

# POST SHOW REPORT

# 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

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## GENERAL INFORMATION

<b>Show Name</b>	<b>THAIFEX - World of food ASIA 2009</b>
CHALLENGER HALL 2	Fruit & Vegetable Fine Food Halal Rice & Rice Products Grocery Seafood Ready to Eat Meat & Poultry
CHALLENGER HALL 3	Fine Food Health & Organic Food Sweets & Confectionery Alcohol-Free / Dairy Drinks Alcohol Drinks Food Technology Retail & Franchise Food Catering Hospitality Services
<b>Date &amp; Time</b>	May 13 – 15: 10:00 – 18:00, 2009 hours (Trade Only) May 16 – 17: 10:00 to 20:00 hours (Trade & Public)
<b>Venue</b>	<b>IMPACT Exhibition Centre</b> (Muang Thong Thani) 99 Popular Road, T. Banmai, A. Pakkred, Nonthaburi 11120 Thailand Challenger 2 & 3

**Organized By**

Koelnmesse Pte Ltd



Department of Export Promotion



Thai Chamber of Commerce



Expolink Global Network



## EXHIBITOR STATISTICS

### 1. Exhibition Area

	2004	2005	2006	2007	2008	2009
Gross:	33,500	42,250	42,250	42,250	42,250	42,250
Nett:	12,867	17,106	19,605	19,712	20,124	20,012

### 2. Number of Exhibiting Companies

	2004	2005	2006	2007	2008	2009
Companies	721	855	997	1,009	1,011	988
Overseas % of Companies (Includes Importers & Distributors)	30%	38%	43.4%	38%	45%	41%
Locals % of Companies (Includes Thai Manufacturers & Exporters)	70%	62%	56.6%	62%	55%	59%

### 3. Number of Countries / Regions Represented: 21

Australia, Cambodia, China, Germany, Hong Kong, Hungary, Japan,  
Korea, Laos, Malaysia, Myanmar, New Zealand, Philippines, Singapore,  
Taiwan, Thailand, The Netherlands, Tunisia, Turkey, USA, Vietnam

### 4. Number of Country Group Participation: 10

Cambodia, China, Laos, Malaysia, Myanmar, Philippines,  
South Korea, Taiwan, The Netherlands, USA

**5. Number of Exhibiting Companies Break down by Product Categories**  
(Figures accounting more than 988 due to double ticking from several companies)

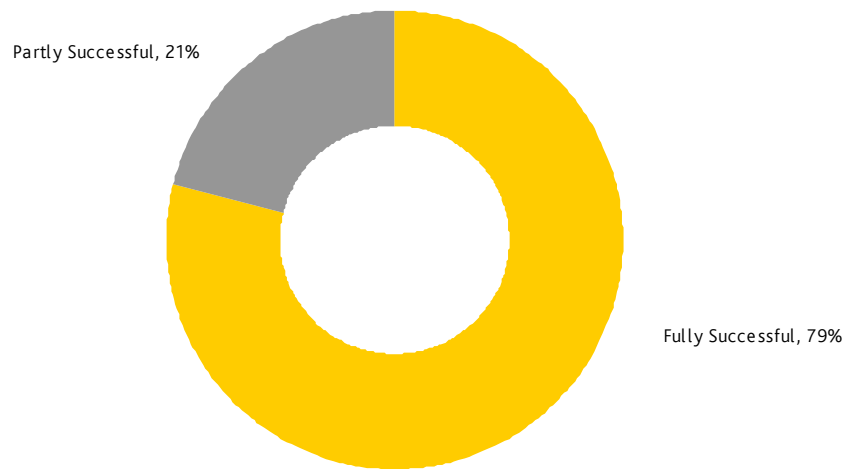
<b>Food &amp; Beverage:</b>	
Alcohol-Free Drinks	43
Alcoholic Drinks	17
Dairy Products	15
Fine Food	114
Fruit & Vegetable	108
Grocery Products	106
Halal Food	59
Health & Organic Food	52
Meat & Poultry	16
Ready to Eat	52
Rice & Rice Products	34
Seafood	93
Sweets & Confectionery	81
Food Technology	108
Food Catering & Hospitality Services	76
Others (Media & Services)	28

