

FOR IMMEDIATE RELEASE

FHA-Food & Beverage – Singapore’s largest F&B trade show - returns with an expected 60,000 attendees

- *Singapore’s biggest f&b trade show has set its dates for 23-26 April 2024, with an expected attendance of 60,000 and 70 international pavilions from 50 countries.*
- *Experience the best of Germany as FHA-Food & Beverage 2024 chosen Country of Honour.*
- *FHA-Food & Beverage will see the launch of its first-ever FHA Ultimate Meat Challenge in 2024!*



FHA - Food & Beverage 2023

Singapore, 5 March 2024 – FHA-Food & Beverage, Singapore’s biggest food and beverage trade show, has marked the dates of **23-26 April for its 2024 edition**, readying itself to become the ultimate one-stop platform for Asia’s F&B professionals and industry leaders.

It will return across four days at the Singapore EXPO, spanning across 65,000 square meters with **70 international pavilions**. It also anticipates the participation of **over 1,500 exhibitors from 50 countries and regions**, with expected attendance of **60,000 attendees**.

Germany, The Country of Honour



Germany Pavilion

Germany and Singapore maintain strong bilateral relations, acknowledging each other as pivotal allies in their respective regions, especially with the strategic signing of the Joint Declaration in 2022. The emphasis on sustainability and free trade in the signing reflects a commitment to shared values and goals and the achievement of surpassing one billion euros in German food and drinks exports to Southeast Asian countries, with Singapore as one of the key players, underscores the success of this economic collaboration.

This year, in joint collaboration with The German Federal Ministry of Food and Agriculture, FHA-Food & Beverage has appointed **Germany as the Country of Honour**, where **37 exhibitors** will be present within the Germany Pavilion, making it a substantial and historically biggest German participation. Attendees will have the exclusive opportunity to immerse themselves in activities like the "German Day" presentations, wine-food pairings, and cooking shows.



First-ever Meat Competition at FHA-Food & Beverage

The volume of sales of meat in Singapore is projected to reach 502,400 tonnes¹ in 2026 from 411,100 tonnes in 2021. In response to this growth trend, FHA-Food & Beverage will be **launching its inaugural meat competition**, sponsored by the Meat & Livestock Australia, where professional butchers and chefs can come together to challenge their craftsmanship and creative usage of beef and lamb. The competition will take place on the **24th & 25th April**, and it aims to provide consumer education as well as cooking ideas to promote beef and lamb consumption.

Nurturing Creative Spirits of Young Talents and Brewers Alike

Back for a second installment, the **FHA Beer Awards 2024** seeks to showcase diversity and creativity of today's brewing scene. Participants will be judged across **10 categories** and winners of each category proceeding to participate in the **Best of Show** round.

Also in the second edition is **Young Talents Escoffier – Singapore Selection**. This competition serves as a platform for **individuals under the age of 25** to showcase their culinary expertise.

For the first time at FHA-Food & Beverage, participants will receive accreditation from a distinguished panel of Michelin chefs in two categories: the **Kitchen Category**, featuring renowned chefs such as Emmanuel Stroobant of 2 Michelin Star Saint Pierre, Jeremy Gillon of 1 Michelin Star JAG, and more; and the **Service Category**, which includes awarded sommeliers and wine professionals on the judging board.

For more details of judges in FHA Beer Awards and Young Talents Escoffier, please view Appendix A.

¹ Singapore Food Statistics 2022, [Link](#)



FHA-Food & Beverage: Ultimate One-Stop Platform

FHA-Food & Beverage 2024 will meet attendees with **12 core segments**. From gastronomic innovations to sustainable practices, these segments provide a comprehensive and enriching experience that caters to the diverse needs and interests of culinary enthusiasts and experts alike.

*“We are thrilled to host FHA-Food & Beverage 2024 again in Singapore, Asia's most international F&B event. Over the years, we've witnessed its growth into the foremost international food trade fair, showcasing Singapore's culinary diversity at the heart of the global food expert community. With a 46-year strong track record, FHA remains the key business event for international suppliers to connect with buyers in Asia and beyond, adapting to evolving trends,” states **Ms. Janice Lee**, Event Director - Food, Hong Kong & Singapore, Informa Markets.*

For more details of FHA-Food & Beverage and its seminars, please view Appendix B.

