

## FHA-Food & Beverage 2024 - Asia's Leading International Trade Event - Brings Indonesia's F&B Industry to the Global Market

- Taking place from 23-26 April 2024 at Singapore EXPO, the event is expected to be visited by over 60,000 attendees with 70 international pavilions from over 50 countries and regions.
- The event provides a global platform for Indonesian enterprises to source global trends and create connections with the global market.



**Jakarta, 30 January 2024** – As Asia's leading international trade event, **FHA-Food & Beverage 2024** provides a global platform to Indonesian enterprises by bringing greater connectivity and collaborative opportunities for regional F&B businesses. Through its extensive hub of knowledge and international networking opportunities, Indonesian businesses will be able to source global trends, explore new opportunities, gain valuable insights and resources to expand their market reach, and ultimately drive growth in the regional F&B industry.

This annual event is expected to be held from **23-26 April 2024** at **Singapore EXPO**, bringing a comprehensive showcase of F&B products and innovations from more than **50 Countries and Regions**, with an impressive lineup of international pavilions, including Australia, Belgium, China, France, Germany, Hungary, Italy, Netherlands, Spain, Taiwan Region, Thailand, Turkey, United Kingdom, USA, and more.

**Janice Lee, Event Director of FHA-Food & Beverage 2024**, stated that FHA-Food & Beverage 2024 is a potential game-changer for the regional F&B market, including Indonesia. This event holds immense importance in driving success and growth by granting international market access and providing valuable connections for extensive networking and collaboration.

*"FHA-Food & Beverage attracts international players and investors, creating a vibrant environment for knowledge exchange and collaboration. This can contribute to the development of a stronger F&B ecosystem in regions like Indonesia, benefiting local entrepreneurs and fostering further industry growth," said Janice at the FHA-Food & Beverage 2024 press conference held in Jakarta.*

Janice also remarked that the Indonesian F&B industry has the potential to become a key player in the global F&B supply chain. Data from Indonesia's (BPS) showed that Indonesia's GDP of the F&B Industry in the 3rd quarter of 2023 still increased by 3.28%, which contributed around 34% of the total



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GDP.<sup>1</sup> Therefore, FHA-Food & Beverage 2024 is a strategic move with the potential for Indonesian entrepreneurs to transform Indonesia's F&B businesses by shaping the future of this industry.

The prospects of new markets and F&B trends in Indonesia are indeed expanding. This ultimately fosters innovation in the snack and instant food industry, followed by the rise of technological integration in the F&B sector. Moreover, current business developments in Indonesia tend to showcase diversity in the culinary landscape, combining various regional and international influences into their menus.

Having access to all these insights into the region's current trends, market dynamics, and future strategies, makes FHA-Food & Beverage 2024 a breeding ground for the latest F&B trends and innovations. This allows regional players to stay ahead of the curve, adopt new technologies and solutions, and differentiate themselves in a competitive market.

*"FHA-Food & Beverage 2024 is more than just a showcase of products and services. It's a vibrant melting pot of culinary delights, cutting-edge technologies, and valuable connections for industry professionals," Janice added.*

### Highlights of FHA-Food and Beverage 2024

As the event attracts a diverse audience from Asia and beyond, facilitating connections between international buyers and distributors and providing valuable business opportunities across borders, FHA-Food & Beverage 2024 brings "Connectivity" as the theme for this year's event. This is to emphasize the unity among exhibitors and visitors, celebrating diverse culinary traditions and innovation, also highlighting the event as a global gathering point.

Visitors of FHA-Food & Beverage 2024 will get the best opportunity to learn from industry experts through a wide range of interesting activities to help entrepreneurs develop such as the FHA Beer Awards 2024, FHA Ultimate Meat Challenge for Meat Innovation, Young Talents Escoffier – Singapore Selection, Sustainable Food Future, Halal Food Seminar, and more!

***This event offers industry professionals nothing less than an immersive and comprehensive experience. Krisetiadi Purwanto as Market Lead for Customer Success Indonesia NielsonIQ expressed that FHA-Food & Beverage 2024 is expected to be the best opportunity to promote and introduce the potential of the Indonesian F&B industry to the global market. "Moreover, Singapore itself has become one the most strategic trading partners for Indonesia among ASEAN countries." revealed Kris.***

The Indonesian Embassy's participation in FHA-Food & Beverage 2024 through the Indonesian pavilion also underscores the event's significance for Indonesian F&B companies. Confirmed exhibitors include NCBA – USDA, PT. Natural Indococonut Organik, PT. Solusi Prima Packaging, PT. Badan Perindustrian Bapak Djenggot, PT. Aroma Kopikrim Indonesia, Makmur Group, and PT. Mundial Rasa Indonesia will be promoting and introducing the diversity of Indonesian F&B products.

Last year, FHA-Food & Beverage 2023 successfully made significant potential for deal-making and business generation by attracting more than 50,000 attendees to connect with 1,100 global exhibitors. Additionally, FHA also provides a Hosted Buyer Programme that selects pre-qualified decision makers to attend FHA-Food & Beverage based on their interest in doing business and gain inspiration that is both cost-effective and time-efficient. The selected Hosted Buyer will be able to meet over 1,500 top-tier F&B suppliers from over 50 countries and regions through networking sessions and pre-scheduled one-to-one meetings.

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<sup>1</sup> Source: Berita Resmi Statistik, 6 November 2023 by Indonesia's Statistics Agency (Badan Pusat Statistik-BPS)



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The event will occupy a total of 6.5 halls at the Singapore EXPO to host competitions, seminars, and feature exhibition areas including FHA Beer Awards 2024, FHA Ultimate Meat Challenge for Meat Innovation, Young Talents Escoffier – Singapore Selection, Sustainable Food Future, Halal Food Seminar, and more!

FHA-Food & Beverage 2024 invites Indonesian F&B entrepreneurs to showcase their brands and products at Asia's most prestigious trade platform for the F&B and hospitality industry by registering through <https://fhafnb.com/book-a-stand/>. For Indonesian trade visitors, free access to the event is open through registration at <https://fhafnb.com/jktpr> until Monday, 22 April 2024, 6pm (GMT +8). Trade visitors who have registered will gain free access to FHA-Food & Beverage 2024 at Singapore EXPO.

For more information on FHA-Food & Beverage 2024 and to secure your attendance, please visit <https://fhafnb.com/jktpr>.

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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/>

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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.

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