

FHA-Food & Beverage 2025 Event App: User Guide for Exhibitors



About the FHA-Food & Beverage Event App

FHA-Food & Beverage is returning from **8-11 April 2025** to connect the World's Best at Singapore Expo. This is your ultimate platform for you to meet the largest gathering of leading food & beverage manufacturers and emerging brands under one roof.

The **Event App** will provide you a handy guide to explore the exhibition grounds and connect with industry professionals at your fingertips. Maximise your networking opportunities with pre-scheduled meetings to your target buyers before the event. Get started planning your visit to this mega event now!



Activate Account

Download the Event App and activate your Exhibitor Account



Set Up Profile

Set up your personal profile, company profile, and upload your products



Pre-Schedule Meetings

Browse and send meeting invites to potential business partners



Meet Onsite

Meet with potential business partners onsite as scheduled!

Index

Online Platform Navigation

P.5	Receive Account Activation Email
P.6	Main Screen Navigation: Homepage
P.7	Main Screen Navigation: Explore
P.8	Main Screen Navigation: Meet
P.9	Main Screen Navigation: Planner

Set Up Your Profile

P.11-13	Update User / Company Profile & Product Information
P.14	Set Meeting Time Availability
P.15	Set Notification Channels & Sync Calendar
P.16	Set Email Notification Frequency

Browse & Schedule Meetings

P.18-19	Search for Exhibitor Profiles
P.20-21	Search for Companies / Products
P.22	Send Meeting Requests
P.23	View & Accept Meeting Requests
P.24	Reschedule / Cancel Meetings
P.25	No Common Meeting Time Slots?
P.26	Review Your Performance

Message Chatbox

P.28-29	Message Chatbox <i>(Available 8-11 Apr)</i>
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Web Platform Navigation

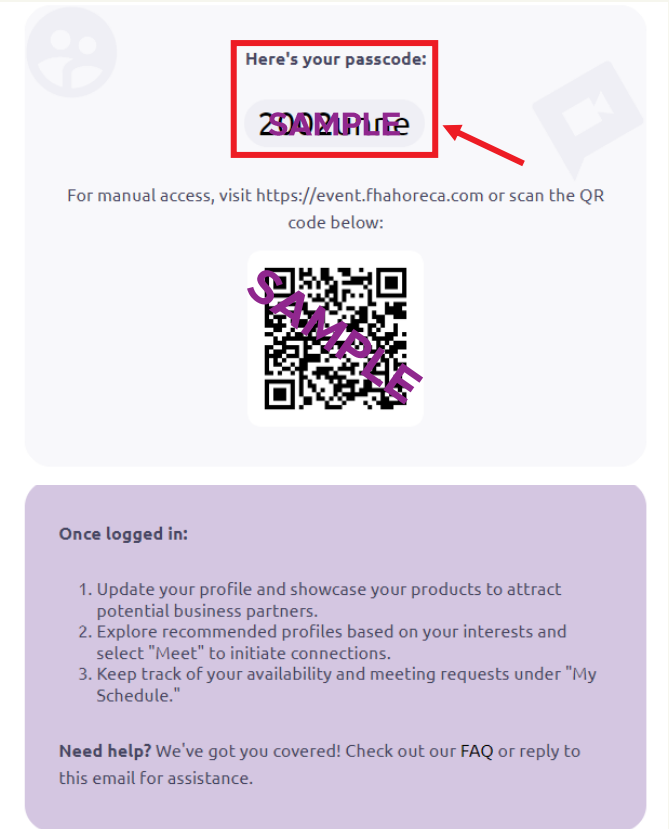
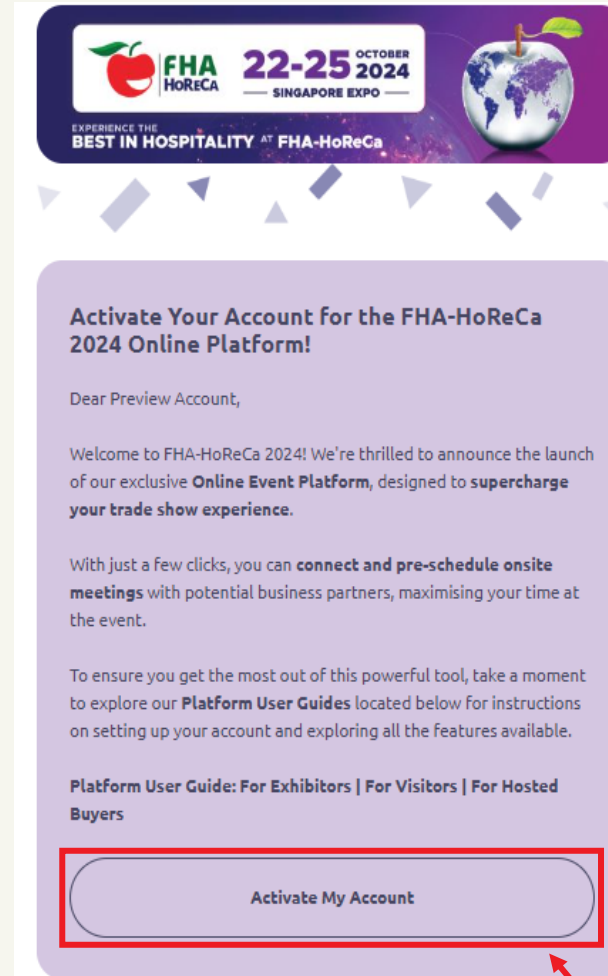


