

**FOR IMMEDIATE RELEASE**

**FHA-Food & Beverage and ProWine Singapore 2024 - The premier platforms for Vietnamese businesses to connect with global industry players**

*It is a catalyst for growth and development in the Vietnamese F&B industry, fostering collaboration, innovation, and market expansion.*



**HO CHI MINH CITY, 13 DECEMBER 2023** – Players in the Vietnamese F&B industry have a lot to look forward to with the return of FHA Food & Beverage (FHA-F&B) and ProWine 2024 in Singapore.

It sets the stage as the premier platform for Vietnamese businesses to connect with global F&B players, explore new opportunities, and expand their market reach. The event will showcase the latest trends, innovations, and products in the F&B industry, providing Vietnamese businesses with valuable insights and resources to enhance their competitiveness.

**Vietnam’s New Dawn of Opportunity**

Vietnam is experiencing **growth as an export market**, with a focus on industries including dining. The dining scene in Vietnam is expanding, attracting players in the caviar and FMCG brands, including whisky from international markets. Singapore is actively bringing its brands to Vietnam, with examples like Pepper Lunch and high-end spirits gaining popularity.

The boom in dining scene is partially a result of the **strong connection between Vietnam and Singapore**, with an emphasis on the middle market of experiences. Besides F&B, Vietnam’s wine market is also anticipating robust growth driven by factors such as expanding affluence and a fast-emerging wine culture with evolving consumer preferences for premium selections. This

growth outpaces global market growth rate, reflecting on the nation's burgeoning wine enthusiasm.

This close relationship has seen better quality ingredients and products being imported into or produced in Vietnam, like local fish sauce, San Pellegrino and Penfolds wine.

All the above is driven by an **influx of tech companies**, cementing the relation between industry boom and emergence of technology. Pepsi and Heineken are among the companies leaning heavily into technology to streamline operations and run on leaner, more efficient costs.

Vietnam stands to tap further into this at FHA-F&B and ProWine 2024 with Singapore being a source for certification and quality suppliers.

### **FHA Food & Beverage: Asia's Future of Food**



FHA-F&B has long highlighted food innovations and education for both current and future F&B stakeholders. Specialised feature zones, such as **Sustainable Food Future** and **Technology & Services** (previously known as *Alternative Protein Asia and Food Technology*), showcase innovative technologies and novel foods as solutions to address existing threats to the sustainability of the food future. In addition, the event aims to educate existing F&B stakeholders through seminars, including the importance of Halal matters and achieving a zero-carbon footprint in the industry.

**Other event highlights** for FHA-F&B 2024 include:

- **FHA Ultimate Meat Challenge**
  - In this first-ever meat competition at FHA F&B, the Ultimate Meat Challenge will see professional butchers and chefs challenged on their craftsmanship and

creativity in usage of lamb and beef, sponsored by the Meat & Livestock Australia (MLA).

- Inaugural FHA Awards
  - New in 2024, the FHA Awards look to celebrate and acknowledge product innovation and advancements in the F&B industry across 6 categories: Plant-based Innovation, Beverage Innovation, Snack Innovation, Functional Food Innovation, Halal Food Innovation, Sustainable Packaging.
- 2<sup>nd</sup> Edition of Young Talents Escoffier – Singapore Selection
  - In collaboration with DEI Asia and supported by the Singapore Tourism Board, the Young Talents Escoffier is an arena for young individuals under 25 to display their gastronomic skills and be accredited by a panel of international judges.
  - This edition sees 2 categories: A Kitchen Category and a Service Category.
- 2<sup>nd</sup> Edition of FHA Beer Awards
  - This award celebrates diversity and creativity of the global brewing scene in 10 categories: IPA, American Pale Ale, Pale Lager, Stout, Hazy IPA, Wheat Beers, Sour Beers, Non-Alcoholic Beers, Double/Triple IPA, and Experimental Beers.
- FHA Seminars, Halal Theatre and more
  - FHA Seminar will explore unique culinary traditions and cuisines through country showcases alongside series of ACI-NYP workshops, while the
  - Halal Seminar seeks to provide a comprehensive overview of the Halal business landscape, emerging trends, and panel discussions.

### **Over 3,800 Valuable Meetings for Buyers and Sellers**

FHA F&B'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 a high demand and connections built over novel foods and innovations. We expect to see a higher traffic in the 2024 edition as the global F&B industry continues to grow and demands from consumers continue to drive trends,” says Ian Roberts, Vice President of Informa Markets.*

As the Vietnamese F&B industry continues to flourish and the wine market experiences an upward trajectory, FHA-Food & Beverage and ProWine Singapore 2024 beckon industry players to be part of this transformative journey. Join us as we navigate the evolving landscape of culinary excellence and burgeoning wine culture in Vietnam.

Sign up to attend FHA-Food & Beverage and ProWine Singapore 2024: <https://fhafnb.com/o614>

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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 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 <https://fhafnb.com/>

Socials: [Facebook](#) | [LinkedIn](#) | [Instagram](#) | [YouTube](#) | [FHA Insider – #FHA](#)

**About ProWine Singapore**

The largest of its kind in Southeast Asia, ProWine Singapore, jointly organised by Informa Markets and Messe Düsseldorf Asia, will feature a wide representation of international wine and spirit labels, an extensive scope of solutions and concepts for the region's diverse consumer markets, as well as specialised masterclasses and seminars by industry speakers.

For more information, please visit <https://www.prowine-singapore.com/>

**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](http://www.informamarkets.com).