

THAIFEX-
World to
food
A S I A

Presents



POST SHOW REPORT

25-29 MAY 2016 | IMPACT Exhibition & Convention Center, Bangkok, Thailand

Endorsed by



Jointly organized by



The Thai Chamber
of Commerce



Department of International Trade Promotion
Ministry of Commerce, THAILAND



BIG CROWD BIG SUCCESS

The background of the entire page is a wide-angle photograph of a crowded trade show floor. In the foreground, there is a large, semi-transparent red circular graphic that contains a smaller, more detailed image of a crowd. The main image shows a vast number of people, mostly men in business attire, moving through the aisles. There are various booths and signs visible, including one that says "REGISTRATION" and another that says "NO ENTRY". The floor is a light color, and the ceiling is high with recessed lighting.

The 13th edition was **THAIFEX-World of Food Asia's** largest and most impactful show yet, attracting a total of **42,528** trade visitors – a **21%** increase from 35,205 in 2015 and 1,919 exhibitors from 40 countries.



VISITOR SNAPSHOT



42,528

Trade visitors from 113 countries

21%

More than 2015

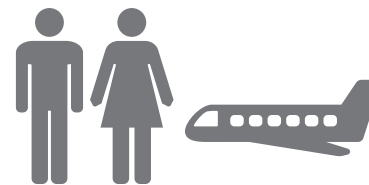


33,024

Thai visitors

18%

More than 2015



9,504

of the visitors are overseas visitors

31%

More than 2015



1,721

Top Hosted Buyers attended the show

8%

More than 2015

POSITIVE EXPERIENCE

“ This was our first time participating at THAIFEX-World of Food Asia and it was most definitely a positive experience for all 41 Indonesian companies exhibiting at the show. THAIFEX-World of Food Asia proved to be an effective gateway to global trade with a healthy representation of both regional and international participation and visitors. I look forward to making this event a priority in our yearly trade calendar. ”

Rita Tri Mutiawati
Indonesian trade attaché member in Bangkok





VISITOR ANALYSIS



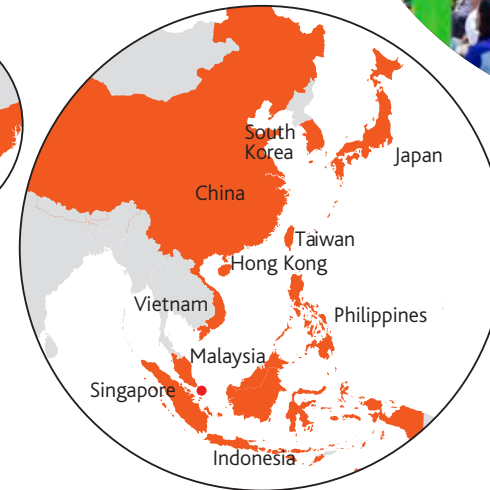
90% Visitors rated the show as good or excellent

83% Visitors are either decision makers or influencers



Top 10 Visiting Countries

1. Malaysia
2. China
3. Singapore
4. Japan
5. South Korea
6. Vietnam
7. Hong Kong
8. Taiwan
9. USA
10. Philippines



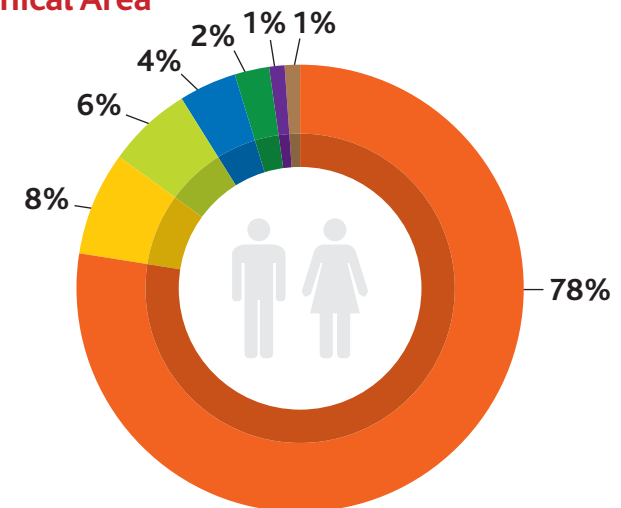
WELCOMING TRADE ENVIRONMENT

“ Thailand is often regarded as the entry point to the Asian market with its rich culture and welcoming trade environment. World of Coffee & Tea provides us with a great opportunity to be in this part of the world in order to meet key industry players. We are very pleased with this year's event. ”