Receive Account Activation Email

Exhibitors can start accessing the Event App from **26 Feb 2025** onwards

- Exhibitors will receive an email with your unique access passcode*
- Click on **“Activate My Account”** to enter the Web Platform and start browsing Exhibitor list to pre-schedule meetings
- Alternatively, you can login with your **unique passcode** via the Web Platform website: <https://event.fhafnb.com/>
- You can also download the Mobile App and login with your unique passcode


Your unique access link is linked to your registration and is **not transferrable. Please **do not forward** the email to other business partners.*



Main Screen Navigation: Homepage

EXPLORE MEET [Login](#)

Welcome to the
FHA-Food & Beverage
2025 Web Platform!









Taste the Heritage
ASIA'S LEADING FOOD & BEVERAGE EVENT

What you will see after clicking
the activation link in the email

FHA-Food & Beverage 2025

🕒 08 Apr 25 - 11 Apr 25 (UTC+8)
📍 Singapore Expo

- 
Exhibitor List
- 
Product List
- 
Business Matching
(Login Required)
- 
Speakers
- 
Programme
- 
Map

[FAQs](#)

What can I find in each tab?

EXPLORE

Homepage

Quick Links

Event Information

Featured Brands

AGENDA

**Available from Mar 2025*

Event Schedule

Bookmark Sessions

MEET

Browse Exhibitor list with specific filters (company, people, products)

