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FHA-Food & Beverage 2024 wrapped up after four days of business exchange, seminars, cooking demonstrations, competitions, and workshops

This year's edition saw a total of 72,495 attendees from 91 countries and regions.



Singapore, 2 May 2024 – FHA-Food & Beverage 2024 concluded with great success following four dynamic days of B2B interactions. The event, held alongside the fifth edition of ProWine Singapore, surpassed last year's achievements with increased participation and engagement from partners and attendees throughout the region.

This year's edition saw a total of **72,495 attendees** from 91 countries and regions. From first-time participants to decades-long partners, FHA-Food & Beverage played host to over 1,600 exhibitors including 82 international pavilions supported by business associations or country groups including Australia, Austria, Belgium, Brazil, Canada, China, Cyprus, Czech Republic, Denmark, France, Germany, Hong Kong, Hungary, India, Indonesia, Ireland, Italy, Japan, Korea, Malaysia, Netherlands, Poland, Portugal, Singapore, Spain, Sri Lanka, Sweden, Switzerland, Taiwan region, Thailand, Turkey, UK, United Arab Emirates-Dubai, USA, Uruguay, and Vietnam.

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Ms Low Yen Ling, Minister of State for the Ministry of Trade and Industry said: “It delights me to share that Singapore food manufacturers came out in stronger force than ever before. Over 1,600 exhibitors showcased the best of the industry, an effort that would have positive effects on the upcoming trends and offerings of the country in the coming years. Strong participation rate from local and global exhibitors demonstrates that Singapore continues to be a vibrant hub of exchange and business for the F&B industry in the region through such platforms.”

H.E. Dr. Norbert Riedel, Ambassador Extraordinary and Plenipotentiary, Embassy of the Federal Republic of Germany said: “Germany is proud to be this year’s Country of Honour. Within the Germany Pavilion, 37 exhibitors were present with the first German pavilion at ProWine Singapore, marking the most substantial and historically significant German participation. Attendees got an exclusive opportunity to immerse themselves in activities such as the 'Country of Honour Showcase' presentations, wine-food pairings, and cooking shows that brought to the forefront the best of German offerings.”

Ian Roberts, Vice President, Informa Markets (Asia) said: “It was a momentous event that saw genuine business connections between exhibitors and buyers from all over the world. This positive impact signals a significant jump and pushing ahead of the F&B industry and FHA-Food & Beverage will continue to provide a conducive platform for the F&B community to network, innovate, and collaborate.”

FHA-Food & Beverage 2024 Drives Business Connections with Record-Breaking Hosted Buyer Program

FHA-Food & Beverage 2024 successfully drove significant business connections through its most successful Hosted Buyer Programme to date. The program attracted a record-breaking over 350 pre-qualified buyers from over 20 countries and regions, representing a diverse cross-section of the food and beverage industry.

Over the four-day event, these high-caliber buyers conducted a remarkable over 6,000 meetings with exhibitors, fostering numerous potential partnerships. This program creates a unique platform for exhibitors and buyers to forge valuable connections that will propel the industry forward.



Sustainability Efforts Lay The Foundation

New sustainability initiatives are in place this year in addition to standard practices that will help transform FHA-Food & Beverage into a leading sustainable event:

- Effectively eliminated over 11,680m² of aisle carpet, reducing over 33 tons of carbon emissions and over 9 tons of waste saved from landfill.
- 450kg of used cooking oil were collected from our event and will be converted into biodiesel fuel.
- Collaborating with LHT Holdings, FHA-Food & Beverage piloted over 10 tonnes of recycling of wood from booth structures, platforms, and furniture that would otherwise go to landfill.

FHA Competitions Crowns New Winners

In a celebration of rising stars, prestigious competitions scouted and recognized the culinary industry's most promising talents. The Young Talents Escoffier – Singapore Edition Award selected exceptional winners in both Culinary and Service categories. The FHA Beer Awards and FHA Ultimate Meat Challenge Award also unearthed top contenders. Also new at the show, the inaugural FHA Awards celebrated innovation and excellence in the F&B industry, acknowledging advancements that redefine standards. For a detailed listing of all winners, please visit our [website](#).

The Spark, an AgriFoodTech Pitching Competition powered by Impact Circle and Innovate360 has recognised N & E Innovations, Entomal Biotech and ULTIMEAT as emerging winners for their innovative solutions in contributing to a sustainability food system.

From sizzling cook-offs that push boundaries to innovative presentations that redefine the art of food and beverage, these showdowns celebrate innovation, skill, and passion.

FHA-Food & Beverage Returns In 8-11 April 2025; Look Forward to FHA HoReCa in October 2024

Following a successful 2024 edition, FHA looks forward to welcoming guests old and new to its 2025 edition slated for **8-11 April**. Meanwhile, guests can look forward to **FHA-HoReCa**, a highly focused platform for the food service industry curated for partners in food service and hospitality equipment, happening **22-25 October 2024**.

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In a collaborative effort, FHA-HoReCa joins forces with the Worldchefs and the Singapore Chefs' Association to proudly bring back the Worldchefs Congress & Expo to Singapore after 34 years.

FHA-HoReCa 2024 serves as an exciting platform to showcase the robust collaborative partnership between Worldchefs Congress & Expo and the Singapore Chefs Association. Of particular significance is the highly anticipated comeback of the Global Chefs Challenge Finals, which will be held during the FHA-HoReCa 2024 event. It is worth noting that the last appearance of this competition in Singapore was in 1990, coinciding with the Asian debut of the Worldchefs Congress & Expo.

It is specially conceptualised to serve distributors, importers, manufacturers, and retailers from Asia under one roof all with the vision to accelerate the growth of the HoReCa industry through unveiling new to market innovation and sharing of best practices.

Full press kit link can be found [here](#).

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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

About FHA-Food & Beverage

The platform of choice for industry professionals, including distributors, importers, manufacturers, and retailers from Asia to see and source high-quality, new-to-market

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drinks, fresh produce, and services across these key profiles – Food & Beverage and Technology & Services. The majority of exhibitors participating in FHA-Food & Beverage are renowned manufacturers and brands.

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 the year.

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