giuseppe Maneti**  
Wine & Food Division  
Italian Institute for Foreign Trade (I.C.E)

*'It's our third year here and it gets better every year. The lively atmosphere, the organization, the networking and business opportunities contribute to the show's success.'*

**Rubert Konijn**  
Agricultural Counsellor, Head of Department  
Dutch Embassy in Bangkok

*'Thaifex – World of Food Asia is the only show we selected to participate this year.'*

**Mr Pongsak Phinainitisatra**  
General Manager  
Retailink

# The Success Barometer: Facts & Figures of 2008

## Exhibitors

No. of Exhibitors: 1,011

Countries Represented: 32

Exhibition Space: 40,250 sqm

International Pavilions: 16

Brunei Darussalam, Cambodia, China, France, Germany, Italy, Laos, Malaysia, Myanmar, Philippines, South Korea, Sri Lanka, Taiwan, Thailand, The Netherlands, USA

Trade Results:

USD 24,450,000 of Spot Orders

USD 62,400,000 of Sales In Negotiation  
(Within 1 year)

## Visitors

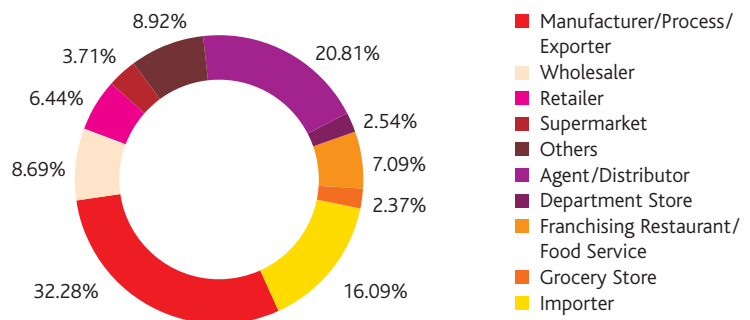
No. of Visitors: 21,833

No. of Countries Represented: 117

75.4% are either main decision makers or co-decision makers in the company

71.4% will visit the show again in 2009

## Visitors Profile by Business Categories



## Top 15 Visiting Countries / Regions:

- |                  |                                |                          |
|------------------|--------------------------------|--------------------------|
| 1. Malaysia      | 6. Philippines                 | 11. India                |
| 2. Singapore     | 7. Australia                   | 12. Republic of Korea    |
| 3. Hong Kong     | 8. Vietnam                     | 13. United Arab Emirates |
| 4. United States | 9. Indonesia                   | 14. Taiwan               |
| 5. Japan         | 10. People's Republic of China | 15. United Kingdom       |



*'We have supported the show since its beginning, Thaifex – World of Food Asia is the best show for us.'*

**Mongkhon Baipowongse**  
Managing Director  
Sripipat Engineering

*'We are returning next year. The exhibition facilities are good and the organization is very professional. Our exhibitors have met their target visitors from the region.'*

**Gwang-Don, Sung**  
Deputy Director, Overseas Marketing Team  
Korea Agro-Fisheries Trade Corp.

*'This is our first time participating and the show has left a good impression on our exhibitors. There are many business opportunities and the show is professionally organized. We will definitely be back next year.'*

**Sunny Chen**  
Secretary General  
Taiwan Confectionery, Biscuit & Flour Food Industry Association

*'The feedback is good, we will return next year to take up bigger space.'*

**Jennifer T. Torred**  
Market Promotion & Development Division  
Department of Agriculture, Philippines

# Highlights for 2009

The organizers zoom into selected areas of the industry each year according to industry trends. Special supporting events related to these sectors will be presented to provide more networking opportunities and for gathering market and product information.



## Hospitality & Foodservice

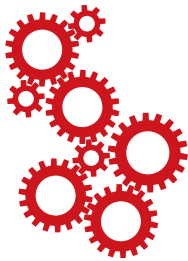
The growth of Asian hospitality is steadily on the rise and is one of the fastest prospering markets in the hospitality industry throughout the world.

The increase in intra-regional travel particularly in the Southeast Asian countries such as Thailand, Malaysia, Vietnam and Singapore reflects a higher demand for hospitality & foodservice.

It is expected that the total value of food and beverage expenditure in Thailand will grow to roughly US\$30 billion in 2009. Dining out is becoming increasingly popular particularly among the younger generation, showing strong growth potential for this sector.

### Supporting Events:

Chefs will demonstrate their culinary prowess via a Fruit & Vegetable Carving competition and culinary classes.



## Food Technology

The food processing industry in Thailand is the outcome of its extensive agriculture. It is one of the key sectors of the country's manufacturing industry. Thailand earns about US\$10 billion annually from food manufacturing.

The demand for packaging is set to increase because of the expansion of the domestic market and the increasing purchasing power of Thai consumers. Changes in the lifestyle of Thai consumers, particularly the growing middle class, have also contributed to the demand of packaged food and beverage.

In addition, the country's food exports are expected to remain strong as the food processing industry continues to improve its productivity and capitalizes more fully on its abundant source of high quality local raw materials.

### Supporting Events:

Educational seminars will be presented by industry professionals focusing on the latest developments and trends of food technology.