## EXHIBITOR SURVEY

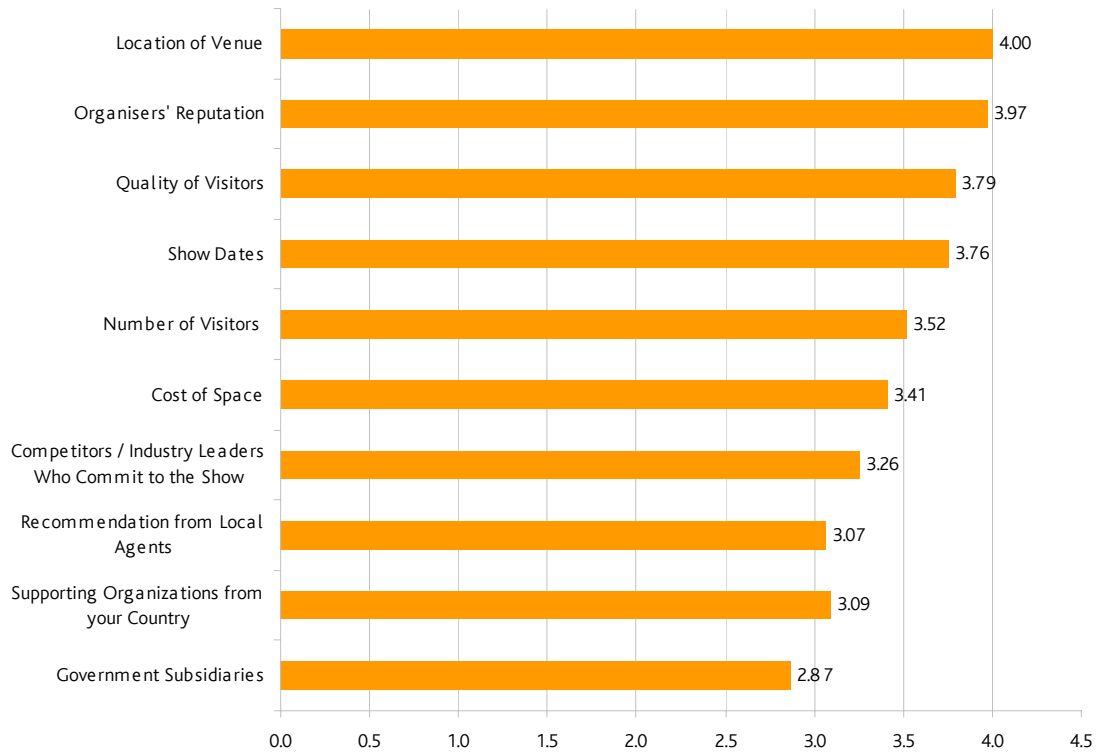
### 1. Results on the General Management of the Fair (Based on a Rating Scale of 5 Meaning Very Good)

Area of Assessment	Score
Organizer Services	3.6
Number of Visitors	3.5
Target Customers	3.8
Venue	4.0
Pre-show Organization	3.6
Public Relations	3.6
General Management of the Fair Overall Rating	3.7

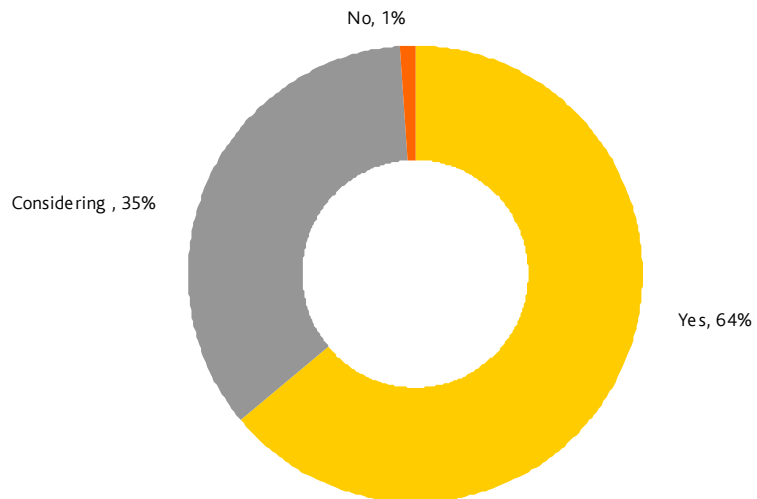
### 2. Exhibitors' Success Rating for the Fair