For press kit, kindly refer here: <https://bit.ly/FhaFB2024>

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For media enquiries, please contact:

Informa Markets – FHA-Food & Beverage

Theodora Soh

Tel: +65 6973 3591

Email: theodora.soh@informa.com

Brand Cellar

Vanessa Chong

Tel: +65 9787 5794

Email: vanessachong@brand-cellar.com

Ting Tan

Tel: + 65 842 87139

Email: ting@brand-cellar.com

Shane Yong

Tel: +65 9074 3284

Email: Shane@brand-cellar.com

IG: [@fha.fnb](https://www.instagram.com/fha.fnb)

FB: [@fha.fnb](https://www.facebook.com/fha.fnb)

#FHA #FHAFnB #FHA2024



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.

APPENDIX A

Judges of the Kitchen Category in Young Talent Escoffier

 <p><i>Emmanuel Stroobant</i></p>	<p>Head Judge</p> <p>Belgium-born turned Singaporean, Emmanuel Stroobant, 55, is one of the pioneers who helped shape Singapore’s fine dining scene at a time when chefs of his culinary inclination were few and far between.</p> <p>Since he launched Saint Pierre in 2000, he has turned it into one of Singapore’s longest-running French fine dining restaurants and a highly regarded dining institution. Saint Pierre has retained Two Michelin Stars since 2019. Emmanuel’s culinary journey led him to establish Shoukouwa Sushi Restaurant in 2016 and Shoukouwa Shinjidai in 2023.</p>
 <p><i>Daniele Sperindio</i></p>	<p>Judge</p> <p>Initiated into the culinary arts from a tender age, Chef Daniele has always been passionate about all things gastronomy. With a first job as cheesemonger at the age of 13 in Genova, Chef Daniele began its culinary journey that would bring him around the world to Chicago, Boston, Italy, Tokyo, France, London, and Singapore.</p> <p>Chef Daniele left his first mark in 2020 with the launch of his first very own restaurant Art di Daniele Sperindio for which he has been awarded one Michelin Star after only 7 months of operations and 3 Forks for the Gambero Rosso guide, and he has maintained them ever since.</p>
 <p><i>Jeremy Gillon</i></p>	<p>Judge</p> <p>Hailed from Deauville, France, Chef Jeremy Gillon grew up surrounded by good food and warm hospitality. He trained with renowned chefs at Michelin-starred restaurants in France – at Lyon, Courchevel and Val Thorens, before his first foray into Singapore as the Executive Guest Chef at Me@OUE.</p> <p>In 2018, he opened Restaurant JAG with his business partner Anant Tyagi at Duxton Road. Within the same year of operation, the contemporary French fine dining was awarded its first Michelin Star, an honour it maintained for four consecutive years.</p>



Lewis Barker

Judge

Lewis started cooking for his family at the age of 11 and formally entered the industry at 15 where he worked part time in a fine-dining restaurant.

Since then, he has also trained at Australia’s Vue De Monde and Quay restaurant, before becoming a sous chef at Bacchanalia and Vianney Massot Restaurant. Lewis is now the Head Chef at Sommer, which has received three consecutive One Michelin Stars.

Judges of the Service Category in Young Talent Escoffier



Ch'ng Poh Tiong

Head Judge

A Bordeaux specialist, Ch’ng Poh Tiong is also a world authority on Chinese wine and Japanese Koshu. Having been the Regional Chair Asia for the UK’s Decanter World Wine Awards 2004. Ch’ng also contributes on China and Japan to the world’s best-selling wine guide Hugh Johnson Pocket Wine Book.

He is Chairman of Koshu Expert Committee of Japan; Co Chair for Young Talent Escoffier Culinary Competition Asia Pacific 2023, and Chairman of The Tower Club Wine Awards.



