Fi Asia Thailand

Where the tastemakers of the world create a world of taste in Asia

20 – 22 September 2023

Queen Sirikit National Convention Center
QSNCC, Bangkok, Thailand

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www.fiasia.com

Organised by: informa markets

Fi Asia Thailand 2023

Be a part of Fi Asia 2023 and tap into one of the world's major emerging markets for food and beverage ingredients to drive innovation, build new partnerships and grow your business. Covering the full spectrum of food, beverage, natural and health ingredients.

Join us today to experience the energy of invention, profitable connection, and inspiring partnerships. Start accelerating tomorrow's taste today.

Whether you’re an emerging company, or an established market leader, capture the immense growth by being an Exhibitor at the region’s leading F&B ingredients trade show –Fi Asia Thailand. Bringing together an expected 21,000 attendees, no other event offers such targeted exposure. Your customers, prospects and competitors will be there. Will you?

21,000+ attendees
From **40+ countries.**

3 days of business, learning & networking

600+
exhibitors

21,000
sqm.

50+
Sessions on conference and seminar

Business Matchmaking
platform

Held Once Every Two Years
In Major City Of Asean,

Fi Asia Brings Together The World's Leading Food And Beverage Buyers, R&D, Business Development And Marketing Specialists From All Around The Globe.

NOW IS TIME FOR THAILAND

Why should you exhibit?

More Opportunities:
Leverage opportunities to get maximum reach and exposure for your brand and products.

More ROI:
The event formula promises a cost- effective solution to reach your business objectives.

More Reach:
With the pandemic situation is resolved, The audiences feel so exited to meet face-to-face for businesses show floor. To expand your network with new audiences and connect with relevant buyers that are waited.

More Efficiency:
To be hosted alongside Vitafoods Asia for a second time this year. Connect even more potential buyers at the in-person event and strengthen new and existing relationships.

Thailand at a glance

The global specialty food ingredients market is projected to grow at a CAGR of 5.30% during the forecast period (2021-2026).

Thailand is the 13th largest food exporter in the world by its consistent quality and offers a variety of product lines in different markets.

According to Euromonitor International, Retail sales of meat substitutes are forecast to remain ahead of milk alternatives and to grow more quickly, at a year-on-year average of **4% from 2022 to 2025** (versus 3% for milk alternatives). Free-from dairy yoghurt is forecast to grow more quickly, by a year-on-year average of 8%, but from a much lower base.

According to National Food Institute, food exports are expected **to fetch $ 35.820 billion in 2022**, which is likely to be a new record for food exports.

In the Food market, volume is expected to amount to 25,807.4mkg by 2027. The Food market is expected to show a volume growth of 3.9% in 2024. And the average volume per person in the Food market is expected to amount to 323.13kg in 2023.

The long-established trend toward proactively managing health and well-being has been brought into sharper focus by the COVID-19 pandemic, according to the Innova Market Insights,

According to Euromonitor's 2020 Lifestyles Survey, more than half of South East Asian consumers believe that they will be healthier in five years than they are now, and they believe that climate change will impact them more, five years from now. It is considerations such as this that will shape demand and opportunities for purposeful food both now and in the future.

What will you get out of exhibiting?

Did you know that Fi Asia has been categorised as one of the leading events from the Food & Beverage Industry and most of exhibitors consider Fi Asia Thailand extremely important for their business.

By exhibiting at Fi Asia Thailand you have the opportunity to:

- Be one of over 600+ exhibitors that will have the chance to do business with 21,000+ industry professionals all in 3 days, in one location
- Market your company, industry insights & unique product offerings before and during the show to help drive qualified visitors to your stand
- Meet with current clients saving months of travel
- Meet with new buyers and industry professionals
- Promote new products
- Gain visibility and brand awareness
- Achieve proven return on investment and return on objectives

Exhibitor profile

- Food & beverage ingredients
- Color / natural color
- Bakery product, egg product, dairy product
- Edible fats and oils
- Emulsifiers, firming agents, food acids
- Flavorings & seasonings
- Natural ingredients, herbal
- Health, nutraceuticals, organic or functional, supplement ingredients and many more

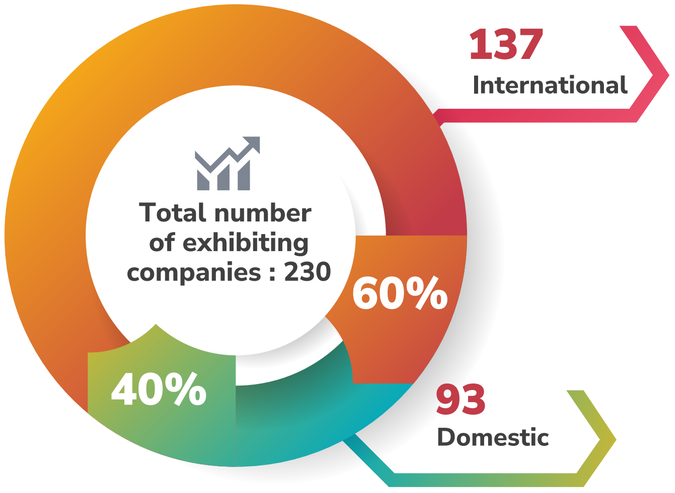
Visitor profile

- Manufacturers, producers of foods, beverages & supplements
- Ingredient manufacturers, suppliers, traders & distributors
- Professionals involved in food safety, quality & services
- Professionals involved in food education & training
- Researchers & food technologists
- Government & trade associations
- Consultants & Press

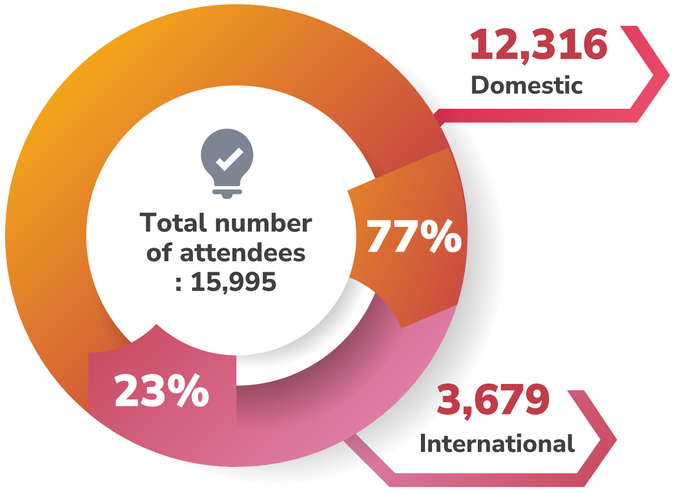
Fi Asia Thailand – FACTS AND FIGURES

Fi Asia Thailand continues to be the most successfully for the F&B ingredients sectors
Both visitors and exhibitors have hailed Fi Asia Thailand 2022 an unqualified success – the facts simply speak for themselves.

Exhibitors



Attendees



Top 10 exhibitor countries

1. Thailand
2. Denmark
3. China
4. Uruguay
5. Singapore
6. India
7. USA
8. Indonesia
9. Japan
10. Malaysia

Top 10 attendee countries

1. Thailand
2. Malaysia
3. Singapore
4. India
5. Vietnam
6. Philippines
7. South Korea
8. Indonesia
9. Japan
10. Taiwan

8 Country Pavilions

International pavilions

1. China (Hybrid)
2. European
3. India
4. Ireland
5. Japan
6. Indonesia
7. Thailand
8. USA

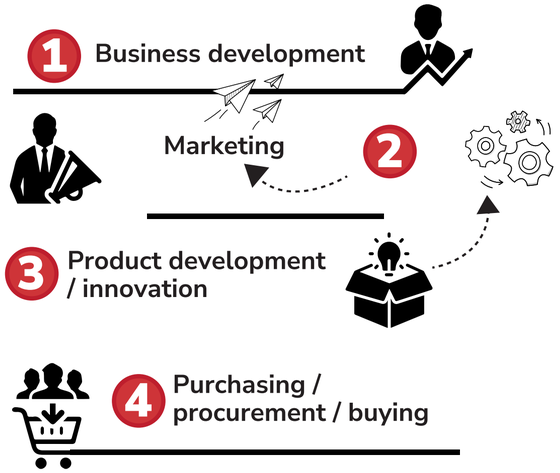
Top 5 of Attendees by Region

1. Asia
2. Europe
3. North America
4. Ocenia
5. Middle East

Specialised Pavilions

1. Beverage ingredients (Bi) pavilion
2. Natural ingredients (Ni) pavilion
3. Health ingredients (Hi) pavilion
4. New Business pavilion

Top 10 Visitors Area of Responsibility



5. Brand ownership / management
6. Sales
7. Corporate management
8. Education
9. Research / scientific / analytic
10. Operations

Job Position

23.95% Manager with staff

23.02% Non-management

7.76% Manager without staff

7.09% CEO / COO / President / Chairman

4.67% Consultant

3.70% Board Director

3.40% Managing Director / Sr. VP / EVP

2.57% VP / Director

Top 5 main reasons to visit

1. Source ingredients
2. Learn about the latest market trends
3. Meet existing contacts partners / suppliers
4. Get knowledge on specific industry & business challenges
5. Extend your business network

Top 20 Industry Topics of Interest

- Functional food
- Food Supplements / Nutraceuticals
- Flavours and Spices
- Flavour Enhancers
- Functional beverages
- Plant-based Products
- Proteins
- Sweeteners / Sugar Replacements
- Coffee/Tea
- Dairy
- Binders
- Stabilizers and Thickeners
- Texturizers
- Dairy Replacement
- Antioxidants
- Probiotics
- Collagen
- Cocoa & chocolate
- Fibres
- Vitamins

What Others' Praises
About Fi Asia Thailand 2022

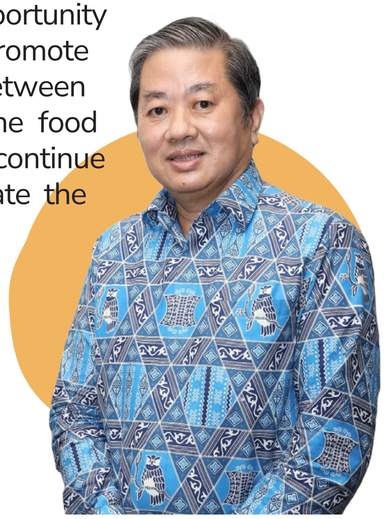
The overall feedback from attendees was that they made valuable business contacts with customers and potential distributors, generated sales leads and gained valuable insights into the food and beverage market in Thailand and neighboring countries, which they expect will have a positive impact on their business. But don't take our word for it.

Fi Asia 2022 provides food producers with opportunities to source ingredients for their products, especially with future food demand trends. This is a great opportunity for visitors who come to Food ingredients Asia to source ingredients and learn more about innovations in alternative proteins. Consumer demand has now changed, with more focus on health and sustainability. So, this is a great opportunity for us as producers to find more alternative proteins and innovations for product development.

Finally, I offer my sincere congratulations to Fi Asia 2022, and I wish you all a successful event. I personally want to invite those who are looking for the alternative protein options – there's a lot to gain from this show.

Mr. Apirak Kosayodhin
Founder & CEO V Foods Thailand Co., Ltd.
& Thai Future Food Trade Association Member

I would like to take this opportunity to applaud and congratulate Informa Markets for organising a unique event for food ingredients and providing the opportunity to exchange scientific knowledge, promote cooperation and share ideas, not just between food scientists, but all members of the food value chain. I do hope this event can continue annually and would like to congratulate the team for a successful show.



Ir. Adhi Siswaya Lukman
Chairman, Indonesian Food
and Beverage Association (GAPMMI)

Fi Asia Thailand provides a great opportunity for networking and building business relationships. The event attracts visitors from across the ASEAN region and beyond, providing a platform for international exhibitors and visitors to connect with businesses in Southeast Asia.

The Feature at Fi Asia Thailand 2023

International Conferences and Technical Seminars

The extensive educational program where you will be inspired by leading speakers who can help you to discover innovative products and applications that can transform your product and process development.

Future Food Workshop and Future Food Showcases

See what the future food is and where we are, you can learn the innovative solution from technology provider to get Ideation & open collaboration discussion. A popular area for visitors and the press, this feature has become a trendsetting spot for the food industry.

Innovation Tour

Join market leading experts for guided topic-focused 1 hour tours around the show floor.These tours will highlight how today's leading ingredient suppliers are responding to key market trends and challenges.

Innovation Zone

See what's new and what's next as leading industry players launch new ingredients. The Innovation Zone provides the perfect opportunity to give new ingredients the introduction they deserve to the market.

Sensory Box

Participate in a sensory evaluation experience, including technical product presentations and taste testing. Each day we cover a different theme: From plant-based meat, to insects and cultured meat and algae.

Start-up Innovative F&B Products Competition

Discover innovative food and beverage products. provided by 20 finalist products from students and start-up entrepreneurs, who were given the chance to share their ideas and pitch their latest F&B innovations that have been developed using local raw materials in order to add more value.

The Pavilion at Fi Asia Thailand 2023

The Specialed Pavilions

Beverage Ingredients Pavilion
Due to the high demand from the market for a dedicated area for the beverage industry we're delighted to share that we're bringing you the Beverage Ingredients (Bi) Pavilion.

New Business Pavilion
Open to all first time exhibitors at Fi Asia Thailand, this is a specially promoted area on the show floor with competitively priced booths. Visitors are always attracted to this area as it's the go-to place to find the hottest new start-ups and new products in the food ingredients industry.

Natural Ingredients Pavilion
Natural is a major growth driver in the F&B industry, with end consumers looking for ingredients that they recognise as naturally-occurring and free from chemicals - closely linked to the drive for ‘clean labels’ in finished products. Dedicated to the plant, animal, mineral or microbial ingredients present in or produced by nature and directly extracted using simple methods.

Health Ingredients Pavilion
The Health ingredients pavilion is dedicated to the ingredients that add a specific value and / or fortification to finished food and beverage products. These are ingredients with proven health benefits in terms of contribution to digestive, cognitive, or physical health, or immunity.

The Country Pavilions
Pavilions dedicated to companies from specific countries or regions, aimed at promoting products from these regions to visitors from all around the world. The pavilions are hosted jointly with leading industry associations.

- China Pavilion
- European Pavilion
- India Pavilion
- Ireland Pavilion
- Japan Pavilion
- Malaysia Pavilion
- Thailand Pavilion
- USA Pavilion

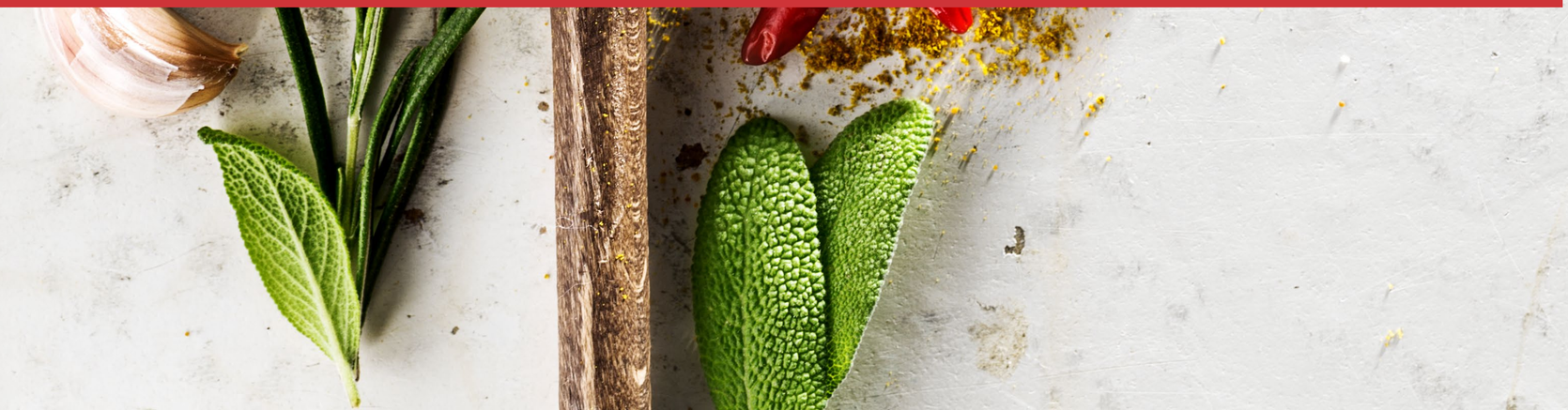
Branding Beyond Your Booth **Sponsorship Opportunities**

Take your Fi Asia Thailand 2023 participation a step further and distinguish yourself from the competition and drive visitors to your stand. Whether off-the-shelf or bespoke, all promotional opportunities and sponsorships are designed to maximise your engagement with the F&B community including pre-, during or post-show. Talk to us – we'll find the best option for your business and your budget. A wide range of onsite and online sponsorship opportunities exist.

Gain The Most From Your Investment With Fi Asia Thailnad Marketing Promotion Campaigns

Exhibiting at Fi Asia Thailand not only helps you to stand in front of key F&B industry influencers and key decision makers but also a place for you to present your brand from our promotional marketing activities throughout the year. You can be included in Fi Asia website, Exhibitor Listing, Social Media, Email Marketing Campaigns, Printed Marketing Campaigns, Telemarketing and other Marketing Activities.

- ***Website***
- ***Exhibitor Listing***
- ***Social Media***
- ***Email Marketing Campaigns***
- ***Marketing Collateral***
- ***Public Relations Campaigns***
- ***Telemarketing and many more...***



THE VENUE

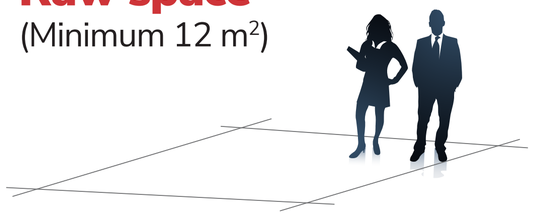
Fi Asia Thailand will be relocated to Queen Sirikit National Convention Center (QSNCC), which is offering renovated and new exhibition halls, as well as being conveniently located in the city center, with ample accommodation choices within walking distance.

QSNCC - The Ultimate Inspiring World Class Event Platform For All

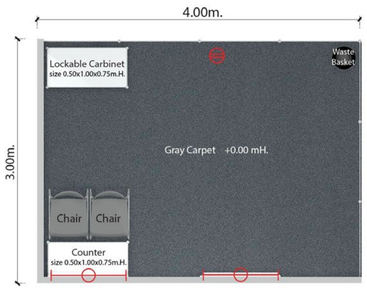
An iconic landmark at the heart of downtown Bangkok, the Queen Sirikit National Convention Center (QSNCC) is a versatile venue suited to all kinds of events. This state-of-the-art facility is designed to offer flexible solutions both today and in the future. Conveniently served by subway with QSNCC station connecting directly to the venue, it is easily and quickly accessible from all parts of Bangkok

Cost of participation

Raw space
(Minimum 12 m²)

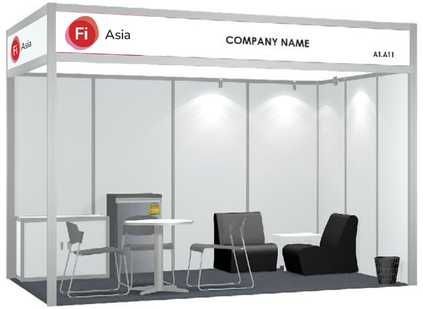


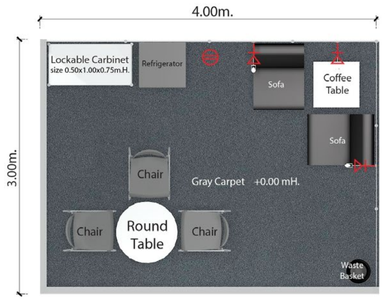
• Rent a space to build and design your own stand and pay forelectricity. (The organizer will not provide carpet.)



Shell scheme Type A (Minimum 12 m²)

• Reception desk • Chairs • Waste paper basket • Lockable cabinet • Socket 5 amp (not for lighting fluorescent 40w) • Dark grey carpet





Shell scheme Type B (Minimum 12 m²)

• Round discussion table • Chairs • Waste paper basket • Lockable cabinet • Coffee table • Bar refrigerator • Easy arm chair (Sofa) • Reception desk • Socket 5 amp. (not the lighting) • Spotlights 100w (with arm) • Dark grey carpet

	Classification	1 open side	2 open sides	3 open sides	4 open sides
Raw space minimum 12 m²	Platinum	❍ USD 566 / ❍ THB 18,897	❍ USD 571 / ❍ THB 19,099	❍ USD 576 / ❍ THB 19,220	❍ USD 579 / ❍ THB 19,342
	Gold	❍ USD 561 / ❍ THB 18,713	❍ USD 566 / ❍ THB 18,913	❍ USD 570 / ❍ THB 19,033	❍ USD 574 / ❍ THB 19,153
	Silver	❍ USD 553 / ❍ THB 18,461	❍ USD 559 / ❍ THB 18,660	❍ USD 561 / ❍ THB 18,740	❍ USD 563 / ❍ THB 18,820
	Bronze	❍ USD 547 / ❍ THB 18,251	❍ USD 550 / ❍ THB 18,370	❍ USD 553 / ❍ THB 18,449	❍ USD 555 / ❍ THB 18,529
Shell scheme Type A minimum 12 m²	Platinum	❍ USD 729 / ❍ THB 24,541	❍ USD 734 / ❍ THB 24,743	❍ USD 739 / ❍ THB 24,864	❍ USD 742 / ❍ THB 24,986
	Gold	❍ USD 724 / ❍ THB 24,357	❍ USD 729 / ❍ THB 24,557	❍ USD 733 / ❍ THB 24,677	❍ USD 737 / ❍ THB 24,797
	Silver	❍ USD 716 / ❍ THB 24,105	❍ USD 722 / ❍ THB 24,304	❍ USD 724 / ❍ THB 24,384	❍ USD 726 / ❍ THB 24,464
	Bronze	❍ USD 710 / ❍ THB 23,895	❍ USD 713 / ❍ THB 24,014	❍ USD 716 / ❍ THB 24,093	❍ USD 718 / ❍ THB 24,173
Shell scheme Type B minimum 12 m²	Platinum	❍ USD 845 / ❍ THB 28,544	❍ USD 850 / ❍ THB 28,746	❍ USD 855 / ❍ THB 28,867	❍ USD 858 / ❍ THB 28,989
	Gold	❍ USD 840 / ❍ THB 28,360	❍ USD 845 / ❍ THB 28,560	❍ USD 849 / ❍ THB 28,680	❍ USD 853 / ❍ THB 28,800
	Silver	❍ USD 832 / ❍ THB 28,108	❍ USD 838 / ❍ THB 28,307	❍ USD 840 / ❍ THB 28,387	❍ USD 842 / ❍ THB 28,467
	Bronze	❍ USD 826 / ❍ THB 27,898	❍ USD 829 / ❍ THB 28,017	❍ USD 832 / ❍ THB 28,096	❍ USD 834 / ❍ THB 28,176

Additional Costs: Other Venue Related Costs at THB 255/ USD 7 per m² compulsory.

Fi Asia

Thank You.

For further information on Fi Asia 2023, please contact

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Be Safety & Hygienic with Informa AllSecure

Your safety is our priority

Following the latest government and local authority guidance, the event will be organised in line with the following Informa AllSecure health and safety measures designed to keep everyone that visits our physical event safe.

Organised by:

informa markets