

Press release

No. 01 / 4 OCTOBER 2017, Bangkok

Refreshed THAIFEX-World of Food Asia tightens focus on business with enhanced buyer programs and superior trade show experience

BANGKOK, 4 OCTOBER 2017 – Asia’s leading food and beverage trade show, [THAIFEX-World of Food Asia](#), has unveiled an impressive line-up of refreshed buyer programs and rebranded key visuals, to deliver an even stronger focus on business, quality trade deals and networking opportunities.

Jointly organized by the world leader in food and food technology events, **Koelnmesse**, along with the **Department of International Trade Promotion** and the **Thai Chamber of Commerce**, THAIFEX-World of Food Asia will return in its 15th edition as the largest satellite show of the world’s foremost F&B exhibition, [Anuga](#), for the Asian market.

Apart from featuring an international line-up of exhibitors, the revitalized show will boast an **expanded and improved VIP Guest Service** to enhance the facilitation of trade and commerce. The program will also be extended to **five dedicated trade days** - up from three dedicated trade days in 2017 - to devote more time and open up more opportunities for business. Revamped **targeted programs and thematic showcases** also aim to propel businesses up the value chain.

These renewed programs will be accompanied by **new key visuals** that reflect today’s contemporary Asia, and the inspiration behind the new THAIFEX-World of Food Asia. The refreshed design will feature 11 product icons highlighting the exhibition’s reorganized trade shows, and the fresh red and white palette represents the trade show’s enduring association to its internationally acclaimed parent exhibition, Anuga.

“THAIFEX-World of Food Asia has consistently delivered business success for visitors. The record breaking 55,111 visitors to the 2017 exhibition stand testament to the show’s ability to provide businesses with the best opportunities to rub shoulders with decision-makers of major food buying channels,” said **Mathias Kuepper, Managing Director, Koelnmesse Pte Ltd**.

“Asia Pacific is a hotspot for F&B investments. It is poised to be a key market for future export growth, and we want to be enablers and facilitators of this. Our commitment to innovate and continue leading the industry in the face of changes in the market is the driving force behind our revamp and rebranding efforts. From extending the number of trade days, boosting our VIP program, to our new vibrant brand visuals - these changes reflect our goal of curating the ultimate trade show experience for everyone.”



THAIFEX-World of Food Asia
29 May - 02 June 2018

www.thaifexworldoffoodasia.com

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Revamped and expanded VIP Guest Service to give over 3,000 buyers greater opportunities to grow their business Page

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Extraordinary investments have been made to increase the spotlight on business as the top priority in the upcoming event. In the 2018 edition, THAIFEX-World of Food Asia's enhanced **VIP Guest Service** will feature two tiers of services for visitors to enjoy greater access to highly focused networking engagements for business success.

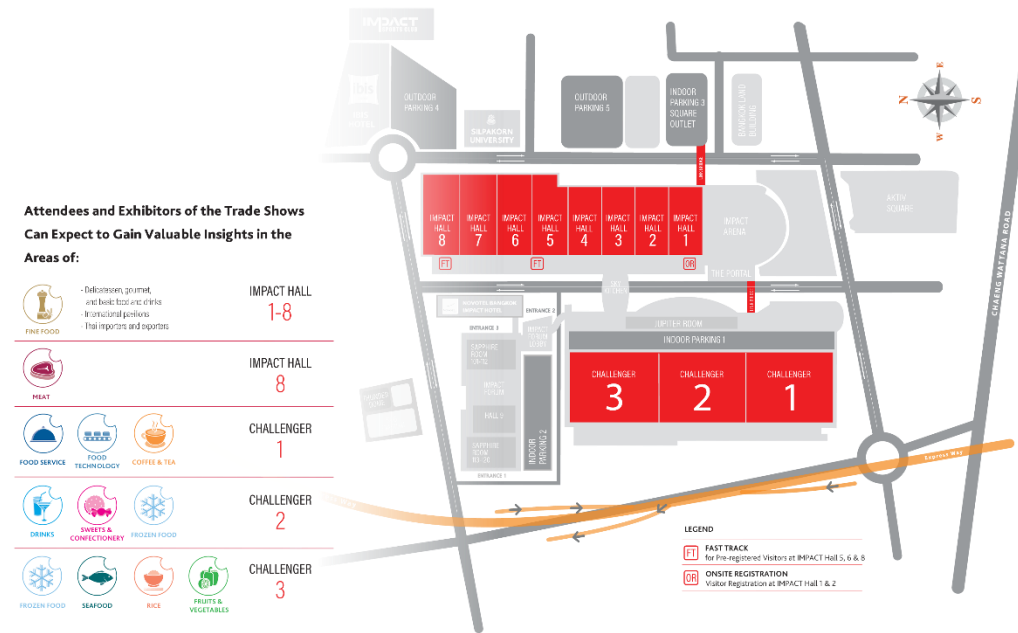
Under the first tier of service, 1,000 buyers will be selected to receive the **VIP Guest Badge**. The badge will entitle them to exclusive access to the THAIFEX Guest Club, complimentary F&B, free concierge and work station services. Importantly, the badge will also grant buyers access to pre-event online business matching services, which will allow them to search, connect and pre-arrange meetings with exhibitors.