Christoph Ziegler
Head of Sales, Business Unit Coffee,
Buhler AG

Visitor Breakdown by Geographical Area

- 33,024 Thailand
- 3,216 North Asia
- 2,626 South East Asia
- 1,756 Europe, USA & Rest of the World
- 981 Indochina
- 509 South Asia
- 416 Western Asia & Middle East





VISITORS BY BUSINESS CATEGORY



● Agent Distributor Importer Wholesaler	16,550
● Manufacturer	9,777
● Franchise Restaurant Food Service Hotel & Resort Café Bakery	8,064
● Others (Service Providers Media Publication)	4,297
● Convenience Store Department Store Grocery Store Hypermarket Specialty Food Retailer Supermarket Delicatessen Butcher Shop	3,359
● NGO Association Government	481



SUCCESSFUL PERFORMANCE

“ We are delighted that THAIFEX-World of Food Asia recognized the hottest trends including Organic. We have seen a rise in consumer demand for Organic products and the Organic Supermarket gave us the perfect opportunity to showcase just that. ”

Mike Nguyen Quoc
Rita Food & Drink Co., Ltd.



EXHIBITOR SNAPSHOT



1,919

Exhibitors from 40 countries

15%

More than 2015

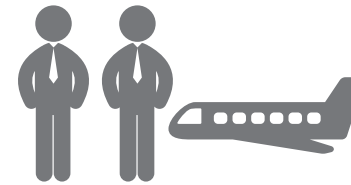


964

Thai exhibitors

12%

More than 2015



955

International exhibitors

18%

More than 2015



NEW BUSINESS CONNECTIONS

“ This is our first time participating at THAIFEX-World of Food Asia and it did not disappoint. The five days has kept us very busy and has allowed us to make new business connections, driving our businesses further on an international scale. ”

Pantharee Yordsree
Communications Director, Tetra Pak (Thailand) Limited





EXHIBITOR ANALYSIS



65%

Exhibitors sign up onsite

Exhibitor Breakdown by Trend Topics



88

Finger Food



297

Health & Functional Food



288

Private Label



28

Franchise



212

Ingredients



61

Vegan



41

Gluten Free



68

Kosher



163

Vegetarian



472

Halal



172

Organic



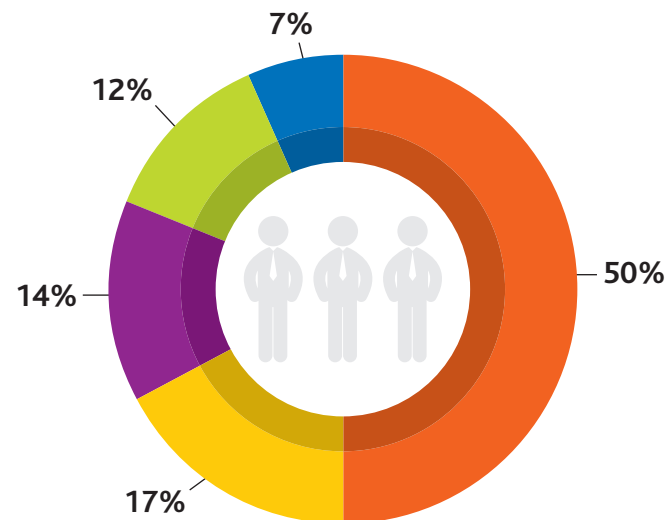
UNIQUE SELLING POINT

“ Due to Germany being the official Partner Country this year, it gave Germany exhibitors an extra boost in visibility. As a Thai/German start-up company, we value the opportunity to introduce WHAPOW on a global platform. We are proud to produce our products right here in Thailand. All of our products are sourced from natural and organic certified small farm sources in Thailand, which is one of our unique selling point. It's proven to be quite a hit this year, thanks to THAIFEX-World of Food Asia. ”

Ingo Puhl
 Managing Director and Co-Founder,
 Whapow Co., Ltd.

