



FOR IMMEDIATE RELEASE

New Alternative Protein Asia Offers B2B Platform for Maturing Industry

Higher penetration of alternative proteins in Asia will help pave the way for long-term sustainability, establish resilient food systems, and present new business opportunities for a maturing sector.

Singapore, 23 June 2022 – [FHA-Food & Beverage](#), happening from 5-8 September 2022 at Singapore EXPO & MAX Atria, today announced the launch of a brand new 1,300sqm feature area – [Alternative Protein Asia](#), to satisfy the region’s fast-rising demand for sources of protein and offer a B2B platform for leading manufacturers, emerging talent, investors and thought-leaders to meet.

Rising demand for food in Asia

The alternative protein market is estimated to be worth \$27.05 billion by 2027, and it is likely that Asia will determine the global protein growth for decades to come. Asia’s population of more than 4.7 billion makes up approximately 60 per cent of the world’s population of 7.9 billion. This, coupled with rising incomes of a growing affluent middle class who are spending more on food purchases, are the primary factors for fuelling the rise in meat consumption and food production. The result of this rapidly increasing affluent consumption of meat in Asia also leads to a higher rate of lifestyle diseases such as diabetes and obesity and as such, health is becoming a concerning issue in Asia.

Furthermore, countries enacting food export restrictions on certain items such as chicken and wheat as a precautionary measure over concerns of domestic food security has caused disruption in food supply chains and prices, especially for nations such as Singapore which is heavily reliant on food imports.

This underscores the importance of a bigger focus on research into urban food production and alternative food sources to boost food security. Recognising this, **Alternative Protein Asia** is launched as part of FHA-Food & Beverage’s commitment to supporting the collective effort by governments and the food industry to solve Asia’s food challenges, with solutions that can relieve the rising pressures levied on the already fragile food ecosystem and cater to consumers’ growing preference for healthier, safer, more sustainable food.

Alternative Protein Asia – Satisfying Asia’s demand for protein-rich products

Occupying over 1,300sqm of Hall 1 at FHA-Food & Beverage, Alternative Protein Asia is a new feature area for the showcase of tasty new products through culinary demonstrations, innovative start-ups, novel companies that seek to break into the Asian markets. Exhibiting companies include **Impossible Foods, Tindle, First Pride, Harvest Gourmet, Outside, Big Idea Ventures, Finnebrogue, GrowthWell, Shiok Meats** and others.

Besides the large exhibition area, Alternative Protein Asia will also feature an exciting four-day conference program highlighting the now and next for the industry with over 30 thought leaders and experts from **Good Food Institute (GFI), Nestle, Tyson Foods, Accor, AgFunder VC, Global Data, Aleph Farms, Euromonitor, NTUC Fairprice, SaladStop!, Singapore Management University (SMU), Nanyang Technological University (NTU), Nanyang Polytechnic (NYP), Innovate360, The Trendlines Group, Green Rebel Foods** and many more.

The inaugural **Big Idea Food Competition (BIFC)** organised by Big Idea Ventures will also be hosted at Alternative Protein Asia. The competition will shine a spotlight on the best entrepreneurs in this exciting space in Asia with the winner clinching an investment prize of US\$200,000 at the finals. BIFC seeks to create new entrepreneurial ecosystems while inspiring the next generation of food start-ups. In a world where achieving food security has become more challenging globally, features such as Alternative Protein Asia and BIFC aim to discover and support the next generation of food entrepreneurs and encourage new innovations addressing our changing food systems.

Budding food entrepreneurs participating in BIFC will enter a pitch and cooking style competition to determine the top start-up from each participating country. The regional winners will travel to Singapore to compete at FHA-Food & Beverage for a chance to clinch the grand investment prize.

“Nothing touches and affects us more deeply than challenges to our food sources and food supply chains. The new Alternative Protein Asia launching at FHA-Food & Beverage will help plug the gap in the huge growth in demand for greater investment and innovation in the alternative protein sector, and represents a step taken by industry, for industry, towards ensuring a healthy and sustainable system and environment in future,” said **Ms Janice Lee, Event Director, Hospitality, Food & Beverage - Hong Kong & Singapore, Informa Markets**.

"We are incredibly excited to be pioneering the first competition dedicated to plant-based innovation in Asia. With the Big Idea Ventures Food Competition we will not only discover great new alternative protein talents and companies but we will also bring more awareness than ever to the space. We encourage all plant-based and fermentation-based startups across Asia to apply and join us in this incredible journey!" said **Andrew D Ive, Big Idea Ventures Founder and General Managing Partner**.