### 3. Exhibitors' Main Considerations to Take Part in Thaifex - World of food Asia



### 4. Exhibitors' Intention to Participate at the Next Fair

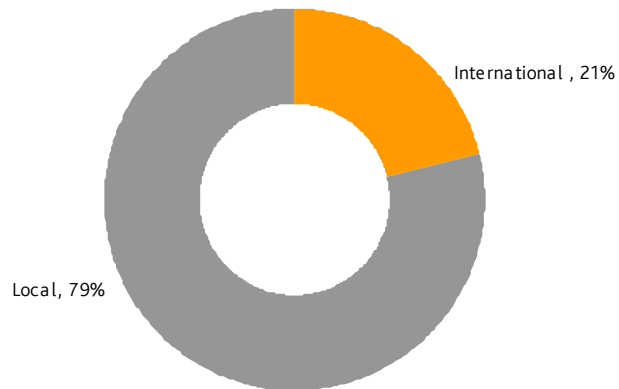


## VISITOR STATISTICS

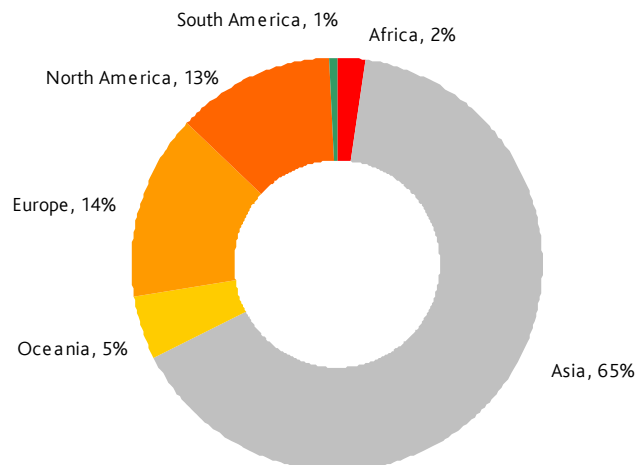
### 1. Visitor Statistics

Local	16,670
Overseas (Includes 799 Trade Mission Buyers)	4,431
Grand Total	21,101
Proportion of Foreign Visitors	21%
Total Number of Countries Visitors Came from	104

### 2. Visitors Classified by 'Local' and 'Overseas'



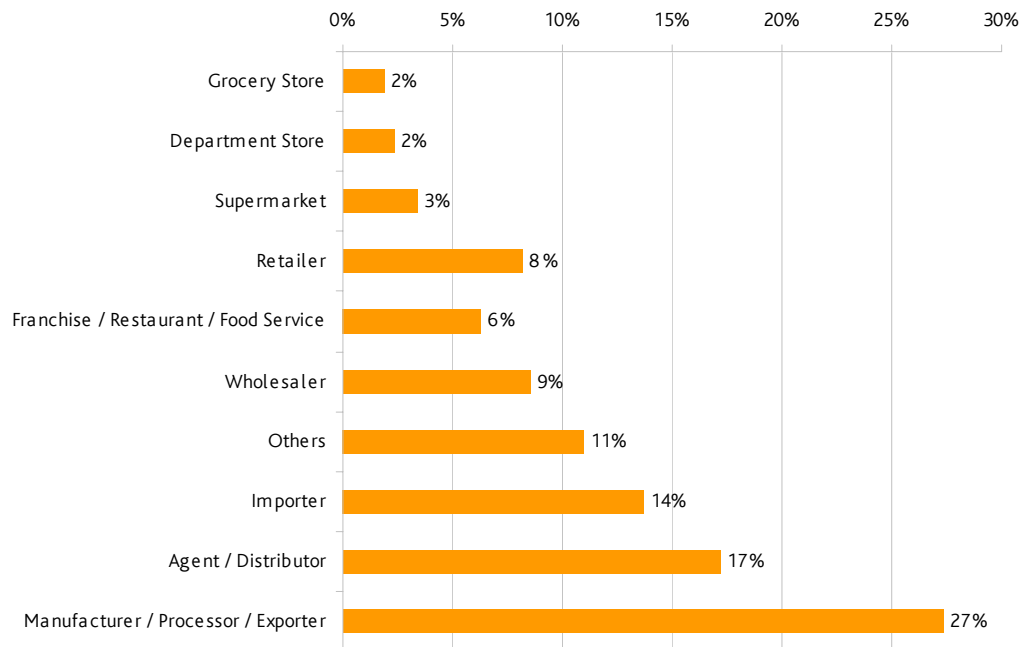
### 3. Visitors Classified by 'Region'



