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**THAIFEX – WORLD OF FOOD ASIA: BIGGER, FOCUSED AND IMPROVED**

*The comprehensive F&B exhibition for serious industry players*

The finishing touches are being made to THAIFEX – World of Food Asia, returning in May 2015 with a more comprehensive, more focused programme for the F&B industry.

**Bigger**

THAIFEX – World of Food Asia 2015 has increased the exhibition area by 15%, now covering 70,000 sqm over four halls.

Building on the success of previous editions, international and local participation is expected to grow by more than 10%. More than 35,000 visitors will be making their way to THAIFEX – World of Food Asia to see what 1,500 exhibitors, representing 35 countries, are bringing to Southeast Asia. With a showcase of over 34 country and regional pavilions, and THAIFEX – World of Food Asia's collaboration with the 3<sup>rd</sup> Partner Country – Turkey, visitors will undoubtedly find the right partners to grow their business.

Under the umbrella of THAIFEX – World of Food Asia, the organizers will also be hosting approximately 300 exhibitors for World of Coffee & Tea, World of FoodService and for World of Seafood.

THAIFEX – World of Food Asia remains committed to inviting the best of the best to be part of this annual industry gathering. New country groups – Germany, Mexico and Turkey – bring their finest to Asia. Germany, represented by Ministry of Agriculture, will be bringing agricultural produce unique to the German culture, while Mexico, led by Mexico's Commission of the Ministry of Agriculture will be focusing on processed food. Turkey, being the 3<sup>rd</sup> Partner Country, will showcase both fine food and seafood products. Its rich aquaculture will feature companies with seafood products of Mediterranean



THAIFEX – World of Food ASIA  
20 – 24 May 2015

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species and freshwater farming varieties, and the fine food companies will be focusing on confectionery, flour, pasta, beef products amongst others.

### **Focused**

The F&B industry covers varied areas and sectors. A strong line-up of supporting programmes provide a focused approach amidst the diverse segments of the F&B industry.

*Global Chefs Challenge:* THAIFEX – World of Food Asia will be hosting the culinary world's most prestigious competition – The Worldchefs Global Chef Challenges. Visitors can expect a remarkable display of expertise as chefs compete in three categories – the Global Chefs, the Global Pastry Chefs and the Hans Bueschkens Young Chefs Challenge. Expect nothing but the best as chefs vie for the opportunity to represent their countries at the Worldchefs Congress 2016 in Athens.

*Thailand Ultimate Chef Challenge:* Held in the new wing of THAIFEX – World of Food Asia, this annual competition is a favourite with visitors. Employing an open kitchen concept, all challenges are held in full view of spectators, and is bound to enhance the sensory experience and encourage creativity.

*Asian Food Franchising Forum:* With an illustrious panel of speakers, this forum brings franchisors, franchisees, licensees, and entrepreneurs together for an intensive session on the latest developments and opportunities in the food franchise industry.

*Boncafe Training Sessions:* Coffee professionals can look forward to training sessions with trainers from the Academy, who will be holding training sessions during THAIFEX – World of Food Asia.

*Celebrity Coffee Bar:* Visitors are in for a treat as the most talented and creative baristas from around Asia gather at the *Celebrity Coffee Bar*. Be part of the fun and laughter while being inspired by the creative techniques and fragrant brews.

*Out of the Box by La Marzocco*: A special one-day event, visitors can enjoy live music, international key-note speakers, fragrant brews and more. This popular event has already been held in Stockholm, Athens, Berkeley, Milan and now, Bangkok!

*SCAE Certified Coffee Trainings*: Food safety and high preparation standards inspire consumer confidence. SCAE trainers will be holding training sessions to educate participants on the SCAE standards, and share how they contribute to and maintain coffee excellence around the world.

### **Improved**

THAIFEX – World of Food Asia is proud to introduce **THAIFEX, the official exhibition app**. *THAIFEX* is designed to be the savvy visitor's exhibition assistant. It is fully loaded with the complete exhibition directory, along with convenient categories that only include relevant exhibitors. The "Favourite" function also makes it easier for visitors to narrow down the exhibitors they want to visit.

"The lateral growth in the number of exhibitors and hall space, and the vertical growth in the depth of our supporting programs is a testament to the incredible level of the confidence the industry has in this show as an important trade event. THAIFEX-World of Food Asia has successfully created an optimal business platform for opportunities within Thailand, as well as the international market. We are certain that the diversity in programmes will allow both exhibitors and visitors to find countless opportunities to network and build new partnerships." says Michael Dreyer, Vice President Asia Pacific, Koelnmesse Pte Ltd.

**THAIFEX-World of Food Asia 2015** will return to IMPACT Exhibiton and Convention Center from **20 to 24 May 2015**.

For more information on THAIFEX-World of Food Asia 2015, 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.