Exhibitor Breakdown by Geographical Area

- 964 Thailand
- 327 North Asia
- 270 Rest of the World
- 233 South East Asia
- 125 Europe





GERMANY- Honoured as Partner Country



MADE IN GERMANY

“ This was a proud moment for Germany. Being the official Partner Country for the 2016 edition of THAIFEX-World of Food Asia cast a spotlight on our impressive showcase of ‘**Made in Germany**’ products and created many opportunities to meet with potential buyers in ASEAN. This year’s show was extremely successful and we are excited to see what 2017 brings. ”

Axel Wildner

**Counsellor for Food and Agriculture,
Embassy of the Federal Republic of Germany,
Bangkok**

Germany, as the Partner Country for THAIFEX-World of Food Asia 2016, introduced quality German products to the trade visitors through:

- Cooking Demonstrations (2 sessions per day)
- Small-group Workshops
- Business Matchmaking
- Mobile App

The German Pavilion showcased **23** companies at THAIFEX-World of Food Asia:

- Asia Star Corporation Co., Ltd.
- Awesome Foods Limited
- beckers bester GmbH
- Buß Byproducts GmbH
- Eisblümerl Naturkost GmbH
- EURASIA Global Concept GmbH
- Federal Ministry of Food and Agriculture (BMEL)
- Gehring Bunte - Christinen
- German Meat GmbH
- Kaiserdom Spezialitäten Brauerei GmbH Bamberg
- MBG Global Brands GmbH
- Supermarket Foods Asia Ltd.
- Natur Compagnie
- NWT GmbH
- RILA Feinkost-Importe GmbH & Co. KG
- sanotact GmbH
- SM Retail Co., Ltd.
- Dr. Otto Suwelack Nachf. GmbH & Co. KG
- Vion GmbH
- Westfleisch SCE
- Whapow
- Wolf Wurstspezialitäten GmbH
- Brauerei Zoller-Hof Graf-Fleischhut GmbH & Co. KG



SPECIALIZED EVENTS



CATCH THE BEST IN ASIA

Located within Challenger 3, the trade event attracted fresh and frozen seafood exporters and importers, as well as Frozen Food and Processed Seafood. Exhibitors include Norwegian Seafood Council, Korea Seafood, Safcol USA, P.F.P Trading, Sea Value and more.



BREW THE BEST IN ASIA

This year, the trade event attracted coffee & tea professionals, from raw materials and ingredients to filtration and cleaning products suppliers and manufacturers. Major brands include Boncafe, Buhler, 1883 Maison Routin, Ninety Plus, Aroma Group, Dilmah Tea, amongst others.



SERVE THE BEST IN ASIA

Positioned in Challenger 1, key players such as Superior Food Service, IARP, Electrolux, Tetra Pak, SCG, J&P Jasco and Smile Equipment were presented at this year's event.





VOICE FROM EXHIBITORS

What makes **THAIFEX-World of Food Asia** a highly effective trade event? We leave the industry experts to do what they do best, equip them with the right infrastructural platform, identify the right trends, and the equation brings the right results.



“ Thailand is the trading hub of the Southeast Asia region, and that is the main reason for visitors to come to THAIFEX-World of Food Asia. As one of the biggest food exhibitions in Thailand, it is a good platform for us to promote our new and innovative products and ideas to the visitors. Through the sponsorship of the Thailand Ultimate Chef Challenge, we hope to educate the chefs and consumers on different methods of preparation of our products. ”

Yongsuk Suttisri | GM of Export Sales | Bangkok Ranch Public Company Limited



“ After a seven year hiatus, our company decides to return under World of Coffee & Tea, with 2 booths. The return value of the show is definite, as we have touched base with many new customers from several channels, such as retail customers, hotels, coffee chain and potential importers and distributors from Asia. ”

Tassanee Assawagovitwong | General Manager | Global Premium Wine Company (Dilmah Tea)



