

## FOR IMMEDIATE RELEASE

### Food&HotelAsia returns even bigger and better in its 40<sup>th</sup> year

*Largest business event for Asia's food and hospitality industries will be 23 per cent bigger in space, with 25 per cent increase in exhibitor participation*

**Singapore, 25 October 2017** – The most comprehensive international food and hospitality biennial mega trade event in the region, [Food&HotelAsia](#) (FHA), will return from 24 to 27 April 2018 to two venues – Singapore Expo and Suntec Singapore. It will house its biggest-ever industry congregation with 4,000 international exhibitors from more than 70 countries and regions, an increase of over 800 exhibitors, or 25 per cent, compared to its last edition. The event's total floor area spans 119,500 sqm, 23 per cent increase from 97,000 sqm.

68 international groups are confirmed and spread across the two venues, with Armenia and Qatar being the newest countries to participate. Some international group pavilions will also see members from 22 international trade associations and government agencies participating in FHA for the first time.

"FHA's growth reflects the changing landscapes of the F&B and hospitality industries in Singapore and the region over the decades," said **Mr. Rodolphe Lameyse, Project Director, Food & Hospitality, UBM SES**. "Having FHA2018 span two of the largest exhibition venues in Singapore proves just how much the event has grown since 1978.

"In today's disrupted economy, innovation and internationalisation will serve as the main drivers reshaping Asia's food and hospitality industries. Against this backdrop, we will continue to strengthen our partnerships with all our stakeholders, together explore new ways to create value to support the industries, and strive towards many more years of performance excellence!"

FHA first began as [FoodAsia](#) and [HotelAsia](#) in a hotel car park in April 1978. Held alongside the exhibition was the Food Asia Salon Culinaire, forerunner of the FHA Culinary Challenge.

In the 1980s, FHA moved to the World Trade Centre (presently Harbourfront Centre). The event grew in size and internationality, first occupying one hall at World Trade Centre, to six halls in 1992. Recognising the industry's need to be agile and adjust along a changing economic landscape, specialised exhibitions were gradually introduced to enable international companies to extend their businesses to serve new vertical sectors.

[www.foodhotelasia.com](http://www.foodhotelasia.com)

Organised by:



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In 2000, FHA relocated to the Singapore Expo, occupying six halls. In 2014, FHA, with six specialised exhibitions – FoodAsia, HotelAsia, [Bakery&Pastry](#), [HospitalityStyleAsia](#), [HospitalityTechnology](#) and [SpecialityCoffee&Tea](#), fully occupied all 10 halls of the Singapore Expo. 2018 marks another milestone in FHA’s history, as the event expands to a second venue at Suntec Singapore. (Please refer to Appendix 1 for key event milestones)

**Ms. Margaret Heng, Executive Director of the Singapore Hotel Association** said, “FHA’s growth over the years and its development with the inclusion of new elements and features in every edition reflects the evolution of Singapore’s hospitality industry. The Singapore Hotel Association is proud to support FHA to bring the best of Singapore’s food and hospitality standards to the global stage.”

“The Singapore Chefs Association’s support for FHA over the four decades encompasses not only the depth but breadth of an indispensable and necessary collaboration. And we are confident that this support will be cemented further in our common vision for the food and hospitality industries,” said **Mr. Edmund Toh, President, Singapore Chefs Association**.

### More than a mega trade event

Beyond the traditional sourcing ground, FHA also offers many experiential networking and learning opportunities through new and improved speciality zones and industry-renowned competitions. Through these activities, visitors will gain insights into the rapid changes impacting the F&B and hospitality industries, and with easy access to the necessary tools, contacts, skills and knowledge, they will be able to stay relevant and maintain their competitive edge. (Please refer to Appendix 2 for FHA event highlights)

78,000 trade attendees from over 100 countries and regions are expected at the 2018 edition. In 2016, the event attracted 71,800 trade attendees, including exhibiting staff, trade visitors, conference speakers and delegates, judges and competitors, and members of the media. Visitors who attended included key decision makers from Accor Hotels, Best Western, Cathay Pacific Catering Systems, Dunkin Brands, Emirates Flight Catering, Highland Coffee, Hilton Worldwide, Lotte Mart, Marriott International, Melcro Crown Entertainment, Singapore Airlines, Starbucks Coffee Company, Tesco, TWG Tea, Unilever Asia, Wyndham Hotel Group, YTL Hotels & Properties and many more.

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## Competition arena for region's culinary talent

The [FHA Culinary Challenge](#) (FCC) adds to the experience at FHA, with intense competitions designed to showcase the best culinary talent from the region. Targeting professionals from specific sectors of the food and hospitality industries, these competitions include the Gourmet Team Challenge, Individual Challenge, National Team Challenge and the Battle for the Lion.

Widely recognised as the region's most prestigious international culinary competition, the FCC is supported by the World Association of Chef Societies (WACS) and regional chef associations. Competitors in these two segments will not only be facing off against each other, but will also be presenting their skills in front of a panel of international judges, renowned in the culinary world.

## Platform for industry discourse

The [FHA2018 International Conference](#), held across two venues from 24 to 26 April, will feature industry experts and business thought-leaders sharing perspectives, tips and strategies across 10 key tracks, from hotel revenue management and bakery at the Singapore Expo, to central kitchen and F&B technology at Suntec Singapore.