Sneak Preview of Alternative Protein Asia at FHA Match

Held on 5 July virtually, [FHA Match](#) is a prelude to the FHA-Food & Beverage tradeshow, offering industry a complimentary chance to forge connections ahead of the physical event, arrange online and offline meetings, and access [content sessions](#) featuring thought leadership from movers and shakers of the F&B industry in Asia and globally. Alternative Protein Asia will be covered across four sessions, with experts in the plant-protein space to share strategies for the promotion of new plant protein products to consumers, discuss new innovations in dairy alternatives and key drivers of success of this segment, and more.

Sessions and speakers highlight:

- **'Driving Diets with Dollars: Promoting New Protein Products to Consumers'** – James Caffyn, Partner, **Lever VC**; Michal Klar, Founding Partner, **Better Bites VC**; Sonalie Figueiras, Founder, **Green Queen Media**; Avinash Desamanagalam, Research Manager, **Mordor Intelligence**
- **'What's New in Plant-Based Dairy and the Future of Animal-Free?'** – Monique Naval, Senior Research Analyst, **Euromonitor International**

To sign up for FHA Match, visit [here](#) .

FHA-Food & Beverage – Asia's Most Sought-After B2B Networking Platform

FHA-Food & Beverage 2022, which houses Alternative Protein Asia, is where industry professionals in Asia congregate to connect, trade, and discover latest industry trends. 2,000 exhibitors and 35,000 international attendees are expected to be present at the four-day in person event. The event is free to for all industry professionals involved in the world's hospitality, food and beverage industries. To register for a visitor pass, click [here](#).

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FHA-Food & Beverage At A Glance

Co-located with ProWine Singapore	
Date:	5-8 September 2022
Venue:	Singapore EXPO & MAX Atria
Website:	https://www.fhafnb.com/
Featuring:	Food & Beverage, Food Ingredients, Food Technology, F&B Start-Up Village, Halal Zone, Alternative Protein Asia

FHA Match At A Glance

Virtual Event	
Date:	5 July 2022
Venue:	Virtual only
Website:	https://www.fhafnb.com/fha-match/
Featuring:	Business Matching, Virtual Exhibition, Content Sessions, Online Marketplace

About FHA-Food & Beverage

About FHA-Food & Beverage The platform of choice for industry professionals, including distributors, importers, manufacturers and retailers from Asia to see and source for high quality, new-to-market food ingredients, drinks, fresh produce, services and equipment across these key profiles – Food & Beverage, Food Ingredients and Food Technology. Majority of exhibitors participating in FHA-Food & Beverage are renowned manufacturers and brands hailing from 100 countries and regions. For more information, please visit www.fhafnb.com.

About FHA Match

Launched in 2021, FHA Match is the digital platform of FHA events for the community to connect and trade virtually regardless of where they are located. The event will feature AI-driven meetings to match businesses, enabling them to form new connections and unlock new opportunities across markets. For more information, please visit www.fhafnb.com/fha-match.

Hospitality, Food & Beverage at Informa Markets

Hospitality, Food & Beverage at Informa Markets Informa Markets' Hospitality, Food & Beverage portfolio includes a series of global in-person, virtual and hybrid trade events aimed at fostering business relationships, enabling learning, and to enhance trade opportunities for the industry. With several established events within the portfolio such as Hotelex Shanghai, Food&HotelAsia, HOFEX, Fispal Food Service, and Abastur, the portfolio together offers an unparalleled audience reach across the world. Staging 28 live and digital events in major cities including Shanghai, Hong Kong, Singapore, Ho Chi Minh City, Seoul, Kuala Lumpur, Mumbai, Bangkok, Sao Paulo, and Mexico City. Working alongside established industry partners, government bodies and recognised professionals, the portfolio aims at bringing companies, individuals, and the industry to the forefront of global business innovation by offering solutions and opportunities that meet today's business needs.

About Informa Markets

FHA-Food & Beverage is organised by Informa Markets, a division of Informa plc. Informa Markets creates platforms for industries and specialist markets to trade, innovate and grow. We provide marketplace participants around the globe with opportunities to engage, experience and do business through face-to-face exhibitions, targeted digital services and actionable data solutions. We connect buyers and sellers across more than a dozen global verticals, including Pharmaceuticals, Food, Medical Technology and Infrastructure. As the world's leading market-making company, we bring a diverse range of specialist markets to life, unlocking opportunities and helping them to thrive 365 days of the year. For more information, please visit www.informamarkets.com.

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