

**PRESS RELEASE
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**FHA-FOOD & BEVERAGE 2023 HIGHLIGHTS:
ANOTHER SUCCESSFUL RUN TO ASIA'S SUSTAINABLE FOOD FUTURE**



SINGAPORE, 8 MAY 2023 — Following an enthralling opening ceremony, the **FHA-Food & Beverage 2023**, which was held from **25 to 28 April 2023** across **Halls 3 to 6** at the **Singapore EXPO**, was successfully executed, bringing together F&B stakeholders and enthusiasts from all over the world through exhibitions by companies across 68 different group pavilions alongside feature zones, competitions, and various activities. The event saw a turnout of 50,221 attendees across the four days including exhibitors, visitors, trade professionals, and F&B enthusiasts.

The Sustainable Food Future of Asia

The event commenced with a speech delivered by the Guest-of-Honour – Singapore’s Minister of State, Ministry of Trade and Industry & Ministry of Culture, Community and Youth, Mr. Alvin Tan. This was followed up with speeches by other representatives who were equally eager to rehash the event’s main theme of spearheading the journey towards a sustainable F&B industry.

FHA-Food & Beverage highlighted sustainable food innovations and education for both current and future F&B stakeholders. There were specialized feature zones, such as Alternative Protein Asia and Food Technology, showcasing innovative technologies and novel foods as solutions to address existing threats to the sustainability of the food future. In addition, the event aimed to educate existing F&B stakeholders through seminars, including the importance of Halal matters and achieving a zero-carbon footprint in the industry.

Building Enthusiasm for the New Generation of F&B Talents in Asia

Likewise, the education of our new generation of F&B players were also highlighted, and the event notably played host to students from local institutions, invited to immerse themselves in the activities and find out more about the industry. Renowned chefs conducted masterclasses for aspiring F&B enthusiasts to impart their knowledge to younger generations. The inaugural **Young Talents Escoffier** was also held, where 10 teams of culinary talents under 25 from across Asia competed against one another to display their gastronomic skills. The following teams emerged victorious in the competitions

under the Culinary and Service categories, as well as an additional component, where different teams were paired together for a mystery box challenge to encourage the healthy exchange of ideas and collaboration:

Culinary Category

2nd runner up: Team China, Xie Arong

1st runner up: Team South Korea, Lee Jun Yeong

Winner: Team Singapore, Ho Jia Yi

Service Category

2nd runner up- Team Indonesia, Agus Nanda Putra Prayoga

1st runner up - Team New Caledonia, Evelyne Wamejonengo

Winner: Team Singapore, Benjamin Ong Yu Xiang

Presidents Team Bonding Mystery Box Challenge

Bronze: Team China and New Caledonia

Silver: Team Macau S.A.R. and Singapore

Gold: Team Indonesia and the Philippines

Additionally, the first-ever FHA Beer Awards was also held at the event, showcasing the diversity and creativity of the current brewing scene by recognising the efforts of brewers across the world in 10 different categories. The competition saw the participation of over 137 entries and the emergence of various intriguing beers such as the fascinating Cherry Blossom Saison – a creation by the Sunbird Brewing Company uniquely brewed and infused with soft petals which won in the experimental beer category.

Hosted Buyer Programme Facilitated over 3,800 Valuable Meetings for Buyers and Sellers

FHA-Food & Beverage's first annualised event allowed businesses to connect with clients and showcase their products and services annually, unlike the previous bi-annual trade event. The hosted buyer programme resulted in over 3,800 meetings in four days, demonstrating its success in creating value for both buyers and sellers. The high level of engagement and productivity achieved during the event highlights its success in achieving its objectives.

Through their successfully executed event, FHA-Food & Beverage 2023 is excited to have emerged as an inclusive platform where stakeholders in the F&B industry from around the world were given the chance to connect with one another while creating meaningful conversations on sustainable F&B solutions. As the industry gears up for the shift towards a food future characterised by novel foods and groundbreaking innovations, FHA-Food & Beverage is ready to spearhead this shift with each thoughtfully planned edition.



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>.

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.

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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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