“ We are the world's largest producer of salmon, and we see an increased interest from Thai importers and Norwegian exporters into Asia. There is a lot of positivity on the show, from all 10 Norwegian companies, as there were a lot of trade visitors from all over the regions. We see this as an opportunity to promote Salmon, and to teach the young and upcoming chefs on the benefits of Salmon and how to use them, and eventually to promote to the consumers. All the companies are discussing ways to improve next year's participation. This is a good way to reach out, not just to Thailand but other regional markets. ”

Jon Erik Steenslid | Director South-East Asia | Norwegian Seafood Council



“ We are exhibiting for the first time in World of FoodService, and the result is more than satisfactory. As our products are specifically catered for the hotels and targeted food categories, we felt that this event is able to meet our business direction. We had the opportunities to meet many different buyers and signed some contracts. We are looking forward to return next year, possibly with a bigger space. ”

Sung Young, Park | Stico Business Dept., Colligation Team Manager | Nanotech Ceramics Co., Ltd.





THAIFEX EXPERIENCES



THAIFEX presents "The Food Trends of Tomorrow"

- ✓ A Substantiality Surge
- ✓ A Surge in Clean Label
- ✓ Organic Growth
- ✓ A Bloom in Gluten Free
- ✓ Strong in Digestive Health
- ✓ Halal: Regional Distinction

Knowledge Partner:





THAIFEX EXPERIENCES



Signature Challenge
Mekong Culinary Challenge



1,046 Entries
11 Countries



30 International Judges
(26 WACS endorsed)



5 Days
22 Categories

“ This was an exhilarating five-day event as we saw some of the world’s best culinary talents displaying their masterful skills. In its 5th edition, we welcomed 30 internationally-acclaimed judges including 26 WACS approved international judges which had the hard task of critiquing a record-breaking number of entries. The energy level was electric due to the largest ever group of participants. We are extremely proud to be one of the organisers of such a prestigious culinary event. ”

Willment Leong
Organizing Chairman
Thailand Ultimate Chef Challenge



THAIFEX EXPERIENCES

World of Coffee & Tea – offering the best brew by experts and global champions

CELEBRITY COFFEE BAR - The star-studded event featured three world champion baristas – namely Japan's Hidenori Izaki, Greece's Stefanos Domatiotis and George Koustoumpardis who were among the 10 national champions as well as two World Barista Championship judges. Visitors also gained valuable knowledge and insights from industry professionals at **TRUE ARTISAN CAFÉ by La Marzocco**.



George Koustoumpardis
(World Coffee in Good Spirits Champion 2015)



Hidenori Izaki
(World Barista Champion 2014)

Stefanos Domatiotis
(World Brewers Cup Champion 2014)



True Artisan Café By La Marzocco



82

Participants



14

Countries

5

Speakers

Asian Food Franchising Forum

Asian Food Franchising Forum led by Albert Kong, CEO of Asiawide Franchise Consultants Pte Ltd, offered franchisors, franchisees, licensees and entrepreneurs an intensive and interactive session on the newest trends and directions of the food franchise industry.

Invited speakers included McDonald's Thailand, MFG Franchising and Thai Food Concepts, Tilleke & Gibbins as well as EXS International Franchise Co., Ltd. Franchise-related topics were presented, such as Key Considerations to go international, Challenges of Operating a Franchise in Thailand, Sharing by Minor Group and various networking opportunities.

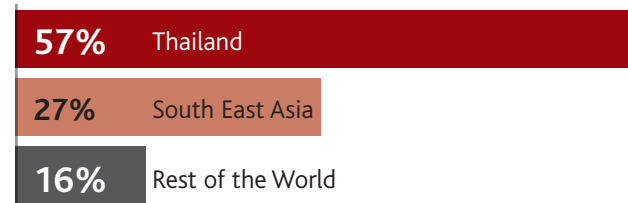


52%

held the following positions:

- CEO/COO
- Vice President
- Managing Director
- General Manager
- Director

They came from:



Speakers at the forum include:



