

**PRESS RELEASE
FOR IMMEDIATE RELEASE**

**THE FINAL COUNTDOWN TO FHA-FOOD & BEVERAGE 2023:
SPEARHEADING A NEW FOOD FUTURE FOR THE WORLD**



SINGAPORE, 24 APRIL 2023 — As the F&B industry welcomes a new advent of innovations and discussions on a sustainable food future, **FHA-Food & Beverage 2023** is geared up and ready to connect various stakeholders in the industry through their event which will be held from **25 to 28 April 2023** across **Halls 3 to 6** at the **Singapore EXPO**. This edition shines the spotlight on sustainability and education through seminars, young talent food and beverage competitions, feature zones, and their large range of exhibitors. These activities will be further complemented by exciting activities for food and drink enthusiasts such as the Beer Yard and Bar Hop offers.

Gathering the World's Best At FHA-Food & Beverage

In their bid to create an inclusive platform where stakeholders in the F&B industry from around the world have the chance to connect with one another, FHA-Food & Beverage 2023 will showcase **68 group pavilions** and over **1300 exhibitors**. Among which, the event is also enthusiastic to welcome the China Pavilion, set to make its grand return to Singapore since the pandemic to join other group pavilions including the Australia, France, South Korea, and the Taiwan region at the event. Pavilions from Finland and Uruguay will also make their debut in FHA-Food & Beverage for the first time – a testament to the event's international presence and ability to attract world-class suppliers to the Asian markets to build an inclusive world-class platform for the global F&B industry.

“This event is a great opportunity for the food and beverage industry to come together, share ideas, and strengthen international connections. With the return of the group pavilions and exhibitors, this event has a truly international presence, and we are proud to present products and services from around the world. The post-covid world is an ever-changing environment and this event is a chance to demonstrate the resilience of the industry and a commitment to growth and development. FHA is the platform for the industry to emerge stronger together” — Janice Lee, Event Director, Food HK and Singapore.

Beyond the global scale, FHA-Food & Beverage 2023 further redefines their commitment to creating an inclusive F&B industry with their **FHA Seminar**, where the Halal business landscape is set to be one of the key topics to be discussed. Through a series of sessions curated by Warees Halal, the FHA Seminar Theatre will comprise discussions on various topics surrounding the local and global Halal F&B

landscape such as the sensitivity of local consumers towards Halal matters and how the local F&B industry can better accommodate Muslim travellers.

Our Sustainable Food Future

FHA-Food & Beverage 2023 aims to draw attention towards a sustainable food future through two main avenues – education and innovation. The event will play host to content sessions at the FHA Seminar, where key topics such as working towards a zero-carbon footprint in the F&B industry, the role of standards in Environmental, Social, and Governance (ESG) and Sustainability Development Goals (SDG) claims in the F&B industry, as well as regenerative agrifood systems will be starred to spur conversations on our sustainable food future. Similarly, specialised zones including the Food Technology and Alternative Protein Asia will spotlight innovative sustainable food solutions, such as the world's first-ever plant-based egg yolk substitute, which will be launched at the event.

Spearheaded by the Global MICE Sustainability Alliance¹, FHA- Food & Beverage 2023 will host a zero-waste booth pilot – a proof-of-concept exhibition booth crafted entirely out of upcycled materials, including recycled PET plastic and fabric, recycled textile waste, and recycled aluminium. The booth can be dismantled, packed, and reused, demonstrating that it is possible to run trade shows in a sustainable manner.

“We are excited to debut the zero-waste booth pilot at FHA-Food & Beverage 2023, a collaborative project by Alliance members. Sustainability is critical to the future of our MICE industry, and we hope that the pilot will encourage the industry to opt for such booths and continue to innovate for sustainability. FHA-Food & Beverage 2023 is an ideal platform for this, as well as for the world to network, exchange ideas and build business opportunities. We wish everyone involved a fruitful and productive experience.”
— Poh Chi Chuan, Executive Director, Exhibitions & Conferences, Singapore Tourism Board.

FHA-Food & Beverage 2023 will also be playing their part in heading towards creating a more sustainable event by piloting the recycling of wood used at the event, recycling all paper, aluminium, and glass waste, collecting used cooking oil to be converted into bio-diesel fuel and more.

Nurturing the New Generation of F&B Talents

Education and the nurturing of the new generation of F&B talents remain a paramount goal and the inaugural **Young Talents Escoffier**, which will be held as part of the event, comprises a series of competitions taking place from 25 to 27 April 2023, in either the kitchen or service categories. The competitions will serve as an arena for young culinary talents under 25 to display their gastronomic skills and be accredited by a panel of internationally acclaimed judges such as renowned chefs Philip Golding and Alan Palmer. 10 teams including Cambodia, China, Indonesia, Macau S.A.R, New Caledonia, the Philippines, Singapore, South Korea, Malaysia, and Vietnam are set to participate in these international competitions. To further encourage future generations of food professionals to learn more about the

¹ Formed in October 2022, the Global MICE Sustainability Alliance consists of key players in the trade show space: Singapore Tourism Board, Informa Markets, Constellar Venues, PICO World (Singapore), Cityneon Holdings, Kingsmen Exhibits and the Singapore Association of Convention & Exhibition Organisers & Suppliers (SACEOS), with the aim of reducing waste and carbon footprint of exhibitions.



F&B industry, local students will also be invited to FHA-Food & Beverage 2023 to experience their slew of activities.

By Food Enthusiasts for Food Enthusiasts

To create a more exciting experience for food enthusiasts looking to visit, the event will also be home to the **Beer Yard @ FHA-Food & Beverage** – an exclusive outdoor beer and networking zone which will feature daily live music, nostalgic bar games, and a unique selection of 10 tap craft beers from their local taprooms. Visitors can look forward to trying the unique 'Salty, Sour, Sweet' (Kiam Sng Di) beer, exclusively available at the Beer Yard, alongside mouth-watering snacks from their pop-up food trucks. Additionally, FHA-Food & Beverage is also partnering with the Singapore Nightlife Business Association for the **Bar Hop**, where attendees will be entitled to 10% off their bill at partnering bars across Clarke Quay, Boat Quay, and Robertson Quay, from the 24th – 28th April 2023.

Whether you are an F&B professional looking to connect with fellow stakeholders while discovering the latest innovations, someone passionate about our sustainable food future, or simply a food enthusiast, FHA-Food & Beverage 2023 stays true to their aim of building an inclusive environment in the F&B industry with a slew of activities set to cater to visitors of all needs and goals.

Interested visitors may register here: <https://registration.foodhotelasia.com/>

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.foodhotelasia.com>.

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

FB: @FoodnHotelAsia

#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

For more information and/or images, please contact:

Vanessa Simon

Senior PR Manager

vanessa.s@cocopragency.com

Brigitte Yeo

Senior Account Executive

brigitte@cocopragency.com