## Co-location of ProWine Asia 2018 – the largest wines and spirits trade fair in Southeast Asia

Held alongside FHA for the first time in 2016, ProWine Asia which is modelled after the globally recognised, world's largest and most important trade fair for the wines and spirits industry, ProWein in Düsseldorf, Germany, will return with an 18 per cent increase in exhibition area.

To be presented by 300 leading exhibitors, ProWine Asia will bring the world of wines and spirits to Southeast Asia through its extensive representation of international wine and spirit labels, a broad scope of solutions and concepts for the region's diverse consumer markets, as well as specialised masterclasses and seminars by industry speakers. (Please refer to Appendix 3 for event highlights)

“ProWine Asia continues to follow the highly successful global formula that is unique to the ProWein World series with its internationality of wine and spirit brands and producers,” said **Mr. Marius Berlemann, ProWein Director and Global Head of Wine & Spirits, Messe Düsseldorf GmbH**. “We are confident that the trade fair will continue to receive strong support and provide valuable connections for all

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exhibitors and visitors as we work to grow it into a definitive, must-attend trade event for this region.”

*Join in the social chatter:*

FHA - [Facebook](#), [LinkedIn](#), [Instagram](#), [YouTube](#) - #FHA

ProWine Asia- [Facebook](#), [LinkedIn](#), [YouTube](#) #ProWineAsia #ProWein

**-Ends-**

**Events at a glance:**

<b>FHA2018 - Bakery&amp;Pastry, FoodAsia, HospitalityStyleAsia, HospitalityTechnology and SpecialityCoffee&amp;Tea</b>	
<b>Date:</b>	24 – 27 April 2018 (Tuesday – Friday)
<b>Venue:</b>	Singapore Expo, Hall 1 – 10
<b>Opening Hours:</b>	9am – 6pm daily
<b>Admission:</b>	Business and trade professionals
<b>Website:</b>	<a href="http://www.foodnhotelasia.com">www.foodnhotelasia.com</a>

<b>FHA2018 – HotelAsia2018</b>	
<b>Date:</b>	24 – 27 April 2018 (Tuesday – Friday)
<b>Venue:</b>	Suntec Singapore, Level 3, 4 & 6
<b>Opening Hours:</b>	9am – 6pm daily
<b>Admission:</b>	Business and trade professionals
<b>Website:</b>	<a href="http://www.hotel-asia.com">www.hotel-asia.com</a>

<b>ProWine Asia 2018</b>	
<b>Date:</b>	24 – 27 April 2018 (Tuesday – Friday) (co-located with FHA2018)
<b>Venue:</b>	Singapore Expo, Hall 10
<b>Opening Hours:</b>	10am – 6pm daily
<b>Admission:</b>	Business and trade professionals
<b>Website:</b>	<a href="http://www.prowineasia.com/sq">http://www.prowineasia.com/sq</a>

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## About UBM SES

Established since 1974, UBM in Singapore is committed to staging B2B exhibitions and conferences that help businesses grow in this country. In keeping pace with the industry's evolving needs, our strategic acquisitions of Singapore Exhibition Services and Seatrade Communications have helped us solidify pole position in key markets we serve, and in the Singapore MICE industry. We organise 24 premier events serving the advanced manufacturing, engineering, food, hospitality and leisure, jewellery and gem, lifestyle and brands, technology, transport and logistics sectors. We are also a leading media specialist, providing in-depth news for the maritime, shipping and offshore marine, and disposable tissue industry.

For more information, go to [www.ubm.com](http://www.ubm.com); for UBM corporate news, follow us on Twitter at @UBM, UBM Plc LinkedIn.

Please visit [www.ubm.com/singapore](http://www.ubm.com/singapore) for more information about our presence in Singapore.

## About Messe Düsseldorf Asia

Messe Düsseldorf Asia, a subsidiary office of Messe Düsseldorf GmbH – one of the world's most successful trade fair organisers, is a full-service trade fair organising company. Having established Singapore as the centre of operations in 1995, Messe Düsseldorf Asia's comprehensive portfolio of trade fairs in Southeast Asia, modelled after the No.1 globally recognised events in the sectors they represent, under the Messe Düsseldorf Group, includes:

- Plastics and rubber (T-PLAS, PLASTICS & RUBBER VIETNAM and INDOPLAS)
- Printing and packaging (PACK PRINT INTERNATIONAL, INDOPACK and INDOPRINT)
- Wire, cable, tube and pipe (wire Southeast Asia and Tube Southeast Asia)
- Medical and healthcare (MEDICAL FAIR THAILAND, MEDICAL FAIR ASIA, MEDICAL MANUFACTURING ASIA)
- Workplace safety & health (OS+H Asia)
- Metal and steel (indometal)
- Wines & spirits (ProWine Asia (Singapore))

Committed to providing a highly valued market access platform at all our trade fairs, an extensive promotion programme covering media advertising, direct mail, business matching and industry presentations is planned to reach the right captive audience. Each trade fair is also tailor-made for networking, interaction, sharing of experience and business ideas and creates a window of opportunity to join hands with existing and potential customers, thus building positive relationships – a key

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**24 – 27 APRIL 2018**

The 21st International Food & Drinks, Hotel, Restaurant, Bakery & Foodservice Equipment, Supplies & Services Exhibition and Conference with FHA Culinary Challenge

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