#### 4. Top 20 Overseas Visitors by Country

1. Australia,
2. Canada,
3. Germany,
4. Hong Kong,
5. India,
6. Indonesia,
7. Iran,
8. Israel,
9. Japan,
10. Malaysia,
11. People's Republic Of China,
12. Philippines,
13. Republic Of Korea,
14. Singapore,
15. Taiwan,
16. Thailand,
17. United Arab Emirates,
18. United Kingdom,
19. United States Of America,
20. Vietnam

#### 5. Visitors Classified by Business Categories



## VISITOR SURVEY

### 1. Results on the General Management of the Fair (Based on a Rating Scale of 5 Meaning Very Good)

Area of Assessment	Score
Quality of Visitors	4.1
Variety of Products at the Fair	4.1
Fair Concept	4.1
Venue Facilities	4.0
Registration Management	4.1
Organizers' Services	4.0
Show Website	3.9
Public Relations	3.9
General Management of the Fair Overall Rating	4.0

### 2. Trade Results

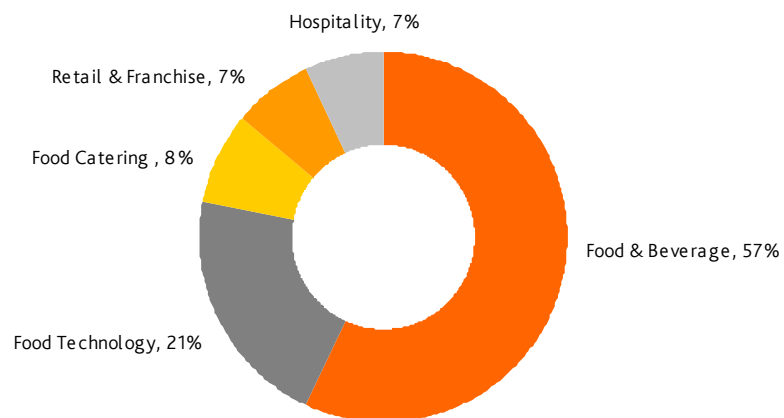
Trade Days (May 13 – 15, 2009)

- Spot Orders - USD 23,630,000

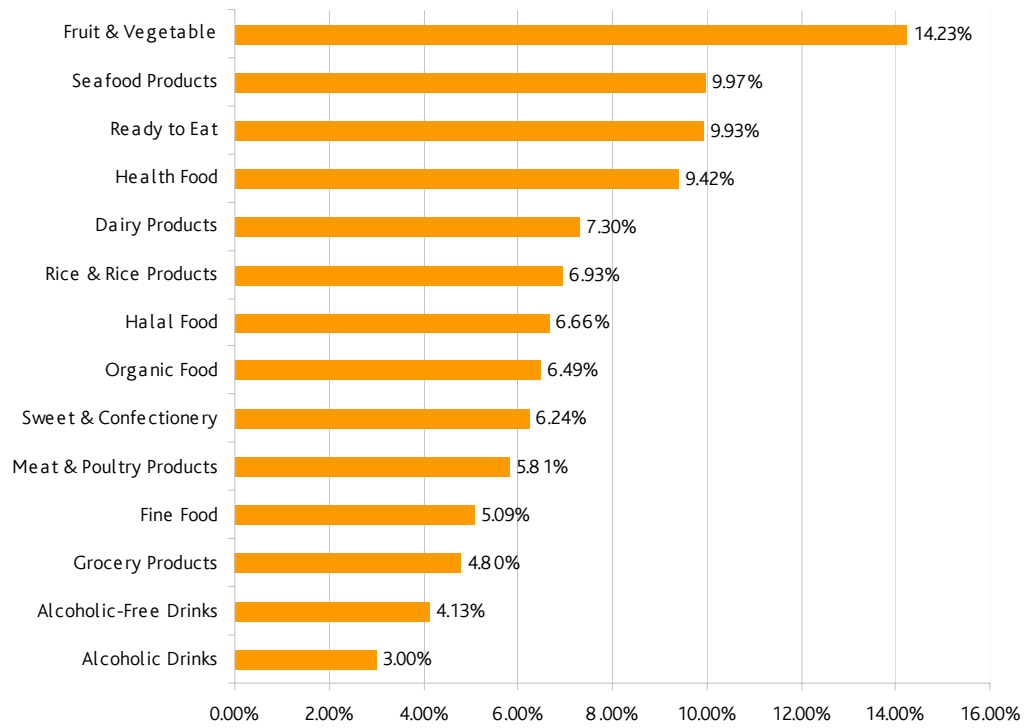
- In Negotiation - USD 61,860,000 (Expecting Sales within a Year)