Returning after a successful introduction in 2017, the **Hosted Buyer Program** will constitute the next tier of service in THAIFEX-World of Food Asia 2018. On top of enjoying the benefits of the VIP Guest Badge, an additional 2,000 international buyers will also be chosen to be hosted by organizers, and will receive fully sponsored flights and accommodation for the show. Of these top buyers, 200 will be handpicked and designated slots to meet international exhibitors across selected product-specific networking sessions, while also being hosted on the show floor.

With Hosted Buyer Programs by both Koelnmesse and the Department of International Trade Promotion, THAIFEX-World of Food Asia 2018 will see 2,000 top buyers benefiting from the boost to business and trade opportunities. This select group will reflect the largest ever contingent of buyers hosted by organizers to an F&B trade show - a feat made possible by the unique synergistic partnership between the private and public sector organizers of the show. The 2017 show saw 100 buyers from Indochina, and this number looks set to increase next year with the expanded VIP program.

11 targeted trade shows and 4 thematic showcases designed to connect all players in the industry

To deliver the ultimate exhibition experience, **11 masterfully crafted trade shows**, reflecting specific industry trends and evolving customer palates, will also make their debut. The improved concept is expected to engage visitors in more impactful, current and relevant business conversations and transactions.



Attuned to the industry's need for insights into fast-growing food trends, 4 special shows have also been curated this year. Together with the **THAIFEX taste Innovation Show**, the THAIFEX Special Shows will also feature the Halal, Organic and Franchise showcases.

Taste New Opportunities with Our 4 Special Shows

THAIFEX HALAL MARKET

Come and discover new Halal food manufacturing opportunities, as we share valuable insights on the flourishing trade between the Islamic Middle East and Southeast Asian markets.

IMPACT HALL 1

THAIFEX ORGANIC MARKET

Allow your business to expand along with the demand for organic food choices, as we showcase a wide array of organic F&B options and technologies during the event.

IMPACT HALL 1

THAIFEX FRANCHISE MARKET

Curating the latest updates in the food franchise industry, businesses will be exposed to a myriad of opportunities available in this rapidly expanding arena.

IMPACT HALL 1

THAIFEX taste INNOVATION SHOW

From revolutionary food products to intuitive product designs, the THAIFEX taste Innovation Show propels businesses forward with the industry's latest trends and insights.

IMPACT HALL 1

With over 2,000 international exhibitors set to occupy all 11 halls across 107,000 sqm at the IMPACT Exhibition and Convention Center in Bangkok, Thailand, THAIFEX-World of Food Asia will offer F&B buyers and suppliers alike an unparalleled, blockbuster trade show experience from 29 May 2018 to 02 June 2018.

For more information, please visit:

- **Website:** thaifexworldoffoodasia.com
- **Facebook:** [THAIFEX-World of Food Asia](https://www.facebook.com/THAIFEX-World-of-Food-Asia)
- **LinkedIn:** [THAIFEX-World of Food Asia](https://www.linkedin.com/company/THAIFEX-World-of-Food-Asia)

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About THAIFEX-World of Food Asia

THAIFEX-World of Food Asia is the leading annual international trade exhibition for food & beverages, foodservice technology, retail & franchise in ASIA. It is a trade event to meet, establish new business networks and to heighten your success. This one-stop food exhibition also features latest food producing technologies, food safety standards, related businesses and services, as well as a most fascinating culinary experience from the world of food.

www.thaifexworldoffoodasia.com

About Koelnmesse

Koelnmesse - Global Competence in Food and FoodTec: Koelnmesse is an international leader in organising food fairs and events regarding food and beverages processing. Trade fairs such as the Anuga, ISM and Anuga FoodTec are established world leaders. Koelnmesse not only organizes food trade fairs in Cologne, Germany, but also in further growth markets around the globe, for example, in Brazil, China, Colombia, India, Japan, Thailand, the United States and the United Arab Emirates, which have different focuses and contents. These global activities enable us to offer our customers a network of events, which in turn grant access to different markets and thus create a basis for sustainable and stable international business. www.koelnmesse.com.sg

About The Department of International Trade Promotion

The Department of International Trade Promotion is committed to providing excellent service to Thai entrepreneurs in international business, including trade facility, cost reduction, value creation of goods and services, providing consultation for overseas market access and maintenance, as well as close cooperation with the private sector to promote Thailand as a major gateway of Asia. www.ditp.go.th

About The Thai Chamber of Commerce

The Thai Chamber of Commerce plays a proactive role in representing the interests of the local Thai business community. www.thaichamber.org

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