

**PRESS RELEASE
FOR IMMEDIATE RELEASE**

**CONNECTING THE WORLD'S BEST: FHA-FOOD & BEVERAGE
RETURNS WITH NEW PAVILIONS AND FOCUS ON FOOD SUSTAINABILITY**



SINGAPORE, 21 MARCH 2023 – This year, **FHA-Food & Beverage** is set to gather one of Asia's largest line-ups of exhibitors from the Food and Beverage (F&B) industry from across the globe through their trade event to be held from **25 to 28 April 2023** at the **Singapore EXPO**. The trade show will be uniquely complemented by daily seminars, the Alternative Protein Asia Seminar Programme, as well as competitions to spotlight talents in the industry. Aiming to connect global F&B professionals, this event is set to bridge different stakeholders in the industry as they expand to new markets across the region.

FHA-Food & Beverage 2023 seeks to bring an even more exciting line-up, new feature zone, and new pavilions to the show and has received overwhelming interest from exhibitors. This year's edition will showcase over 50 different country pavilions and 1500 exhibitors from 70 countries. The event is also enthusiastic to welcome the China Pavilion, which will make its first return to Singapore since the pandemic. Spanning EXPO Halls 3 to 6, the massive trade event is expected to see more than 40,000 attendees to the exhibition and seminars.

"The response to this year's event has been overwhelming, despite occurring shortly after the 2022 edition which was held in September and had been delayed due to the COVID-19 pandemic. This is a testament to the popularity of the FHA-Food & Beverage event and its ability to draw people from all over the world. We believe that this event will greatly contribute to the development of the food and beverage industry in Asia and will help create better business opportunities for everyone." – Ian Roberts, Vice President, Informa Markets Asia

Creating All-Inclusive Approaches to Global Food Issues

One of the main highlights of the trade event is the **FHA Seminar** which looks to create meaningful discussion on food trends, sustainability issues, and technology innovation as strategies to mitigate existing issues in the F&B industry. In a bid to further create an all-inclusive marketplace for the food and hospitality industry, attendees can look forward to presentations from industry representatives, eco-organisations, and research institutes on Asia's ever-changing Halal food scene, sustainability initiatives to reduce food waste, and discussions on how agritech and aquaculture can be used to create a secure food future.

Alternative Proteins: The Solution to Our Food Future?

With alternative proteins emerging as an innovative solution to food security issues, the event further seeks to spotlight it to Asian audiences through the Alternative Protein Asia (APA) feature area, where top industry innovation trends in the alternative protein sector will be spotlighted through the specialised exhibition zone. Moreover, the event will have a Tasting Bar, where exhibitors will provide attendees with an opportunity to sample their alternative protein products. Additionally, the event will have a Start-up Village and an **Alternative Protein Asia Seminar**, where leading manufacturers, investors, and thought-leaders will share insights and updates on the current landscape, business strategies, and opportunities in Asia's alternative protein sector to unlock a sustainable food future.

Recognising Talents in the F&B Industry

In a venture to recognise talents in the flourishing F&B industry, FHA-Food & Beverage 2023 will also involve two key competitions including the inaugural **FHA Beer Awards** and the **Young Talents Escoffier**. The all-new FHA Beer Awards seeks to showcase the diversity and creativity of the brewing scene, recognising the efforts of brewers around the globe across 10 categories including IPA, Wheat, Experimental Beers and more. Meanwhile, the Young Talents Escoffier seeks to recognise young culinary talents under 25 through a series of competitions taking place from 25 to 27 April 2023, in either the kitchen or service categories.

Through its exciting line-up of exhibitors, feature zones, seminars, and competitions, FHA-Food & Beverage 2023 seeks to serve as the key business platform that enables the future of the food and beverage industry in Asia and beyond. An affair for various stakeholders in the vast and exuberant industry, the trade event endeavours to bring together the global food and hospitality community in multiple aspects, while making sure nobody gets left behind.



ABOUT FOOD & HOTEL ASIA

Started in 1978, Food & Hotel Asia (FHA) is an international trade event focused on the Food & Beverages (F&B), foodservice, and hospitality sectors aiming to connect industry professionals and allow them to meet, network, and learn from each other. FHA comprises two dedicated mega events – FHA-Food & Beverage, Asia’s largest food & drinks trade event that brings together the global food and hospitality community, and FHA-HoReCa, which caters to the foodservice and hospitality industries. FHA-Food & Beverage strives to serve as the key business platform looking to enable the future of the food and beverage industry in Asia and beyond.

For more information, please visit <https://www.foodnhotelasia.com>.

Boilerplate:

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 drinks, fresh produce, services across these key profiles – Food & Beverage and Food Technology. Majority of exhibitors participating in FHA-Food & Beverage are renowned manufacturers and brands hailing from 70 countries and regions.

For more information, please visit www.fhafnb.com

Socials: Facebook | LinkedIn | Instagram | YouTube | FHA Insider – #FHA

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.

IG: @foodhotelasia

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#FHA #FHAFnB #GlobalGathering

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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