

**thaifex
anuga
ASIA**

YOU ARE *Invited*

23 – 27 MAY
2023

**GET YOUR EVENT
PASS NOW!**

ลงทะเบียนได้แล้วที่



VISITOR GUIDE

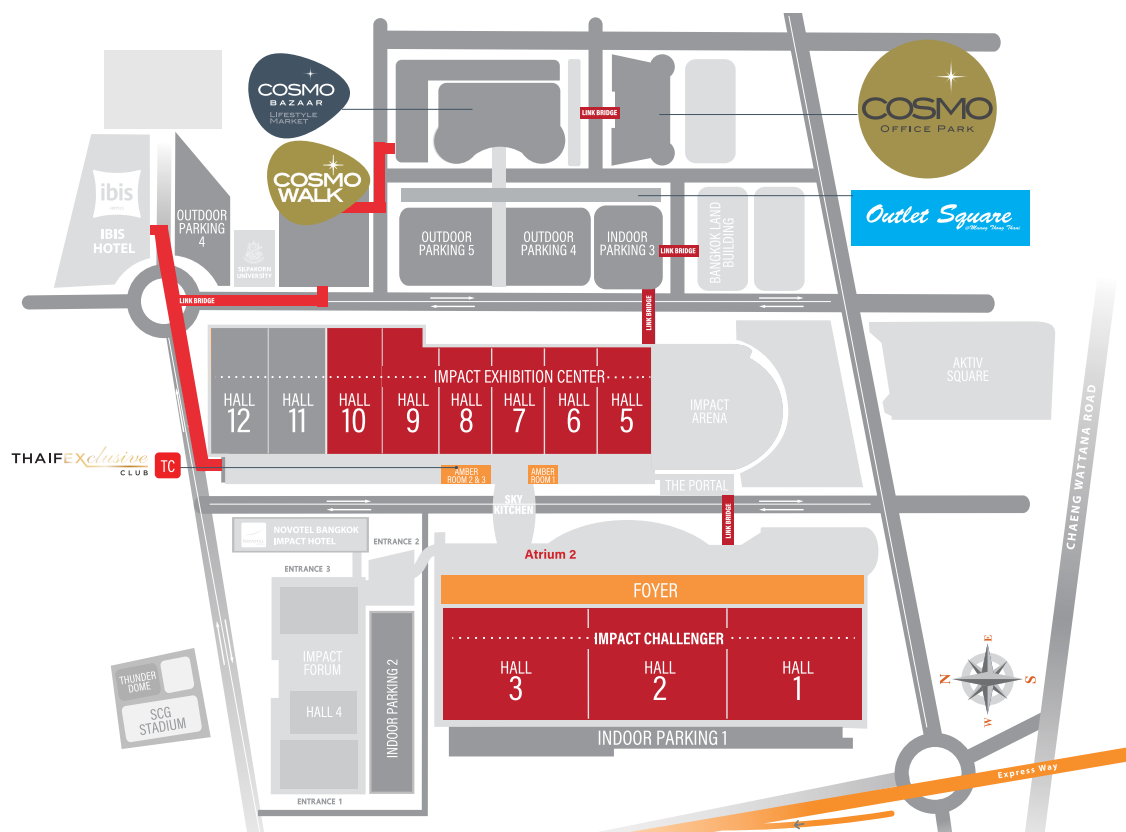
www.thaifex-anuga.com

JOINTLY ORGANISED BY



THAIFEX – ANUGA ASIA 2023 AT A GLANCE

11 HALLS OF INNOVATIONS AND DISCOVERIES



11 SIGNATURE TRADE SHOWS



HALL 1



HALL 2



HALL 3



HALL 5 - 12

3 SUPPORTING PROGRAMMES



HALL 1



HALL 5



HALL 12

6 SPECIAL SHOWS

THAIFEX-ANUGA
ORGANIC MARKET

HALL 5

THAIFEX-ANUGA
HALAL MARKET

HALL 5

THAIFEX-ANUGA
FUTURE FOOD MARKET

HALL 5

THAIFEX-ANUGA
STARTUP

HALL 5

THAIFEX-ANUGA
taste INNOVATION SHOW

FOYER OF
HALL 5 - 6

THAIFEX-ANUGA
TREND ZONE

FOYER OF
HALL 5 - 6

SHOW TIMINGS:

Trade Visitors

23 - 26 May 2023
(Tuesday to Friday)
10:00 am to 06:00 pm

Trade and Public Visitors

27 May 2023
(Saturday):
10:00 am to 08:00 pm

ADMISSION POLICY:

All participants, including international participants, must show their e-badge before entering the halls. Badges are non-transferable. Minors aged 16 and below will not be admitted, whether accompanied or not. During Trade Days, only business attire is allowed in the Exhibition Halls. Bermudas, shorts, slippers, flip-flops, etc. are strictly prohibited. The Organisers reserve the right to refuse entry without giving any reasons.



SOME HANDY TIPS!

Find detailed show map and schedules in our THAIFEX - Anuga Asia 2023 mobile app.



Apple App Store



Google Play Store

BE CONNECTED

Where Asia meets and networks with leading F&B players to hit their KPIs!



5 DAYS

of trade opportunities
across **11** trade halls



2,700+

exhibitors from **40**
countries and regions



60,000+

expected trade visitors,
120 countries and regions

EXHIBITORS FROM THESE COUNTRIES AND REGIONS WILL BE REPRESENTED



Australia



Indonesia



Singapore



Cambodia



Italy



Spain



Chile



Japan



Sri Lanka



China



Korea



Taiwan R.O.C



France



Malaysia



Thailand



Germany



Netherlands



Türkiye



Hong Kong



Norway



United Kingdom



Hungary



Philippines



USA



India



Poland



Vietnam

and more!



SOME HANDY TIPS!

Connect with exhibitors and request quotes in advance to save time.

Access our Online Exhibitor List to get started: webapp.thaifex-anuga.com

MOVE WITH F&B TRAILBLAZERS

THAIFEX-ANUGA FUTURE FOOD MARKET

THAIFEX – Anuga Future Food Market aims to unite game-changers to present new and emerging breakthroughs in alternative products, new nutrition, tech-enhanced processes, and sustainable segments. Through this platform, food and drinks professionals will have an unrivalled opportunity to taste and experience the supermarket of the future while networking with like-minded leaders.

Hall 5



THAIFEX-ANUGA HALAL MARKET

Discover a wide range of halal-certified food and beverage products from leading exhibitors at THAIFEX - Anuga Halal Market. Witness the expansion of the global halal food industry driven by innovative producers and increasing consumer demand for new halal offerings.

Hall 5

THAIFEX-ANUGA ORGANIC MARKET

Experience an incomparable range of organically produced food and beverage, meet organic producers, and get inspired at THAIFEX - Anuga Organic Market.

Hall 5



THAIFEX-ANUGA STARTUP

Are you a venture capitalist, business partner, or prospective purchaser seeking innovative food and beverage industry products or solutions? Be the first to meet promising startups and witness the latest industry breakthroughs here!

Hall 5

THAIFEX-ANUGA TREND ZONE

Which top 10 consumer trends will shape the industry's future? What are the essential packaging, technologies and flavours required to build a successful, cutting-edge business? Speak to our knowledge partner, Innova Market Insights, and get exclusive market reports!

Foyer of hall 5 and 6



THAIFEX-ANUGA *taste*INNOVATION SHOW

This special zone showcases award-winning products across the 11 trade shows at THAIFEX – Anuga Asia. The products were selected based on criteria such as distinctive taste, packaging, ingredients, and overall presentation.

Foyer of hall 5 and 6



SIPPING AROUND THE WORLD

WORLD COFFEE TASTING: ORIGIN COFFEE

Step into the world of coffee and discover the rich culture and unique flavours of Brazil, Guatemala, Kenya and Thailand! Let the coffee producers and roasters captivate you with their expertise on each country's coffee industry, cultivation regions, and coffee bean varieties. Savour the distinct characteristics of each coffee and share your thoughts in group discussions. Don't miss this opportunity to indulge in an unforgettable coffee experience!

