

Tap into Asia's growing beverage ingredients market



The beverage ingredients market is a thriving area of opportunity in the ASEAN region.

In order to meet the unprecedented growth of the global beverage market, we launched our brand new Beverage ingredients Pavilion at Fi Asia Indonesia, Fi Asia Thailand and Fi Vietnam, fully dedicated to the beverage ingredients sector.

Join us at the Beverage ingredients Pavilion and explore your opportunities in this rapidly-growing market across Asia!

KEY DRIVERS IN THE ASIAN BEVERAGES MARKET*

- ✓ **Healthy lifestyle:** Consumers in the Asian region are increasingly more health conscious and are looking for products that fit in with a healthier, more active lifestyle
- ✓ **Clean label:** Consumers are showing a better understanding and awareness of ingredients, preservatives and additives
- ✓ **Convenience:** Consumers' changing and busy lifestyles has led to an increase in convenience beverages

INSIGHTS*

(Effects between Q2 2017-Q2 2018)

125%

Convenience sports & energy drinks have risen by 125%

52%

Clean label & organic beverage concentrates and mixes have increased by 52%

136%

Convenience beverage concentrates and mixes have experienced a growth of 136%

* Source: Mintel GNPD 2018



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

Osotspa	NPD Project Leader
Suntory Beverage & Food Ltd.	Research & Development
PepsiCo	Category Innovation Manager
Nestlé	Global Category Manager
Arc Refreshments Corporation	R&D Officer

EXHIBITOR FACTS



891

expected
exhibitors



9,900+ m²

total exhibition
space



#1

industry topic
of interest:
beverage
ingredients

TOP 3 EXHIBITORS

Be the first company to be listed here!
The first 3 exhibitors that book a stand
at the Bi Pavilion will benefit from
additional free exposure.

WHY FI ASIA - THAILAND?

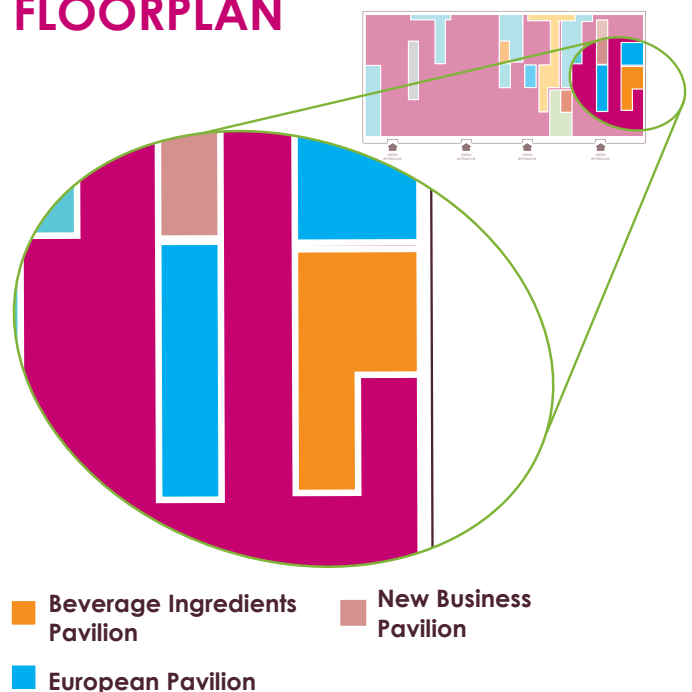
Location: Fi Asia 2019 will be held in Bangkok, Thailand, a thriving hub for the food ingredients industry.

Visitors: 71% of visitors are local, while the event also attracts international visitors from Malaysia, Vietnam and beyond.

Thailand's beverage ingredients market at a glance:

- ✓ 30% of Thailand's population is aged between 15-35 with an increasingly westernised taste for food products.
- ✓ Due to the lack of local supply in Thailand, there is a high and growing demand for international food processors.
- ✓ Retail sales of packaged foods is expected to reach nearly USD\$13.7 billion this year, making it one of the most attractive food & beverage markets in the Asia Pacific.

FLOORPLAN



Learn more about Fi Asia Thailand 2019 in
Bangkok: www.figlobal.com/asia-thailand



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VISITOR FACTS



20.000+

expected
attendees



75%

of visitors have
purchasing
power



78.12%

of visitors are
manufacturers,
retailers or
distributors

TOP 5 VISITORS

AB Food & Beverages (Thailand) Ltd.	Global Category Manager - Raw Materials
Asahi Soft Drinks Co., Ltd	Research & Development
Orang Tua Group	Head of Research and Innovation
PT Sinar Sosro	Purchasing
PRAN Beverage Ltd.	Executive Director

EXHIBITOR FACTS



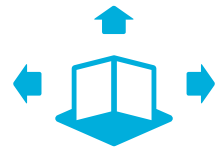
750

expected
exhibitors



9,400+ m²

total exhibition
space



40%

expansion
of exhibition
space from
last year

TOP 3 EXHIBITORS

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WHY FI ASIA - INDONESIA?

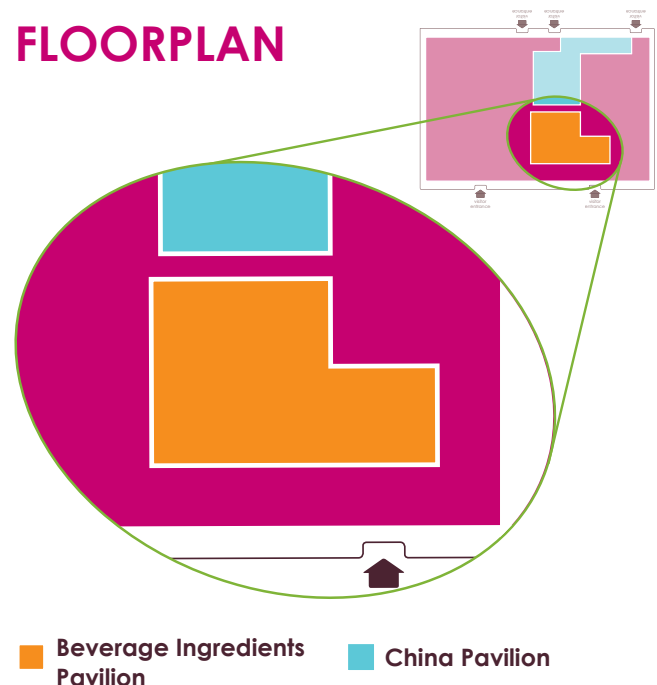
Location: Fi Asia 2020 will take place in Jakarta, Indonesia, one of the fastest-growing food and beverage markets in the world.

Visitors: Local professionals make up 87.6% of the visitor profile, while the remainder international visitors are primarily from Malaysia and Singapore.

Indonesia's beverage ingredients market at a glance:

- ✓ Indonesia's functional food sector is the largest in the Southeast Asia region, having experienced a growth rate of 11% over a period of two years.
- ✓ Around 90% of ingredients used in the industry are imported, providing immense opportunity for both local and international companies.
- ✓ Packaged food sales are expected to increase by 12.3% in 2019, primarily in the meal replacement segment.

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Discover your opportunities at
Fi Asia Indonesia 2020 in Jakarta:
www.figlobal.com/asia-indonesia





VISITOR FACTS



5.500+

expected
attendees



79%

of visitors have
purchasing
power



#1

reason to visit:
Source
Ingredients

EXHIBITOR FACTS



160+

expected
exhibitors



2,500 m²

total exhibition
space



#1

industry topic
of interest:
beverage
ingredients

TOP 5 VISITORS

Tien Giang Beverages	CEO
Production & Distribution JSC	
Sanna Khanh Hoa Beverage	R&D/QA Manager
Joint Stock Company Vietnam	Food technologist
Kirin Beverage Co., Ltd	Firmenich Vietnam LLC
Ideas Icean CO., Ltd	Beverage Innovation Development

TOP 3 EXHIBITORS

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WHY FI VIETNAM?

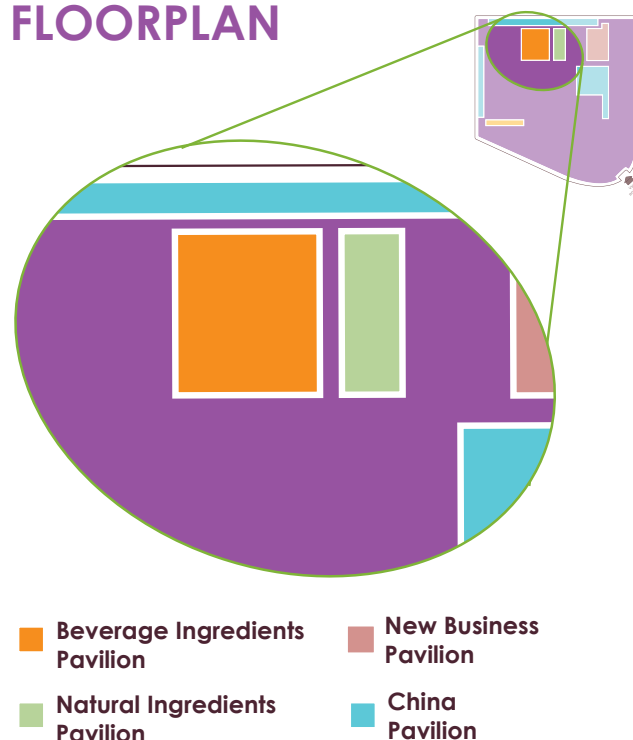
Location: Fi Vietnam will be held in Ho Chi Minh City and is the only dedicated food and beverage ingredients exhibition in Vietnam, making it your gateway to the entire Vietnamese food and beverage supply chain.

Market growth: By 2020, Vietnam is expected to enter the top 3 Asian countries with the highest growth rate in the food and beverage industry (GCC Vietnam).

Vietnam's beverage ingredients market at a glance:

- ✓ The market value of milk is forecast to reach \$1.43 billion by 2020, while that of yogurt products will likely hit \$0.38 billion. (Mintel, Regional insights report: Vietnam)
- ✓ In 2015, the global beverage market was valued at \$92 billion and is expected to grow at a rate of 8.77% through to 2020.
- ✓ The juices segment brought in revenue of US\$668 million in 2018, and the market is expected to grow annually at a rate of 4.3% (CAGR 2018-2021). (Statista)

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- Beverage Ingredients Pavilion**
- Natural Ingredients Pavilion**
- New Business Pavilion**
- China Pavilion**

Learn more about Fi Vietnam 2020:
www.figlobal.com/vietnam

CONTACT

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