

No. 8/ 29 May 2015

### **THAIFEX – World of Food Asia 2015: A Record Milestone**

*2015 edition delivers record-breaking number of visitors, increase in international participation*

The 12<sup>th</sup> edition of THAIFEX-World of Food Asia rounded up on 24 May after five days of intense activity on a record high. It proved its mettle as one of Asia's top food and hospitality exhibition once again by welcoming more than 35,000 trade visitors and 1,675 exhibitors across 16 sectors. The exhibition was also graced by Prime Minister of Thailand, Prime Minister Prayut Chanocha.

International participation also peaked with a total of 811 international exhibitors, making up 48% of the show. THAIFEX – World of Food Asia welcomed 24 country and provincial groups this year, including 3 new country groups – German Pavilion led by the German Federal Ministry of Food and Agriculture, Mexico Pavilion led by Embassy of Mexico - Mexico's Commission of The Ministry of Agriculture, Livestock, Rural Development, Fisheries and Food; and Turkish Pavilion led by Central Anatolian Exporters Union (OAİB). This presented an even more diversified array of national products, from hand-crafted tequilas from Mexico, German-style sausages and charcuterie, Turkish frozen seafood and products.

Angélica Niero, representative of Balas Boavistense "I am so pleased with the show and THAIFEX-World of Food Asia is definitely the gateway for my business to venture into the Asia markets."

The supporting shows, World of Seafood, World of Coffee & Tea and World of FoodService recorded individual growth rates of 11%, 48% and 22% respectively. 27,931 local visitors and 7,274 overseas trade buyers visited the trade event, held over 5 days from 20 – 24 May 2015.

Brian J. Schroeder, Director, Kizable LLC, "This is our first year taking part in THAIFEX-World of Food Asia and we were very amazed by the show's quality.



THAIFEX – World of Food ASIA  
20 – 24 May 2015

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We were able to connect with many buyers from around the world. We are looking forward to come in with a stronger presence at the show again next year.”

Michael Dreyer, Vice President, Asia Pacific, Koelnmesse Pte Ltd, said, “THAIFEX – World of Food Asia, celebrated our tenth anniversary last year. This year, we marked a milestone by expanding our fairground, and the continued growth and encouraging response is solid proof that we are growing in the right direction that we started out in. This has been very rewarding for Koelnmesse and our co-organisers, DITP and TCC. We will work in this direction towards a bigger and even better THAIFEX – World of Food Asia next year.”

### **Turkey – Partner Country Presents “Discover The Potential”**

Turkey, THAIFEX – World of Food Asia’s third country partner, is well-known for its cuisine, which is known to be one of the most prominent in the world. To share its culinary treasures, it brought 8 different food promotion groups to Thailand, namely The Pasta, Bulgur, Pulses And Vegetable Oils Promotion Group; Turkish Flour, Yeast And Ingredients Promotion Group; Turkish Confectionery Sweet Promotion Group; Turkish Seafood Promotion Committee; Turkish Dried Fruits Promotion Committee; Turkish Olive And Olive Oil Promotion Committee; Turkish Hazelnut Promotion Group and Turkish Citrus Promotion Group.

The Turkish Pavilion, led by Central Anatolian Exporters Union (OAI B), occupied 465 sqm in different product segments and 21 exhibitors were presented at the fair.

Serap Unal, Chief of the Turkish Seafood Promotion Committee says, “We brought a group of seafood companies from Turkey for the first time. The feedback has been positive and rewarding, with most companies planning to return as they have garnered very good contacts. We see a very good possibility here in Asia with the implementation of AEC by end of this year. “

S. Tansel Kunbi, Director, OAiB (Central Anatolian Exporter Unions, Fair and Promotion Department) adds, "THAIFEX-World of Food Asia is an international trade fair with global recognition. The companies which are in contact with our Turkish exhibitors have expressed deep interest in seafood products, flour and yeast products and olive oils in particular. This is one trade fair we will return next year – in a bigger way."

### **International Competitions**

For the first time, THAIFEX – World of Food Asia hosted the Asia selection of the Global Chef Challenges competition. Organized by Worldchefs, the global association of chefs, the Asia selection was a huge success. Singapore took the podium for both Global Chef Challenge and Hans Bueschkens Young Chef Challenge, while South Korea was champion for the Global Pastry Chef Challenge.

Says Rick Stephen, Asia Continental Director for Worldchefs, "This is one of the most well-organised competitions I have seen, with THAIFEX – World of Food Asia as the most supportive partner. This has definitely set a new benchmark."

The Thailand Ultimate Chef Challenge, held concurrently with Global Chefs Challenge, welcomed 1052 participants, based on 936 entries from 16 countries including Singapore, Greece, England, Australia, Canada, Taiwan, Switzerland, South Korea and Thailand etc. With 24 categories, this massive competition included new categories such as Thai-Korea Fusion Challenge and California Raisins' Baking Challenge (Professional Chef).

Says Willment Leong, Chairman for the Thailand Ultimate Chef Challenge, "This year, we are proud to welcome 41 international judges from 16 countries and a new record of 936 entries. In just 4 years, this competition has grown beyond our expectations and is highly regarded even in countries out of Asia. We are very happy with the results and the support."

## **WORLDCHIEFS Global Chefs Challenge 2015 Results – See APPENDIX A**

## **Thailand Ultimate Chef Challenge 2015 Results – See APPENDIX B**

### **World Class Conferences**

Having built a stellar reputation for its line-up of world-class speakers, THAIFEX – World of Food Asia welcomed the third edition of the **World of Food Safety Conference**. More than 100 CEOs and top management of supply chain and food safety department from global corporations such as Danone, Mondelez, Coca Cola, Nestle, General Mills, Betagro, Central Food Retail, NTUC FairPrice attended the high-powered conference. Led by international panelists such as Mr Yves Rey of Danone and Dr Doris Gerlach of Frankfurt Airport, It was an educational seminar where research and case studies were presented.

“I attended this conference for the third year. Attendees get new, insightful and cutting edge takeaways that they can implement right after”, said Advisor to the Board of Danone, Mr Yves Rey.

In addition, the one-day **Asian Food Franchising Forum** focused on the franchising trends around the world, offering in-depth knowledge on aspects of evaluating franchise and branding, trademark registration and the importance of intellectual properties. The franchisors that were present include American franchise brands, Johnny Rockets (an American Restaurant Franchise), World of Beer (American Craft Beer Franchise), as well as Singapore franchise, Pezzo (Pizza Kiosk Franchise).

### **World of Coffee & Tea**

The World of Coffee & Tea, supported by ASEAN Coffee Federation, Barista Association of Thailand, Lao Coffee Association, Malaysia Specialty Coffee Association, Philippines Coffee Board, Singapore Coffee Board, Indonesia Coffee Exporters Association and Specialty Coffee Association of Indonesia has grown in leaps and bounds since it started. With more than 150 exhibitors this year, it

offered coffee and tea professionals a dedicated area to explore and learn about the subject of caffeine.

Sherie Koh, General Manager, Sales (Southeast Asia) from Owl International Pte Ltd said, " My company has been returning for a couple of years. We felt that the niche segment of World of Coffee & Tea brought the right target audience for us (direct and indirect), and this in itself, is an important return on our investments. We have met visitors from Iran, Malaysia, Thailand and Vietnam, and they are good leads for our sales team."

The World of Coffee & Tea also hosted a myriad of activities for professionals. The Boncafe Training Sessions offered hands-on techniques focusing on frappe, mocktails and smoothies know-how. The professional trainers led participants on business directions and pit falls on the coffee shop business. The Out of the Box event by La Marzocco – a special one-day event organized jointly by Boncafe and La Marzocco drew more than 300 professionals, who were drawn by the dynamic presentations of international speakers such as Andrea Curtarelli of La Marzocco and Charles Kutner, Vice President (Sales and Marketing) of Boncafe Thailand.

For rubbing shoulders with the best of the best, the Celebrity Coffee Bar was the place to be. The star-studded area featured 11 national champions, 1 World Siphon Champion and 1 World Cup Tasters Champion, with a packed 4-days schedule of latte art, brew bar and espresso sessions.

The much anticipated SCAE Certified Coffee Trainings were helmed by Ms Charlotte Wang, founder of CUPS Coffee. This year, the focus was mainly on Brewing and Grinding of different coffee beans.

For more information on THAIFEX-World of Food Asia, please visit [www.worldoffoodasia.com](http://www.worldoffoodasia.com)

**Koelnmesse - Global Competence in Food:** Koelnmesse is the leading trade fair organizer in the food industry and related sectors. Trade fairs such as the Anuga, the International Sweets & Biscuits Fair (ISM) and Anuga Food Tec are established world leaders. Koelnmesse not only organizes food trade fairs in Cologne, Germany, but also in further growth markets around the globe, in Brazil, in China, in India, in Japan, in Thailand, in Turkey and in the United Arab Emirates. 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.