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FHA-Food & Beverage 2022 wrapped up, abuzz with four days of business exchange, seminars, cooking demonstrations, competitions, and workshops

- *This year's edition saw a total of 57,510 attendees from 109 countries / regions*



FHA-Food & Beverage 2022

Singapore, 19 September 2022 – Returning after a four-year-hiatus, FHA-Food & Beverage 2022 (FHA) closed to a resounding success after four exciting days of B2B exchange. The tradeshow is a testament to a strong return of the food and beverage industry in Singapore and the region in the wake of the Covid-19 pandemic. This year's edition saw a total of **57,510 attendees** from 109 countries / regions. From first time participants to decades-long partners, FHA played host to over 2000 exhibitors including 56+ international pavilions supported by business associations or country groups including **The European Union (EU) Pavilion**, FHA's Partner of Honour this year, Bord Bia, Business Sweden, Canada, Business France, Export Partner and many more.

Guest of Honor - Mr. Alvin Tan, Minister of State for Trade and Industry & Culture, Community and Youth said during the opening ceremony: "I am happy to share that Singapore food manufacturers are out in full force. Over 130 F&B companies exhibiting at the Singapore Pavilion, ProWine Singapore, Halal and Food Technology zones. Strong participation rate from local and global exhibitors demonstrates that Singapore continues to be a vibrant hub of exchange and business for the F&B industry in the region through such platforms."

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H.E. Iwona Piórko, EU Ambassador to Singapore said: “This is the first time the EU is participating in FHA. This comes after a very successful high-level mission of European Commissioner for Agriculture, Janusz Wojciechowski, accompanied by a large EU business delegation of 47 EU agri-food companies and organisations to Vietnam and Singapore from 10 to 16 July 2022. The objective of our participation under the moto “Enjoy! It's from Europe” is to showcase the uniqueness of EU agri-food products, tapping on the benefits of the EU-Singapore Free Trade Agreement. Through our presence at FHA as the region of honour, we aim at creating new market opportunities for EU agricultural products in South-East Asia whilst creating new business partnerships.”

Ms. Janice Lee, Event Director – Food, HK & Singapore said: “It was a momentous event where we saw genuine business discussions between exhibitors and buyers from all over the world. This positive impact signals a significant recovery in the F&B industry and FHA-Food & Beverage will continue to provide conducive platform for the F&B community to network, innovate and collaborate.”

FHA-Food & Beverage 2022 A Resounding Success

Mr. Tony Er, International Marketing Director of DagangAsia Network Holding Sdn Bhd said: "FHA 2022 is the most fruitful Asia F&B trade show post Covid-19 pandemic with boundless physical networking sessions among industry leading importers, distributors and retailers."

Nikhil Asrani, Suresh Kumar & Co. (Impex) Pvt. Ltd. mentioned: “FHA Singapore never fails to impress. A perfect mix of local and international participants. This is truly the most global food show in Asia.”

Mr. Liang Choon Seng, Managing Director of Maxco Food Industries Pte Ltd said: “Maxco Food Industries’ new products had an exceptional boost and started with a bang at FHA-Food & Beverage, we are experiencing sales which exceed the costs!”

Mr. Jago Pearson, Chief Strategy Officer at Finnebrogue Artisan “It’s great being here at FHA, talking to potential customers, partners and distributors about our revolutionary Better Naked brand. We’ve already made a big name for ourselves back home in the UK as some of the most nutritious and sustainable food anywhere in the world and we have huge plans to expand internationally now and it’s a great place to start here at FHA-Food & Beverage

Singapore. The conversations we already had on Day 2 have been brilliant and we will definitely be back as FHA-Food & Beverage is a good launchpad in the region.”

The Mall Group’s Ekan Upatham and Prateep Jaimun said: “One of the best exhibition, well organized with grouping and relevant category, we made a lot of potential and good business connection.”

Warees Halal Advances Halal Collaborations with Signing of MOU with Temasek Polytechnic



MOU signing between Ms Dewi Hartaty Suratty, Chief Executive Officer of Warees Halal Limited & Dr Goh Lay Beng, Director of School of Applied Science, Temasek Polytechnic

Warees Halal Limited (WHL), a government-linked company within the Muis Group, co-organised the Halal Theatre, which showcased seminar sessions, cooking demonstrations and panel discussions that bring insights on the latest developments, opportunities and best practices in the Halal industry. It cemented its commitment in creating value for the Halal ecosystem with the signing of agreement with Temasek Polytechnic.

The Halal food industry is largely inter-twined with developments in science and technology. To redefine the Halal value chain, it needs to start with a fundamental effort in shaping the workforce of the future.

WHL and Temasek Polytechnic (TP) signed a Memorandum of Understanding (MOU) against the backdrop of FHA. Through joint expertise, both organisations aim to achieve two key objectives:

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- a) Provide more comprehensive support for businesses in the areas of capacity building, research and testing to facilitate the development, compliance and trade of Halal products and services globally.
- b) Establish a structured learning pathway for tertiary students and adult learners to be equipped with relevant and up-to-date knowledge, skills and tools throughout their career in the Halal and food industry.

