



Food ingredients
Asia

Tap into Asia's Growing Food and Beverage Ingredients Market



**Beverage
ingredients**



**Natural
ingredients**



Health ingredients

9-11 December 2020

Jakarta, Indonesia

15-17 September 2021

Bangkok, Thailand

The perfect location is waiting for you

Fi Asia has brought together leading international and domestic food and beverage professionals from all over the world to do business and network for over 20 years. The event rotates annually between Jakarta and Bangkok and is the region's most prominent food and beverage gathering.

The Southeast Asian market is booming, with a population in excess of 625 million. Fi Asia is the perfect platform for large and small businesses to increase their exposure in the ASEAN region and drive their business.



WHY FI ASIA – INDONESIA 2020?

- ✓ Fi Asia 2020 will take place in Jakarta, Indonesia, one of the fastest-growing F&B markets in the world.
- ✓ 87% of visitors are local, while the event also attracts international visitors from Malaysia, Vietnam and beyond.
- ✓ Indonesia has the strongest growth in the ASEAN region, with 41% more processed food consumed compared to five years ago.
- ✓ Around 90% of ingredients used in the industry are still imported, providing immense opportunities for international companies.

VISITOR FACTS



20.000+
expected attendees



75%
of visitors have purchasing power



78.12%
of visitors are manufacturers, retailers or distributors

TOP 5 VISITORS

Fonterra	R&D Director
PT Nestle Indofood	Purchasing Manager
PT Unilever Indonesia	Product Development
Reckitt Benckiser	Procurement Manager
Orang Tua Group	Head of Research & Innovation

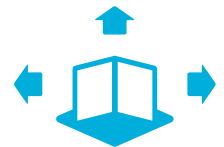
EXHIBITOR FACTS



650+
expected exhibitors



9,400+ m²
total exhibition space



40%
expansion of exhibition space from last year

TOP 5 EXHIBITORS



Learn more about Fi Asia.
www.fiasia.com



Fi Asia for us is a gateway to Southeast Asia. It had a wide range of visitors from the entire Southeast Asia.

Mr. Laurens Maathuis
Sales Manager, Sonac

WHY FI ASIA – THAILAND 2021?

- ✓ Fi Asia 2021 will be held in Bangkok, Thailand, a thriving hub for the food ingredients industry.
- ✓ 71% of visitors are local, while the event also attracts international visitors from Malaysia, Vietnam and beyond.
- ✓ Thailand's F&B market is expected to reach \$83.6 billion by 2020.
- ✓ Thai consumers are looking for more sophisticated flavours and are willing to pay more for products with better functionality.

VISITOR FACTS



20.000+
expected attendees



74%
of visitors are in purchasing, R&D, distribution and marketing



65%
of visitors are decision makers

TOP 5 VISITORS

- Boonrawd Brewery** | Non-Alcoholic Beverage R&D
- Fonterra** | Global Procurement Manager Ingredients
- Pepsi Co Asia** | Global Procurement Manager
- Pt. Suntory Garuda Beverage** | Head of Procurement
- Berli Jucker Foods** | Senior R&D Specialist

EXHIBITOR FACTS



800+
expected exhibitors



9,900 m²
total exhibition space



91%
Exhibitors found new buyer/business partners

TOP 5 EXHIBITORS





SPECIALISED PAVILIONS AT FI ASIA



This is the place onsite for natural and organic ingredient suppliers



Born to meet the unprecedented growth of the global beverage market, the BI pavilion brings together leading suppliers showcasing the latest in beverage ingredients



The Hi pavilion is the place for health ingredients suppliers



We are very proud that our attendee rating is consistently amongst the highest in the events industry proving that Fi Asia is the leading meeting place for the ASEAN F&B industry. I hope to welcome you to Bangkok this September.

Olav Masseling
Brand Director Fi Asia

LEARN MORE

Want to learn more about Fi Asia 2020:
www.fiasia.com/2020



Want to learn more about Fi Asia 2021:
www.fiasia.com/2021



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Look for all upcoming events at figlobal.com. These events might be interesting for you: