

## **ASEAN's largest food and beverage ingredients event reunited – Online & In-Person.**

**Fi Asia is returning for its 25th edition with ONE event in TWO convenient locations plus...5 months Online access!**

**Amsterdam / Bangkok, 15 March 2022: Informa Markets in ASEAN, as an organiser, are confident that Food ingredients Asia exhibitions will demonstrate how business to business trade fairs can operate safely and effectively, whilst still driving new business to their exhibitors and showcasing the latest products and technology to trade visitors. The in-person events in 2022 will be taking place from 7 to 9 September at the Jakarta International Expo, Jakarta, and from 5 to 7 October 2022 at the new exhibition center "QSNCC", Bangkok, Thailand, while also offering a 5-month online event solution to support the market.**

Indonesia boasts the 4th largest population in the world and the Statista Consumer Market Outlook estimates that Indonesia's food market revenue is expected to grow annually by 5.17% (CAGR 2022-2026). However, according to Deloitte Indonesia's Business and Industry Updates, the COVID-19 outbreak has increased consumer concern over the health aspects of food and promoted the rise of online grocery shopping. As such, there has been an accelerated consumer shift towards healthier food and beverage options, including unprocessed or minimally processed foods such as fresh produce and ingredients. One prime example of companies exhibiting at Fi Asia Indonesia this year who have embraced this shift is 'ADM Asia Pacific Trading' who feature botanicals in their beverages.

Thailand is the 13th largest food exporter in the world and the 2nd largest in Asia due to its high-quality offerings and variety of product lines across different markets. According to the National Food Institute, food exports in Thailand are expected to fetch \$ 35.820 billion this year, a likely new record. It seems clear that even with its small population as compared to Indonesia, Thailand is well positioned in terms of food and beverage production but to remain so, will be reliant on F&B companies continuing to deliver quality and consistency. Two such companies at Fi Asia 2022 that are already doing this are, 'SMS Corporation Co' who do innovative food starch' and, 'Premium Foods Co' who do dehydrated and frozen products and liquid flavors.

"Consumer behavior shifted dramatically during the past 25 months of the pandemic which changed food and consumer trends from pre-pandemic times. These trends encouraged food and beverage producers to be innovative to ensure that the variety of offerings met customer demands. A focus on health, food safety and sustainability are 3 of those trends that enticed producers to adopt and adapt their food products to consumers. Furthermore, micro ingredients used in the food and beverage products are mainly sourced from outside the ASEAN. However, local producers have developed indigenous ingredients that enhance and add value to agricultural raw materials. As such, Food ingredients Asia become the key driver to create more

varieties of food offerings and differentiate them from the competition.” Said Rungphech Chitanuwat, Group Director – ASEA, Informa Market.

Many of our show's participants find it essential to attend Fi Asia to stay connected with the community and do business. This year, we are organising Fi Asia 2022 in two key locations, Bangkok and Jakarta, to ensure that the hub of the food industry in ASEAN stays both connected and updated. Food producers and manufacturers from the region can choose to visit whichever location best fits their travel schedule and budget. We expect Indonesian travel restrictions to be more relaxed in the second quarter of 2022.

In addition to the in-person event in Jakarta and Bangkok, we will offer an online content platform to enable the food and beverage community to connect, do business and stay updated easily from wherever they are. Participants will have access to the online platform for a full 5 months – starting in June 2022 and ending in October.

- Food ingredients Asia – Indonesia, 7-9 September 2022 at Jakarta International Expo, Jakarta, Indonesia
- Food ingredients Asia – Thailand, 5-7 October 2022 at Queen Sirikit National Convention Center (QSNCC), Bangkok, Thailand
- Food ingredients Asia – Online, June – October 2022

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### **About Informa AllSecure**

In collaboration with the Global Association of the Exhibition Industry (UFI), the Association of Event Organisers (AEO) and the Society of Independent Show Organizers (SISO), as well as partners from the industry, event venues, service providers and relevant authorities, Informa has helped to develop the cross-industry All Secure measures. These set the highest standards for safe, hygienic and high-quality events.

All Informa events are conducted within the official guidelines of government and local authorities, as well as site and location specific regulations. In addition, wherever applicable and possible, they follow the standards and guidelines outlined in the [Informa AllSecure Guide](#).

### **About Food ingredients Global**

Food ingredients Global was founded in 1986 in Utrecht, in the Netherlands, and combines a comprehensive portfolio of regional and international events, database solutions, digital offerings and a top-class conference programme. In addition to the trade fair flagship [Food ingredients and Health ingredients Europe](#), events such as [Fi North America](#), [Fi Asia-China](#) and [Fi Africa](#) also offer optimal access to national and regional markets. Over half a million people have visited the fairs over the years,



generating billions in sales. In addition, the new [Fi Webinar Series](#) and the digital content platform [Fi Global Insights](#) provide access to the latest trends and information, as well as the range of products and services on offer, at: [www.figlobal.com](http://www.figlobal.com).

### **About Informa Markets**

Informa Markets provides many different industries and markets with the right platforms for trade, innovation and growth. The portfolio includes more than 550 international B2B events for brands in Healthcare & Pharma, Infrastructure, Construction & Real Estate, Fashion & Apparel, Hospitality, Food & Beverage and Health & Nutrition. Informa Markets provides opportunities for customers and partners around the world to engage, and create new experiences for successful business - through trade shows, customised digital content and measurable data solutions. The world's leading trade show organiser supports a wide range of trade markets, unlocking new opportunities and helping customers succeed 365 days a year. More information can be found at [www.informamarkets.com](http://www.informamarkets.com).

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