**Total Estimated Trade Value – USD 85,490,000**

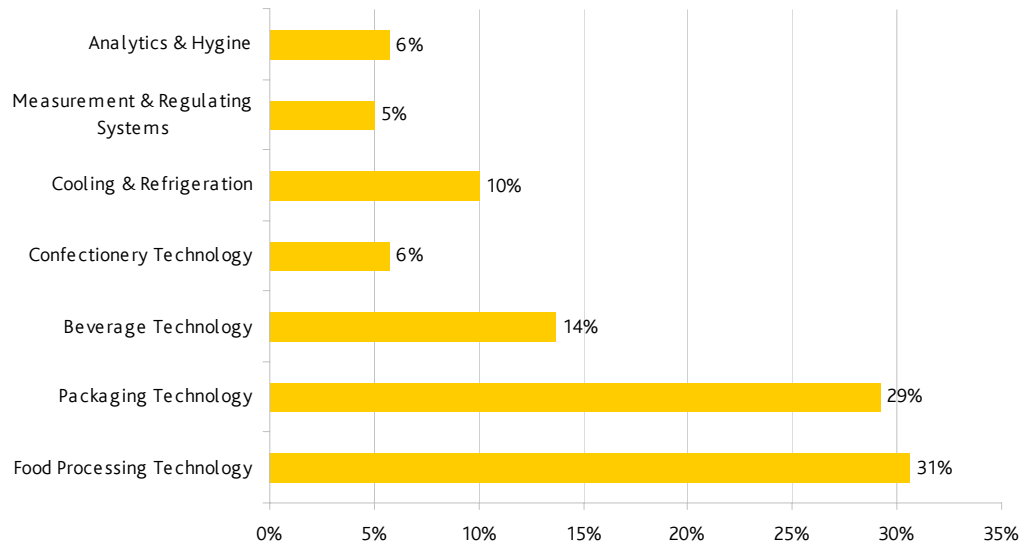
### 3. Visitors' Product Interest by Categories



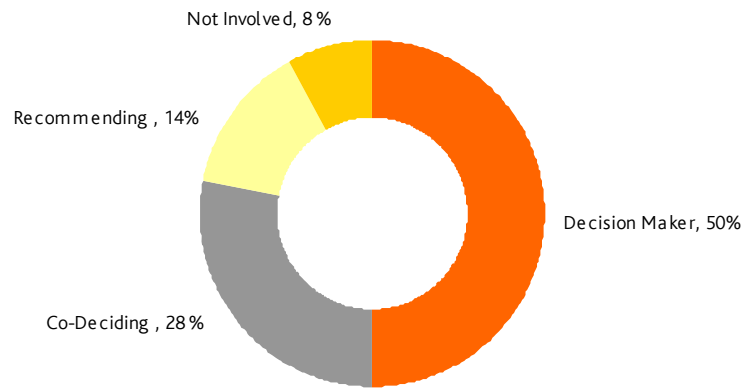
#### 4. Product Interest within Food & Beverage Sector