Lesley Liu

Judge

Lesley is the Head Sommelier at Odette Restaurant in Singapore, a three-Michelin Star French dining establishment. Originally from Taiwan, Lesley’s F&B journey began in 2015 at Le Mout in her home country. In 2018, she made her mark in Shanghai at Maison Lameloise, where she curated an impressive Burgundian wine list.

Her accolades include winning the Singapore’s Best Sommelier of French Wine Competition in 2021 and 2023 and being the first female in Taiwan to achieve the Advanced Sommelier Certificate from the Court of Master Sommeliers.

 <p><i>Claudio Salgado</i></p>	<p>Judge</p> <p>Claudio de Villemor Salgado lived in Hong Kong and worked in Macau prior moving to Singapore. Having been with Hyatt Hotels Corporation, Claudio was also a judge for Decanter’s Asia Wine Awards.</p> <p>He was honoured with a special recognition by the French Government (Ministry of Agriculture), with the title of Chevalier de l'Ordre du Mérite Agricole, for contributions he made to French wines/viticulture in Asia.</p>
 <p><i>Daisuke Kawai</i></p>	<p>Judge</p> <p>Having 28 years of experience in the Food and Beverage industry, Daisuke Kawai is passionate about every single detail of service especially when it comes to customer satisfaction. Since 2010, he moved to Singapore to join Michelin 3-Star restaurant, Les Amis as the Chef Sommelier. He is now the Sommelier of Ikkagoyo.</p> <p>Daisuke has won numerous sommelier competitions and awarded with many accolades.</p>

FHA Beer Awards

Showcasing the diversity and creativity of today’s brewing scene, FHA Beer Awards celebrates the best and brightest in the beer industry. A selected panel of proficient Beer Judge Certification Program (BJCP)-qualified beer judges and global industry experts will conduct judgement on the entries across **10 categories**.

They include: IPA (American / West Coast), American Pale ale, Pale Lager, Stout, Hazy IPA, Wheat Beers (Weissbier, Witbier), Sour Beers, Non-Alcoholic Beers, Double/Triple IPA, and Experimental Beers.

APPENDIX B

Show Segments at FHA-F&B 2024

FHA-Food & Beverage 2024 will meet attendees with **12 core segments**. From gastronomic innovations to sustainable practices, these segments provide a comprehensive and enriching experience that caters to the diverse needs and interests of culinary enthusiasts and experts alike.

They include:

- **Convenience food** like ready-to-eat items, frozen foods and shelf-stable products.
- **Drinks** including drinking water, milk, juices, smoothies, soft drinks and more.
- **Fine food** featuring an extensive range of delicacies, gourmet offerings, speciality food, etc.
- **Fresh produce** featuring the epitome of nature's bounty.
- **Halal segment** for consumables adhering to Islamic dietary laws.
- **International selection** in respective country pavilions featuring distinctive specialties and products from different countries and regions.
- **Meat & poultry** presenting an extensive range of meat products, including unprocessed meat, sausage, and more.
- **Seafood** that traverses a tapestry of seafood riches.
- **Snacks & confectionary** comprising a wide range of savoury and sweet ready-to-eat products.
- **Sustainable food future** that showcases innovative products and technologies; including novel food, alternative proteins, agritech and circular economy solutions.
- **Technology & services** of cutting-edge solutions and services driving innovation in the F&B industry.
- **Wine & spirits**, co-hosted by ProWine Singapore to offer an extensive range of international wine and spirit labels.

Seminars at FHA-F&B 2024

Seminars aplenty have been lined up, including:

- **FHA Seminar** to explore the unique culinary traditions and cuisines through series of workshops hosted by Asian Culinary institute – Nanyang Polytechnic (ACI-NYP).
- **Sustainable Food Future Seminar** (previously known as Alternative Protein Asia) to explore innovation in food production that contribute to a sustainable food system and circular economy. The 2024 edition sees a dedicated zone called Accelerator Lounge for agrifood-tech start-ups to network with accelerators, a Startup Spotlight for speed pitching and Tasting Bar that allows product sampling.
- **Halal Seminar** that offers a comprehensive overview of the Halal business landscape, emerging trends in the Halal food industry and more.