As part of this collaboration, an accelerated course entitled 'Fundamentals of Food Science and Halal Certification Management' will be offered from January 2023. Learners will be exposed to a broad range of topics from market and industry trends, basics of food science and technology, Halal certification requirements as well as development and maintenance of a Halal quality management system.

WHL aims to be a holistic Halal solutions provider for businesses by providing international certification, capacity building, advisory and trade-link services. WHL is authorised by Muis to provide Halal certification services outside Singapore based on the Singapore Muis Halal Standards and the Singapore Muis Halal Quality Management System. WHL's international clients range from product manufacturers, kitchen operators and food service establishments such as Cofco (China), Curetex Corporation (Japan), Byul Food (Korea), Fuji Oil (Belgium) and more.

FHA Culinary Challenge (FCC) Crowns New Winners



The FHA Culinary Challenge sifted, filtered and uncovered some of the region's top culinary talents before crowning 141 winners.

20 walked away as the champion, while 43 secured first runner up and 77, second runner up.

In association with the World Association of Chefs' Societies (WorldChefs) and supported by the Singapore Chefs'

Association (SCA) and regional chefs' associations, the FHA Culinary Challenge is the ultimate arena for culinary talents from around the world to display their gastronomic skills and be accredited by a panel of internationally acclaimed judges recognised by WorldChefs. The 4-day competition feature a series of thematic challenges. This year's panel included Chief Judge Otto Weibel, Director and Honorary President Emeritus of SCA, Assistant Chief Judge Eric Teo, Culinary Director of ET Culinary Arts, President Mentor of Singapore Chefs' Association and Guest of Honour Willment Leong, Continental Director Asia of World Association of Chefs' Societies

Winning highlights:

- Apprentice Team of the Year Award went to Nanyang Polytechnic B
- Chef of the Year was not awarded as no candidate scored 3 gold medals

Buzz at Singapore's largest alternative protein platform, Alternative Protein Asia (APA)

The inaugural Alternative Protein Asia zone confirmed the buzzing innovation and strengths of this food vertical. APA saw an exciting host of new product launches, tens of thousands of samples consumed on a daily basis, the announcement of the audience award winners of the APA tasting bar as in Yofi and Lohas, MOU signings on sustainability and food innovation, creative cooking demonstrations, the announcement of the Big Idea Food Competition Winner Vitality Foods as well as dozens of high-profile seminars and helped build new bridges for distribution in the region.

A Successful Alternative Protein Asia Feature Area

Ms. Michelle Colgrave, Future Protein Leader, CSIRO, Professor of Food and Agricultural Proteomics, ECU said: "FHA-Food & Beverage Alternative Protein Asia, covers the breadth of the food types among alternative proteins, what's exciting is the combination of flavours for the Asian market and it's really exciting to showcase products on behalf of your own home country, specifically for consumers in this region."

The debut of a brand new 1,400sqm feature zone, Alternative Protein Asia (APA), brought focus to entirely plant-based and food-technology alternatives to animal proteins. It featured some of the industry biggest names including Impossible Foods, Harvest Gourmet (Nestlé), First Pride (Tyson Foods), Tindle, Oatly amongst budding brands Finnebrogue or GrowthWell,

that seek to satisfy the region's fast-rising demand for 'fresh' sources of proteins. It offered a four-day thought-leadership conference featuring institutions like the Good Food Institute, SaladStop!, Big Idea Ventures, Accor, GlobaData, AgFunder, CSIRO, Euromonitor, NTUC FairPrice, SuperMeat, TurtleTree Labs, ProVeg International, Nanyang Technological University (NTU), Nanyang Polytechnic (NYP), Singapore Management University (SMU), Better Bite Ventures, Trendlines, Innovate360 and many others.

APA will return in April 2023 to offer a B2B platform for this maturing industry vertical which is estimated to be worth \$36.61 billion by 2029. As many companies are seeking to address climate change while targeting affluent consumers in Asia's markets through new sustainable and scalable products, APA looks to further give guidance also on the regulatory landscape in APAC by offering in-depths analysis in this space. Furthermore, APA 2023 will also turn its focus to the investor side for foodtech to shed light on how capital is playing its role to address sustainable practices and the growth of the alternative proteins food vertical. Since the global food system accounts for 26% of current global greenhouse gas emissions, investing in alternative proteins has one of the biggest impacts on decarbonization, with the highest CO2 savings per dollar of any sector (WeForum).

FHA-Food & Beverage Returns In April 2023; Look Forward to FHA HoReCa in October 2022

Following a successful 2022 edition, FHA looks forward to welcoming guests old and new to its 2023 edition slated for April. Meanwhile, guests can look forward to FHA HoReCa, a highly focused platform for the food service industry curated for partners in food service and hospitality equipment, happening 25-28 October 2022.

Over 800 confirmed exhibitors from 40 countries including 15 international group pavilions have been announced. It is specially conceptualised to serve distributors, importers, manufacturers and retailers from Asia under one roof all with the vision to accelerate the growth of the HoReCa industry through unveiling new to market innovation and sharing of best practices.

Full press kit link can be found [here](#).

Full press kit link for the **Opening Ceremony of FHA-Food & Beverage 2022 (5-8 September)** can be found [here](#).

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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.

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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

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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.