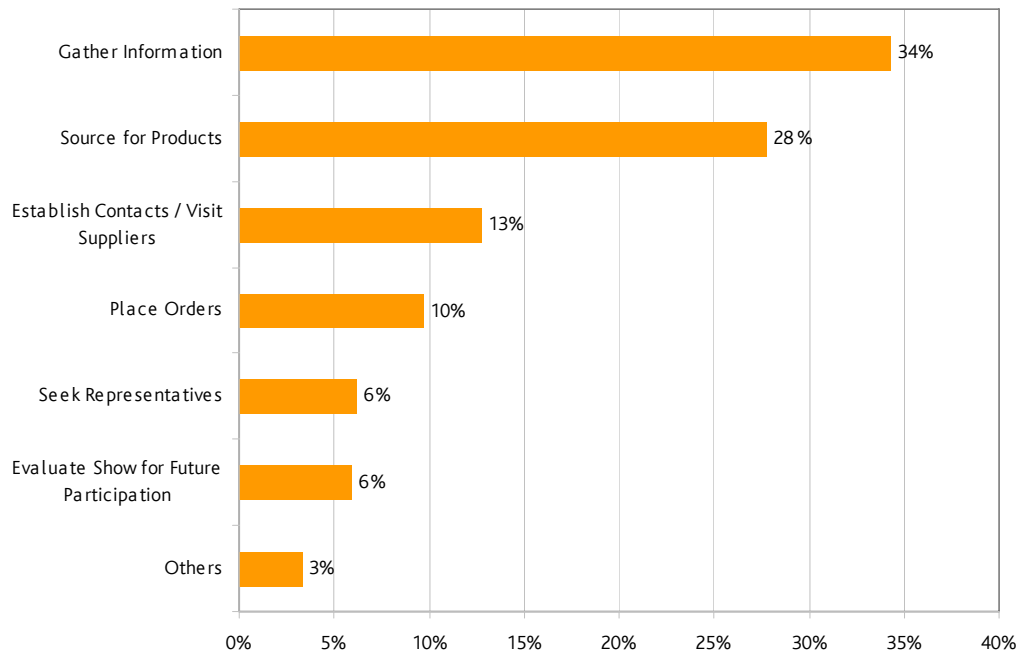
#### 5. Product Interest within Food Technology Sector



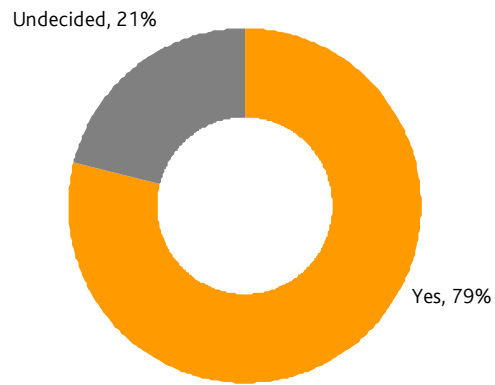
### 6. Visitors' Role in the Buying Process for their Company



### 7. Visitors' Purpose of Visit



8. Visitors' Intention of Visiting the Fair Next Year



No.3/ Bangkok/ 17 May 2009

## **Thaifex – World of Food Asia presents positive outlook for the industry**

Overwhelming response to Southeast Asia's leading food and beverage trade fair – 21,101 trade visitors over three days

**Bangkok was the meeting point in Southeast Asia for food and beverage buyers and traders from 13 to 17 May 2009. The sixth edition of Thaifex – World of Food Asia ended with a bang. 21,101 trade visitors crowded the halls of Thaifex – World of Food Asia 2009, conducting business with the 988 exhibitors from 21 countries/ regions. Some 21% (4,431) of the visitors came from abroad, representing 104 countries/ regions around the world. The figures are quite consistent with the last two fairs.**

"The good results of Thaifex – World of Food Asia 2009 amidst the economic downturn and other situations show that we are indeed the first choice for a food and beverage trade communication platform in Southeast Asia. Our pre-registered visitors totaled 10,231, about 40% higher than 2008, of which 42% are from overseas. This clearly indicates that Thaifex is at the top of the minds of the industry professionals.

Our strong partnership with the Department of Export Promotion and Thai Chamber of Commerce has proved very fruitful," said Mr Michael Dreyer, Vice President Asia Pacific of organizer Koelnmesse.

The halls bustled with lively discussions between the buyers and exhibitors. Most of the exhibitors were satisfied with their participation. Kent Kirkham from PC Water of the USA is exhibiting for the first time, said, "It is our first time in Asia and we received a very warm response. This is beyond our expectations. We look forward to returning next year."

The majority of the foreign visitors came from Malaysia, USA, Singapore, China, Hong Kong, China and Japan. "Our exhibitors received good response. I think the show is getting more international," said organizer of the Netherlands pavilion, Mr Rubert Konijn, Agricultural Counsellor, Head of Department, Dutch Embassy in Bangkok.