## Coffee & Tea

Coffee and tea appreciation in Asia has increased with the expansion of western-style cafes. Quality coffee is gaining awareness and hot milk tea is getting more popular which means a dynamic beverage market is brewing in this region.

Accompanying these trends is a demand for equipment to support menu expansion and the increasing higher expectations of customers. As a result, this is not a sector to be neglected in the food and beverage industry.

### Supporting Events:

There will be networking opportunities for baristas, coffee enthusiasts, roasters and coffee shop owners - from a barista competition, hands-on workshops to business seminars.





## 4 Dedicated Product Areas

Thaifex - World of Food Asia will effectively provide a one-stop shop for the whole spectrum of food and hospitality products:

### Food & Beverage

- Fruit & Vegetable
- Organic Food
- Halal Food
- Fine Food
- Sweets & Confectionery
- Ready to Eat
- Dairy Products
- Seafood Products
- Meat & Poultry Products
- Health Food
- Grocery Products
- Rice & Rice Products
- Alcoholic Drinks
- Alcohol-free Drinks

### Food Catering & Hospitality Services

- Catering Technology
- Technical Equipment, Appliances & Installations
- Data, Communication & Information Systems
- Services
- Food & Semi-Luxury Goods
- Ecology & Conservation
- Hotel Equipment & Supplies
- Interiors & Amenities
- Hotel Information Technology
- Security Systems
- Cleaning Supplies & Services
- Hotel Consultancies

### Food Technology

- Process & Packaging Technologies
- Beverage Technologies
- Measurement & Regulating Systems
- Analytics & Hygiene
- Cooling & Refrigeration

### Retail & Franchise

- Retailing Technology
- Shop Fittings
- Product Displays
- Data & Information Systems
- Franchising

## Visitor Profile

Approximately 22,000 trade visitors from the industries below are expected to visit Thaifex – World of Food Asia 2009:

- Airlines
- Bakeries
- Clubs and Resorts
- Departmental Stores
- Fast Food
- Food Catering
- Food Manufacturers
- Food Service
- Hotels, Restaurants and Bars
- Importers, Distributors, Wholesalers and Retailers
- Packaging and Distribution Centers
- Supermarkets, Grocery and Convenience Stores



## THAIFEX - World of food ASIA 2009

Please reply to your nearest office:

- We are interested in exhibiting in THAIFEX - World of food ASIA 2009.
- Please send us a space proposal for \_\_\_\_\_ sqm for our consideration.
- We are interested to visit. Please send us visitor information closer to the event.

Name (Mr/Ms) \_\_\_\_\_

Company \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_

Website \_\_\_\_\_ Email \_\_\_\_\_

Tel \_\_\_\_\_ Fax \_\_\_\_\_

Product categories (please tick appropriate box):

- Food & Beverage  Food Catering & Hospitality Services
- Food Technology  Retail & Franchise

Special Features

- Halal Food  Organic Food

## Contacts

### International

#### Koelnmesse Pte Ltd

Ms Grace Tan  
Tel: +65 6500 6711  
Fax: +65 6294 8403  
g.tan@koelnmesse.com.sg

### Thailand-EXPORTERS

#### The Thai Chamber of Commerce

Mr Danai Ditsriporn /  
Ms Sarinya Dumrongpiriyakul  
Tel: +662 622 1860-76  
Fax: +662 622 1880  
tra@thaiechamber.com

### Thailand-IMPORTERS

#### Expolink Global Network Limited

Ms Supaporn Wannaying  
Tel: +662 640 8013  
Fax: +662 664 2076  
supaporn@expolink.net

# THAIFEX - World of food ASIA 2009 in brief

<b>Date</b>	May 13 - 17, 2009
<b>Venue</b>	IMPACT Exhibition Center, The Challenger Muang Thong Thani, Bangkok, Thailand
<b>Schedule</b>	Building up: May 11 – 12 Show: May 13 – 17 May 13 – 15: Open to Trade only May 16 – 17: Public Days Dismantling: May 18
<b>Frequency</b>	Annual
<b>Year of Foundation</b>	2004
<b>Cost of Participation</b>	USD 200/sqm (Raw Space) USD 250/sqm (Standard Shell Scheme Package) USD 270/sqm (Display Shell Scheme Package)
<b>Supporting Organizations</b>	Government Agencies: · Ministry of Agriculture · Ministry of Industry · Tourism Authority of Thailand · Food and Drug Administration  Private Organizations: · Board of Trade of Thailand · National Food Institute of Thailand · Islamic Committee Office of Thailand · Food Processing Industries Club, Federal of Thai Industries · Thai Frozen Foods Association · Thai Broiler Processing Exporter Association

## Supported by



## The Organizing Team



Thai Chamber  
of Commerce



Department of  
Export Promotion



## Covering

• **Food & Beverage featuring HALAL & ORGANIC Food**

• **Food Catering & Hospitality Services**

• **Food Technology**

• **Retail & Franchise**

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REGISTRATION DEADLINE - 15 February 2009

Koelnmesse Pte Ltd

152 Beach Road #25-05 Gateway East

Singapore 189271

Tel: +65 6500 6700

Fax: +65 6294 8403

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