

No. 2/ 21 May 2014

THAIFEX – World of Food Asia 2014 Opens with Record Breaking Participation!

Asia's most influential food and hospitality trade show was inaugurated by Ms Srirat Rastapana, Permanent Secretary for Commerce. Attended in full force by honored governmental officials and ambassadors, the event was also graced by Mr. Setsuo Iuchi, President of JETRO Bangkok Office (Chief Representative for ASEAN and South Asia, JETRO), who represented Japan, the partner country for Thaifex – World of Food Asia 2014.

Bigger, Better, More International

With a total showing of 771 international exhibitors from 34 countries, which accounts for 53% share of the total show, THAIFEX – World of Food Asia is the definitive must-attend event for international exporters looking to expand their businesses into Asia. The sprawling 60,000 square metres of space spread across 3 halls has seen more than 5% increase in take-up of booth space this year.

The 2014 edition also delivers solid international growth, with 27% increase in international exhibition space. There has also been an impressive rise of more than 20% in international exhibitors, with solid support from countries such as Brazil, Cambodia, China, Indonesia, Japan, Korea, Philippines, Singapore, Taiwan, Turkey and Vietnam. This year, trade visitors will also be meeting new country groups from Scotland, Turkey and Korea.

Japan, the Partner Country

The appointment of Japan as partner country, which brings 82 exhibitors for the showcase, marks another milestone for THAIFEX– World of Food Asia.

55 exhibitors from 21 regions will be organised together in a Japan Pavilion, led by the Japan External Trade Organization (JETRO).

This partnership has seen a 85% increase in space booking, from just 423 sqm last year to 783 sqm this year. Participation from other groups such as Kyushu Trade Promotion Organisation, Kagoshima Meat Export Federation, Minamiawaji-City



THAIFEX – World of Food ASIA
21 – 25 May 2014

www.worldoffoodasia.com

Contact:

Rena Bay

Tel

+65 6500 6707

Fax

+65 6294 8403

E-mail

r.bay@koelnmesse.com.sg

Koelnmesse Pte Ltd
152 Beach Road
#25-05 Gateway East
Singapore 189721
Tel. +65 6500 6700
Fax +65 6294 8403
info@koelnmesse.com.sg
www.koelnmesse.com.sg

Society of Commerce & Industry and many other independent Japanese companies, has also built a stronger offering for visitors.

Says Setsuo Iuchi, President of JETRO Bangkok Office, "Japan is a land of natural abundance with so much diversity to offer, be it in agriculture or technology. As one of Asia's most important trade exhibitions for the food & beverage industry, THAIFEX – World of Food Asia gives us the perfect platform to share with Asia what Japan has to offer."

Galore of Sub-Shows, Competitions & Conferences

THAIFEX – World of Food Asia 2014 is strengthened by the growth and introduction of its new sub-shows – World of Seafood, World of Coffee & Tea and the World of FoodService.

With more than 120 companies occupying 3,000 sqm of exhibition space, the **World of Seafood** sees strong representation this year with 3 country & province groups – China and Korea Fishery Trade Association and Korea Agro-Fisheries Trade Corporation (Jeonnam).

For the top Thai seafood exhibitors, the World of Seafood is the perfect hub to network with existing and potential customers from Asia. Mr. Poj Aramwattananont, president of Sea Value, one of Thailand's biggest frozen seafood production companies, shares, "We are a seasoned partner of this trade show but the progress of the show is what kept us coming back year after year. World of Seafood has now become a full-fledged trade show and we are excited and confident about what this year will bring".

For its inaugural edition, the **World of Coffee & Tea** boasts a strong showing of leading coffee and tea companies occupying 1,500 sqm of exhibition space. With a fair share of local and international participation, expect an array of companies such as Italiasia (for premium coffee brand "Illy"), and Boncafe Thailand (for cutting-edge products such as the new Una Automatic, a coffee capsule system cremesso that delivers top quality coffee with the press of a single button). Visitors can expect strong local participants from Thailand and international exhibitors from China, Japan, Indonesia, India, Italy, Korea and Malaysia.

The **World of Coffee & Tea** will also spotlight current trends in the coffee industry, bringing to visitors the most up-to-date perspective locally and globally. Trainings, certification programs and education will play a pivotal role, with education programmes by the Specialty Coffee Association of Europe (SCAE), as well as Roasting and Green Bean modules. Visitors can also visit the Boncafe Academy, run by Professional trainers and coffee experts.

More than 60 companies at the first edition of **World of Food Service** have taken up more than 3,500 sqm of total exhibition space. This clearly reflects the steady growth in the hotel sector across Thailand and the Greater Indochina region, which is the main driving force of strong demand for goods and services that will benefit hoteliers, café owners, importers, distributors and retailers in Asia.

Says Jirativat Chuesomboon, Managing Director of Newton, "We have seen THAIFEX grow from year to year, and always exhibit every year. We can see that the Food Service category is taking on a more specialized approach, which is why we are very pleased to support the Thailand Ultimate Chef Challenge for the third time as the "Official Oven". This competition has helped us grow our brand awareness locally and in the region. We look forward to even more years of partnership."

Following the success of the 2013 conference, Koelnmesse, together with the Department of International Trade Promotion and the Thai Chamber of Commerce have launched the 2nd **World of Food Safety Conference**. The conference will review the latest strategies with industry leaders to achieve higher standards in the food manufacturing business, recognise potential regional and international food safety threats, recent food safety incidents, and the approaches used to tackle the issues head on.

It will help attendees ensure a safe and secure supply chain by effectively managing food safety through globally competitive operations and safety practices. With more than 20 speakers from Thailand to Australia, Belgium, Canada, China, France, Hong Kong, USA, UK, Singapore, Switzerland, UAE, notable speakers and organisations include Yves Rey - Chairman Global Food Safety Initiative (GFSI), Bizhan Pourkomialian - Director Food Safety & Supplier Workplace Accountability McDonald's Europe, United Kingdom, Carolyn Nguyen - Director Global Procurement Quality & Global Microbiology Mondelez International, USA and Samuel Godefroy - Vice-Chair, Codex Alimentarius Commission Director General,

Food Directorate-HPFB Healthcare Canada, Canada. This event has seen a sign-up of more than 150 delegates from Thailand, Cambodia, Philippines, Malaysia, Indonesia, Mexico and India.

At the **ASEAN Food Industry Thought Leaders Panel**, the organisers are proud to introduce a powerful panel of leading opinion leaders, such as Hester Chew - Chief Executive Officer of McDonald, Thailand, Poj Aramwattananont - President SeaValue Company Ltd, Sakchai Sriboonsue - Secretary General The National Bureau of Agricultural Commodity and Food Standards, Thailand, Yves Rey- Chairman of Global Food Safety Initiative and Harvey Glick - Director of Regulatory Policy & Scientific Affairs Asia Pacific Monsanto, Singapore.

2 major competitions under focus will include the 3rd edition of **Thai Ultimate Chef Challenge (TUCC)**, endorsed by internationally recognized World Association of Chefs Societies (WACS) and supported by Thai Chefs Associations (TCA) and **Roasters' Choice Award**, organised in conjunction with Barista Association of Thailand makes a return, and a panel of coffee authorities will judge up to 40 participants from South East Asia.

Says Michael Dreyer, Vice President, Asia Pacific, Koelnmesse, "Our 10th anniversary is a milestone that we are both proud of, and humbled by. It has been a journey with our partners and we have not just grown bigger, but also, more international. Today, we are Asia's most influential food & beverage, food technology and retail & franchise show. Our commitment is that we will continue to grow Thaifex – World of Food Asia to better serve the industry."