The number of exhibitors showcasing seafood products has increased by 40%. The Thai Frozen Food Association took up 1,944 sqm and made up the new sector of frozen food. Their presence is a reflection of the global food industry where packaged and convenience food are gaining more demand. The new ASEAN Seafood Federation was also formed on the opening day of Thaifex – World of Food Asia which shows the significance of the trade fair in the regional food industry. The Thai Frozen Association signed a Memorandum of Understanding (MOU) with five other ASEAN representatives from the Philippines, Malaysia, Myanmar, Indonesia and Thailand.

Asia makes up more than 60% of the world's total population with over 4.1 billion people. In addition, there are a few key emerging markets in this part of the world, India and China being two of them. Food and beverage expenditure is expected to increase and international producers are not missing out on these growing economies. International exhibitors occupy 41% of the total exhibitor number at Thaifex – World of Food Asia 2009, which is consistent with the past few years. Many producers of developed markets are looking outside their home countries for new business.

In reverse, relatively low-cost producers in Asia have the opportunity to enter the developed markets with their quality food products. Ms Rachele V. Favis of Monde M.Y. San Corporation from The Philippines were at the trade fair to seek new buyers, "We received more enquiries than at some other trade fairs in the region."

Major food trends were covered at the fair such as functional foods, "healthy indulgence" and comfort foods. It was reported in the Chicago Tribune in January 2009 that consumers seek foods that deliver benefits against multiple conditions, such as added-fiber products promoting digestive health and appetite-curbing benefits. Mr Sanguan Chanyaputhipong, Managing Director of Mawai Food Corporation Limited, Thailand, spoke on how instant noodles can be healthy during a seminar at the trade fair. He said, "Instant noodles are often criticized as being unhealthy or junk food. We saw a demand for an instant noodle product that is healthier by using better ingredients and adding functional ingredients such as Omega 3, Inulin and DHA etc."

The seminars were all very well-received. The rooms were crowded and participants enjoyed rewarding discussions with the panel speakers. Industry professionals spoke on food safety and quality management standards, the palm oil industry, market trends, challenges in import and export as well as health food.

Mr Michael Gerling, CEO of the Food Retail Association in Germany (BVL) was one of the many visitors at the trade fair. He observed that, "The wide range of Asian food products presented at Thaifex would perfectly match with current European trends towards convenience and healthy food." As a representative of a leading international food association, he also presented on trends and topics in the European food retail industry.

Thaifex – World of Food Asia is organized by Koelnmesse Pte Ltd in cooperation with the Department of Export Promotion (DEP) and the Thai Chamber of Commerce (TCC). It was open to trade visitors on the first three days (13 to 15 May) and to the public on the last two days (16 and 17 May). The trade fair covers food & beverage featuring halal and organic, food catering & hospitality services, food technology and retail & franchise. Special zones for 'Halal Food', 'Organic Food', 'Food Safety from Thailand' and 'Design in Thailand' were set up to highlight market trends and concerns.

The next Thaifex – World of Food Asia will be held 12 to 16 May 2010.

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## OVERVIEW OF SUPPORTING PROGRAMS & EVENTS

### Day One, 13 May 2009 (Wednesday)

09:30-10:45	Opening Ceremony Organized by the Department of Export Promotion / Thai Chamber of Commerce / Koelnmesse GmbH Location: Grand Lobby of Challenger 2
10:00-13:00	Basic Coffee Cupping Organized by P&F Coffee Location: 3K-53 inside Challenger 3
13:30-16:30	All About Thai Kitchen Organized by the Department of Export Promotion Location: Jupiter 9
14:00-15:30	Food Safety and Quality Management System Standards. Workshop by SGS Organized by Koelnmesse Pte Ltd Location: Jupiter 13
14:00-17:00	Coffee Making at Home Organized by P&F Coffee Location: 3K-53 inside Challenger 3
14:30-16:30	Trade Negotiation L.A. Organized by Regional Trade Promotion Centers – Suratthani Province, Department of Export Promotion Location: Jupiter 15
15:00-17:00	Press Conference Organized by Thai Trade Center Chengdu, Department of Export Promotion Location: Jupiter 14