Hall 1



WATCH BLAZING TALENTS TURN UP THE HEAT

The 9th edition of Thailand Ultimate Chef Challenge is back by popular demand. This year's live cook-off aspires to bolster Asian culinary skills and cuisines and introduce novel ingredients to create flavourful plant-based Asian fare.



Featuring:

4
Prestigious
titles to
compete for

19
Distinct
competing
categories

700
Professional
& aspiring
international
chefs

20
Regional and
international
judges

Hall 12



future FOOD EXPERIENCE⁺

DEEP DIVE INTO THE FUTURE






Join the excitement at THAIFEX - Anuga Future Food Experience⁺! Get ready for a stellar lineup throughout the entire 5 days, featuring inspiring keynote speakers, thought-provoking dialogues, and opportunities to connect with major players in the next-gen food and beverage arena. Attendees will also have the chance to discover a world of groundbreaking food technologies and advancements and participate in immersive workshops!

SHOWCASE LEADING FOOD TRENDS

- | | | |
|------------------------------------|-------------------------------------|---|
| 1. Alternative Meat and Protein | 4. Plant-based Protein or Foods | 7. Future Food Tech |
| 2. Clean Label | 5. Sustainably Produced or Packaged | 8. Future Food Solution for Sustainable Food System |
| 3. Functional & Free-Form Products | 6. Superfoods | |

LIVE DEMONSTRATIONS AND WORKSHOPS

The Future Food Experience will host a series of live demonstrations and workshops that cover highly relevant topics, including:

| | | | | |
|--|--|---|--|---|
|  <p>DAY 1: Future Food Pioneers and Trends</p> | <p>DAY 2: Future of Sustainable Protein</p>  |  <p>DAY 3: Future of Personalised & Functional Food</p> | <p>DAY 4: Future Food Tech</p>  |  <p>DAY 5: Future of Sustainable Food</p> |
|--|--|---|--|---|

These expert-led conversations are sure to spark thought-provoking dialogues and reimagine the future of food.

MEET AND UNITE

Connect and collaborate with the next generation of food pioneers.



**XPERIENTIAL
ZONE**

EXPERIENCE A NEW HORECA SPACE

Expect a brand-new hotel, restaurant and catering space offering inspirational and progressive solutions for the food service sector. Collaborating with a network of strategic partners, this platform merges innovations, functionalities, and sustainability to provide alternative answers for businesses.

Hall 1



MORE FACTS AND FIGURES FROM 2022 VISITORS?

REASONS TO VISIT THAIFEX – ANUGA ASIA: 2022 VISITORS' FEEDBACK

Stay current on food
trends, technologies,
novel products and
services



Explore business
opportunities and
engage in business
negotiations



Purchase
products



Participate in special
programmes and
activities



98%
FOUND INTERESTING
PRODUCTS



92%
ACQUIRED FRESH
BUSINESS IDEA



81%
ENGAGED IN
BUSINESS MATCHING



INTERESTED TO HEAR WHAT
2022 VISITORS SAID ABOUT THE SHOW?



THAIFEX – ANUGA ASIA FOOD RESCUE

THAIFEX - Anuga Asia has teamed up with Scholars of Sustenance (SOS) to prevent surplus food from going to waste. In 2022, we successfully rescued more than 1,475 kg of food after the show, providing 6,193 meals to people in need across 24 communities.

GET THE MOST OUT OF YOUR VISIT TO THAIFEX – ANUGA ASIA 2023



STEP 1

Pre-register to get your e-badge



Download THAIFEX – Anuga Asia's Mobile App



Apple App Store



Google Play Store

STEP 2





STEP 3

Utilise our online web app to browse the exhibitor list, compile a short list of potential partners and start connecting with them prior to the event



To get periodic updates on essential show information, sign up for our newsletter via <https://thaifex-anuga.com/newsletter/>



STEP 4



STEP 5

VISIT THE SHOW AT IMPACT MUANG THONG THANI, BANGKOK, THAILAND, FROM 23-27 MAY 2023!

Be Social

 @thaifexanugaasia

 @thaifex-anuga-asia

CONTACT US

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FUTURE FOOD EXPERIENCE+

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