Albert Kong
CEO
Asiawide Franchise
Consultants Pte Ltd



Petcharat Uthaisang
Chief Marketing Officer
McDonald's Thailand



Arth Prakhunhsit
COO
MFG Franchising &
Thai Food Concepts



Supak Muennikorn
Managing Director
Food Franchise Institute



Michelle Ray-Jones
Consultant
Tilleke & Gibbins



THAIFEX EXPERIENCES

98

Participants



13

Countries

17

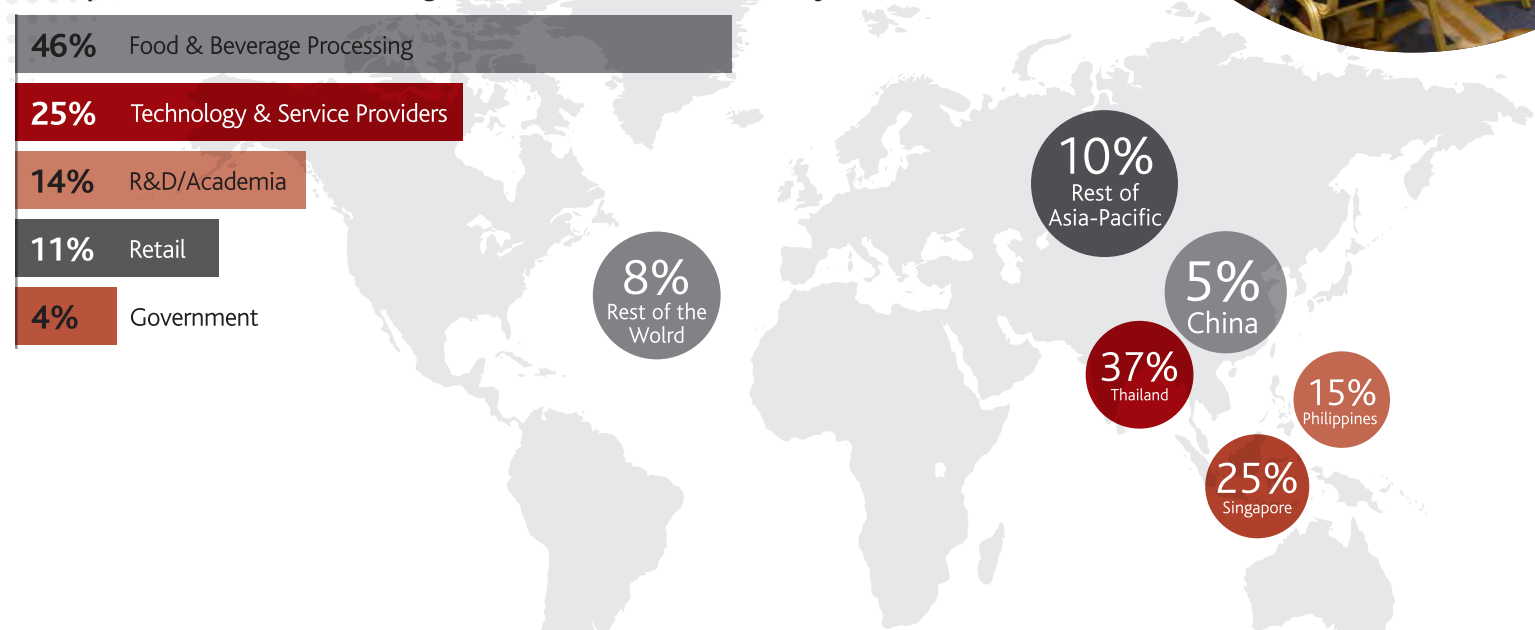
Speakers

World of Food Safety Conference Audience Demographics

Participants came from the following sectors:



They came from:



“ Very informative, comprehensive, covers a lot of relevant topics in food safety, appreciate the unselfish sharing of ideas, food safety programs and good practices by top companies in the world where we can benchmark on, rich grounds/venue for learning and networking. ”

Edna Buscato
QA Manager, Del Monte Philippines Ltd

“ State-of-the-Art event to see latest developments and incidents on food safety. It is very helpful to hear both sides - the view of the government and to stakeholders as well. ”

Doris Gerlach, Food Chemist
Hessen State Laboratory and Border Inspection Post
Frankfurt Airport



THAIFEX EXPERIENCES

Coffee Knowledge and Insights Exchange



Train the Trainer

12 participants from 6 countries attended



Boncafé Training Sessions

- 4 sessions over 4 days
- 200 attendees



CTI Latte Art Duel

- 50 contestants
- 3 Judges



BONCAFÉ



THAIFEX GIVES BACK



THAIFEX WATER

THAIFEX-World of Food Asia partners Tetra Pak (Thailand) Limited in the on-going social campaign titled **"Green Roof Project for Princess Pa Foundation"** – a Royal Initiative of HRH Princess Soamsavali and HRH Princess Bajrakitiyabha. The Project calls for public participation in recycling used Aseptic beverage cartons into 'roof sheets' to help support victims from natural disasters.