### Day Two, 14 May 2009 (Thursday)

08:30-12:00	Organic Market Trend Under Global Economic Recession: Organized by Office of Export Service, Department of Export Promotion Location: Jupiter 9
09:00-17:00	1st Cryotech Asia Distributor Meeting in Bangkok Organized by Thai Cryotech Products Co., Ltd Location: Jupiter 14
10:00-13:00	Espresso with Spirit (Coffee Cocktail) Organized by P&F Coffee Location: 3K-53 inside Challenger 3
10:00-14:00	How Food Products Get On American Menu / Opportunity in Crisis for Food Market in USA Organized by Department of Export Promotion Location Jupiter 10
10:30-12:00	Palm Oil Current Updates, Nutrition and Food Technology Workshop by the Malaysian Palm Oil Council Organized by Koelnmesse Pte Ltd Location: Jupiter 13
14:00-16:00	Halal Products - How to Produce and Where is the Market? Organized by Expolink Global Network Ltd Location: Jupiter 8
14:00-17:00	How to be Successful in Coffee Business during the Economic Crisis Organized by P&F Coffee Location: 3K-53 inside Challenger 3
14:00-17:30	Today's Market & the Challenges in Import/ Export Organized by Koelnmesse Pte Ltd Location: Jupiter 13

## OVERVIEW OF SUPPORTING PROGRAMS & EVENTS - Continued

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### Day Three, 15 May 2009 (Friday)

08:30-12:00	Organic Market Trend Under Global Economic Recession Organized by Office of Export Service, Department of Export Promotion Location: Jupiter 9
09:00-12:00	Food Technology & Packaging Standards Organized by Koelnmesse Pte Ltd Location: Jupiter 13
10:00-15:00	Opportunity to Run a Thai Restaurant in USA Organized by Department of Export Promotion Location: Jupiter 10
10:00-13:00	Barista Technique and Latte Art Organized by P&F Coffee Location: 3K-53 inside Challenger 3
12:30-15:00	Signing Ceremony of the Implementation Arrangement for the project – The Promotion of Thai Organic Fruit and Vegetable Industry Organized by German Technical Cooperation Location: Jupiter 14
13:00-17:00	Coffee Roasting for Coffee Bar Organized by P&F Coffee Location: 3K-53 inside Challenger 3
14:00-17:00	Growing Trend: Health Food Organized by Koelnmesse Pte Ltd Location: Jupiter 13

### Day Four, 16 May 2009 (Saturday)

10:00-18:00	Grand Barista Championship Thailand 2009's Finalist Demonstration Organized by P&F Coffee Location: 3K-53 inside Challenger 3
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### Day Five, 17 May 2009 (Sunday)

10:00-18:00	Grand Barista Championship (Finals) Organized by P&F Coffee Location: 3K-53 inside Challenger 3
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# SNAPSHOTS OF THE SHOW!



## EXHIBITOR QUOTES

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*"The wide range of Asian food products presented at Thaifex would perfectly match with current European trends towards convenience and healthy food."*

Mr Michael Gerling  
CEO,  
Food Retail Association (BVL), Germany

*"We received more enquiries than at some other trade fairs in the region."*

Ms Rachelle V. Favis  
Export Officer  
Monde M.Y. San Corporation, The Philippines

*"Our exhibitors received good response. I think the show is getting more international."*

Mr Rubert Konijn  
Agricultural Counsellor, Head of Department  
Dutch Embassy, Bangkok

*"It is our first time in Asia and we received a very warm response. This is beyond our expectations. We look forward to returning next year."*

Kent Kirkham  
CEO, PC Water, USA

*"Thaifex – World of Food Asia has improved since the last show. We met our target visitors are from the region."*

Vincent Tsai  
Sales Manager  
Anko Food Machine Co., Ltd., Taiwan

*"I'm very encouraged although this is only our second participation. I believe I will be more impressed subsequently. The cooperation between the organizer and exhibitors are very encouraging. I intend to continue for the next three to five years with Thaifex – World of Food Asia. The organizers have done a good job by inviting many foreign participants both visitors and exhibitors."*

John Tay  
Managing Director  
Fourseason Foodstuff, Malaysia

The next **Thaifex – World of food Asia**  
Will take place in Bangkok, Thailand from  
**12 – 16 May 2010**

For the Latest Information Visit –  
[www.worldoffoodasia.com](http://www.worldoffoodasia.com)