ZY Movement

Another social initiative, **"ZY Movement Foundation"** (ZMF), is an NGO which a core focus on improving the general quality of the life of children with mobility impairment. The Foundation extends a holistic approach in their strategy - **"Votjta Therapy"**, a knowledge exchange program between medical health givers and institution in the field of Pediatric Orthopedic, Prosthetics & Orthotics, Physiotherapy and related fields, in addition to motivational activities such as the 'Climb to Change a Life', are interdependent aids in the treatment of the children with movement disabilities, assisting them towards independent living.





MEDIA COVERAGE

Impressive PR campaign, with a PR value equivalent to US\$ 2,246,600



จัดใหญ่งานสุดยอดอาหาร

เมื่อวันที่ 26 พ.ค. นายสมคิด จาตุศรีพิทักษ์ รองนายกรัฐมนตรี เป็นประธานเปิดงานสุดยอดงานแสดงอุตสาหกรรมอาหารระดับนานาชาติ (THAIFEX - World of Food Asia 2016) ที่อิมพีเรียล อารีน่า เมืองทองธานี อย่างเป็นทางการ โดยเปิดโอกาสให้นักแสดงสินค้าจากกว่า 40 ประเทศทั่วโลก เข้าร่วมงานครั้งนี้ ซึ่งถือเป็นงานระดับนานาชาติที่ประเทศไทยเคยจัดมาก่อน

นายสมคิดกล่าวว่า งานแสดงสินค้านานาชาติครั้งนี้มีวัตถุประสงค์เพื่อส่งเสริมการค้าและการลงทุนระหว่างประเทศไทยกับต่างประเทศ โดยเฉพาะอย่างยิ่งการส่งเสริมการค้าและการลงทุนระหว่างประเทศไทยกับประเทศในภูมิภาคอาเซียน และลดความเหลื่อมล้ำทางสังคม โดยเปิดโอกาสให้นักแสดงสินค้าจากกว่า 40 ประเทศทั่วโลก เข้าร่วมงานครั้งนี้ ซึ่งถือเป็นงานระดับนานาชาติที่ประเทศไทยเคยจัดมาก่อน



undercurrentnews

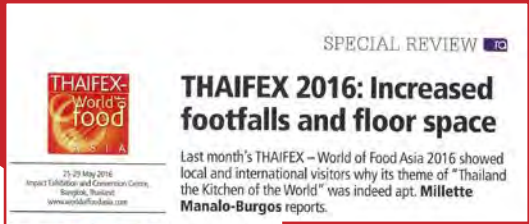
Thaifex 2016 blog: Sea Wealth looking to one-portion items, eco-labels for North American market

May 25, 2016, 3:35 am

Undercurrent News is blogging live from the Thaifex World of Food Asia trade show held in Bangkok, Thailand from May 25-29.

The show comes at a time after Thailand's seafood sector is under a lot of pressure, both in terms of alleged slave and forced labor in supply chains and also for illegal, unreported and unregulated fishing (IUU).

She added that Thailand's food products on more than 100 countries, and that Thai food among the world's top five food products, which include, processed chicken, canned processed seafood, frozen processed prawns, and so on.



SPECIAL REVIEW

THAIFEX 2016: Increased footfalls and floor space

Last month's THAIFEX – World of Food Asia 2016 showed local and international visitors why its theme of "Thailand the Kitchen of the World" was indeed apt. Millette Manalo-Burgos reports.



This year's THAIFEX – World of Food Asia was the most "impactful one yet" – expanding across the roof to occupy a total of seven halls.

On the human trafficking site, stories from the Associated Press took on earlier reporting from The Guardian – exposing the use of slave labor in companies' supply chains. Large companies, such as Thai Union Group, surprised under-sage last year, the US has kept the country on "tier 3" of its Trafficking in Persons (TIP) report, for the first time since 2011.

ยิ่งใหญ่กว่าทุกปี "THAIFEX 2016"

ขอขอบคุณ

THAIFEX 2016 - World of Food Asia 2016 เป็นงานแสดงสินค้านานาชาติที่ใหญ่ที่สุดในประเทศไทย และเป็นงานแสดงสินค้านานาชาติที่ใหญ่ที่สุดในภูมิภาคอาเซียน โดยเปิดโอกาสให้นักแสดงสินค้าจากกว่า 40 ประเทศทั่วโลก เข้าร่วมงานครั้งนี้ ซึ่งถือเป็นงานระดับนานาชาติที่ประเทศไทยเคยจัดมาก่อน

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A total of 343 clippings in print, online and broadcast media were generated



SPONSORS & PARTNERS

PARTNER COUNTRY



PARTNER AIRLINE



PREMIUM PARTNER



CELEBRITY COFFEE BAR

Platinum Sponsors:



Sponsors:



BONCAFÉ TRAINING SESSIONS/
TRUE ARTISAN CAFE

THAIFEX TREND ZONE –
KNOWLEDGE PARTNER

ENDORSED BY



THAILAND ULTIMATE CHEF CHALLENGE

Official Partner
for Korean Food



Official Partner
for Premium Knife



Official Partner for
Premium Duck Meat



Official Partner
for Premium Rice



Official Partner
for Premium Dairy



Official Partner for
Premium Seasoning



Official Partner for Premium Meat & Seafood



Official Partner
for Premium Oven



Official Partner
for Premium Salmon



Official Partner
for Kitchen Equipment



Official Partner
for Chef Apparel



LIVE COOKING DEMO

Official Partner
for Korean Food



Official Partner for
Premium Duck Meat



Official Partner
for Premium Dairy



Official Partner
for Premium Salmon



WORLD OF FOOD SAFETY SPONSORS





EXPANSION!
IMPACT Hall 5-6

Hall	Specialized Trade Shows / Product Zones
IMPACT Hall 1-6	THAIFEX-WORLD OF FOOD ASIA Fine Food, Health & Organic, Ingredients NEW
Challenger 1	THAIFEX-WORLD OF FOOD ASIA Food Technology WORLD OF FOODSERVICE WORLD OF COFFEE & TEA
Challenger 2	THAIFEX-WORLD OF FOOD ASIA Drinks, Sweets & Confectionery WORLD OF SEAFOOD
Challenger 3	THAIFEX-WORLD OF FOOD ASIA Fruits & Vegetables, Meat & Poultry, Ready to Eat, Rice

Visitor Registration

- Challenger 1
- IMPACT Hall 2
- Hotel
- IMPACT Hall 5/6
- IMPACT Hall 4

Parking

- Indoor Parking 1
- Indoor Parking 2
- Indoor Parking 3

SAVE THE DATE!

31 MAY - 04 JUNE 2017

Show Information

THAIFEX-World of Food Asia
 International Trade Exhibition for Food & Beverages, Food Technology and Retail & Franchise in Asia
www.worldoffoodasia.com

World of Seafood
 International Trade Fair for the Seafood Industry in Asia
www.worldofseafood.com

World of Coffee & Tea
 International Trade Exhibition for the Coffee and Tea Industry in Asia
www.world-of-coffeeandtea.com

World of FoodService
 International Trade Fair for the Food Service, Catering and Hospitality Industry in Asia
www.world-of-food-service.com

World of Food Safety Conference
 01 - 02 June 2017
 Trade Conference on Ensuring Total Food Safety in a Global Economy
www.worldoffoodasia.com

Date:
 31 May - 02 June 2017: 10:00 - 18:00 (Trade only)
 03 - 04 June 2017: 10:00 - 20:00 (Trade and Public)

Venue:
 IMPACT Hall 1-6
 Challenger 1-3
 IMPACT Exhibition and Convention Center
 Muang Thong Thani, 99 Popular Road, Banmai Subdistrict, Pakkred District, Nonthanburi 11120, Bangkok, Thailand

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