View AI-Powered **Smart Recommendations** tailored to your interests

Schedule, Send, and Accept Meeting Requests

Bookmark & Archive Profiles

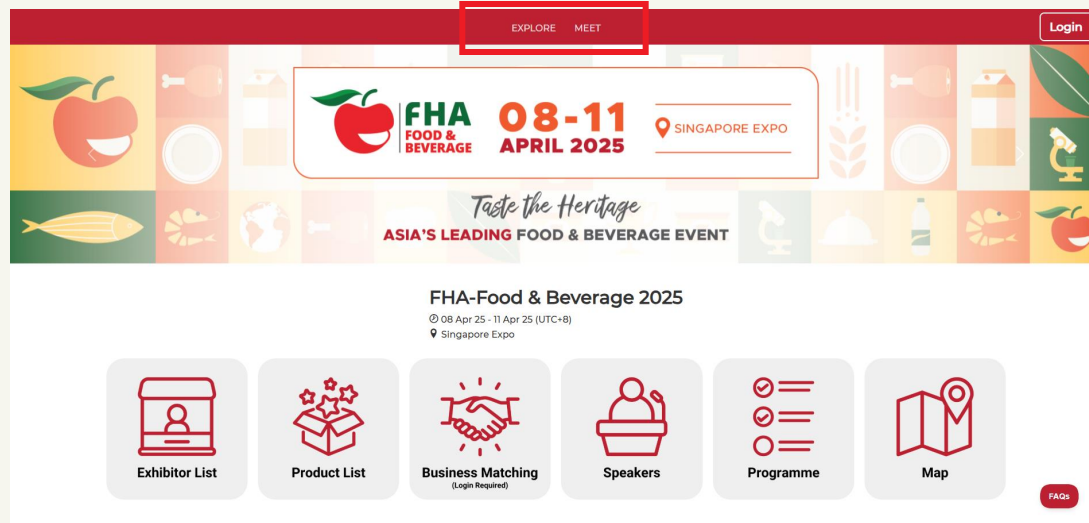
PLANNER

Set Meeting Time Availability

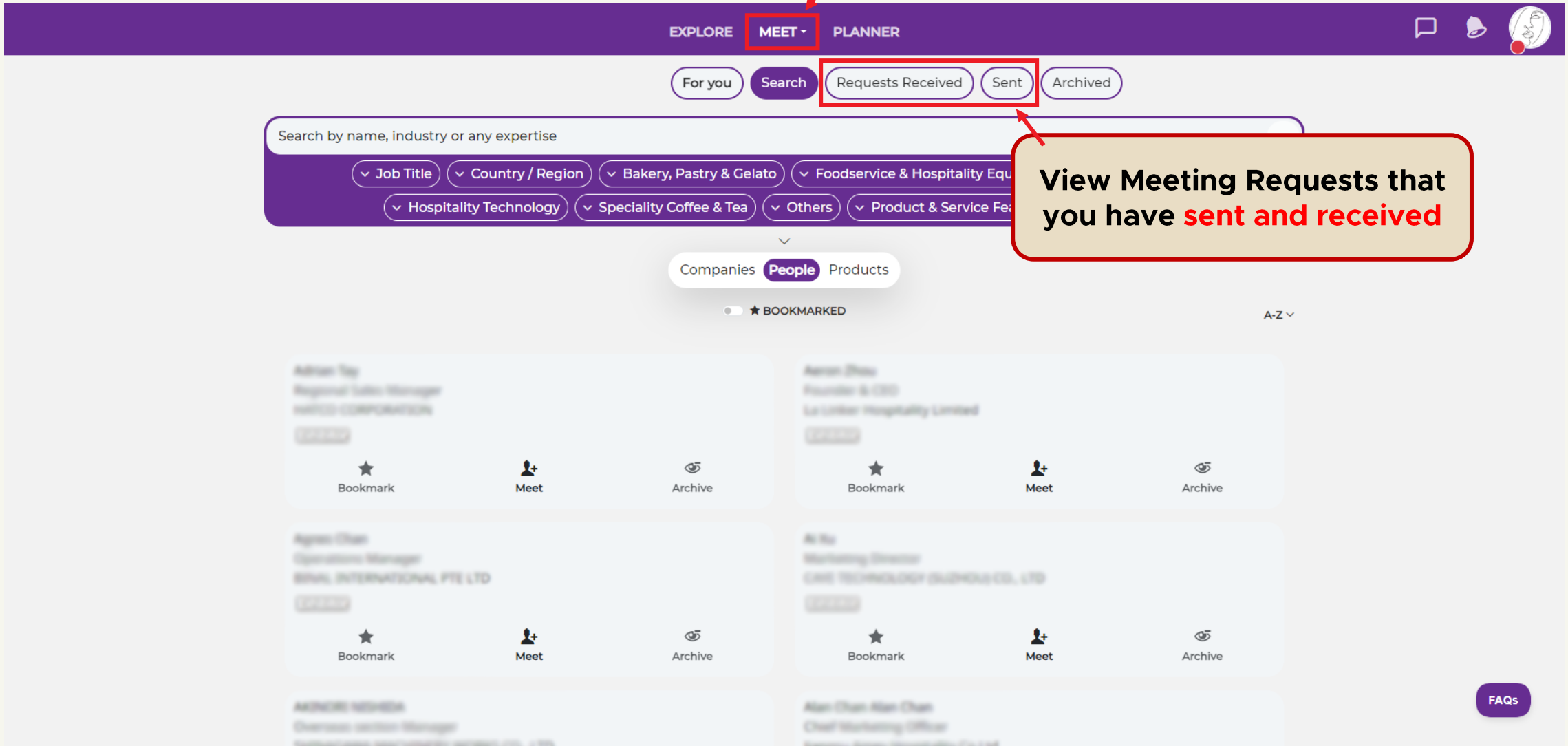
View Meeting Schedule

Set Notification Channels

Sync Calendar

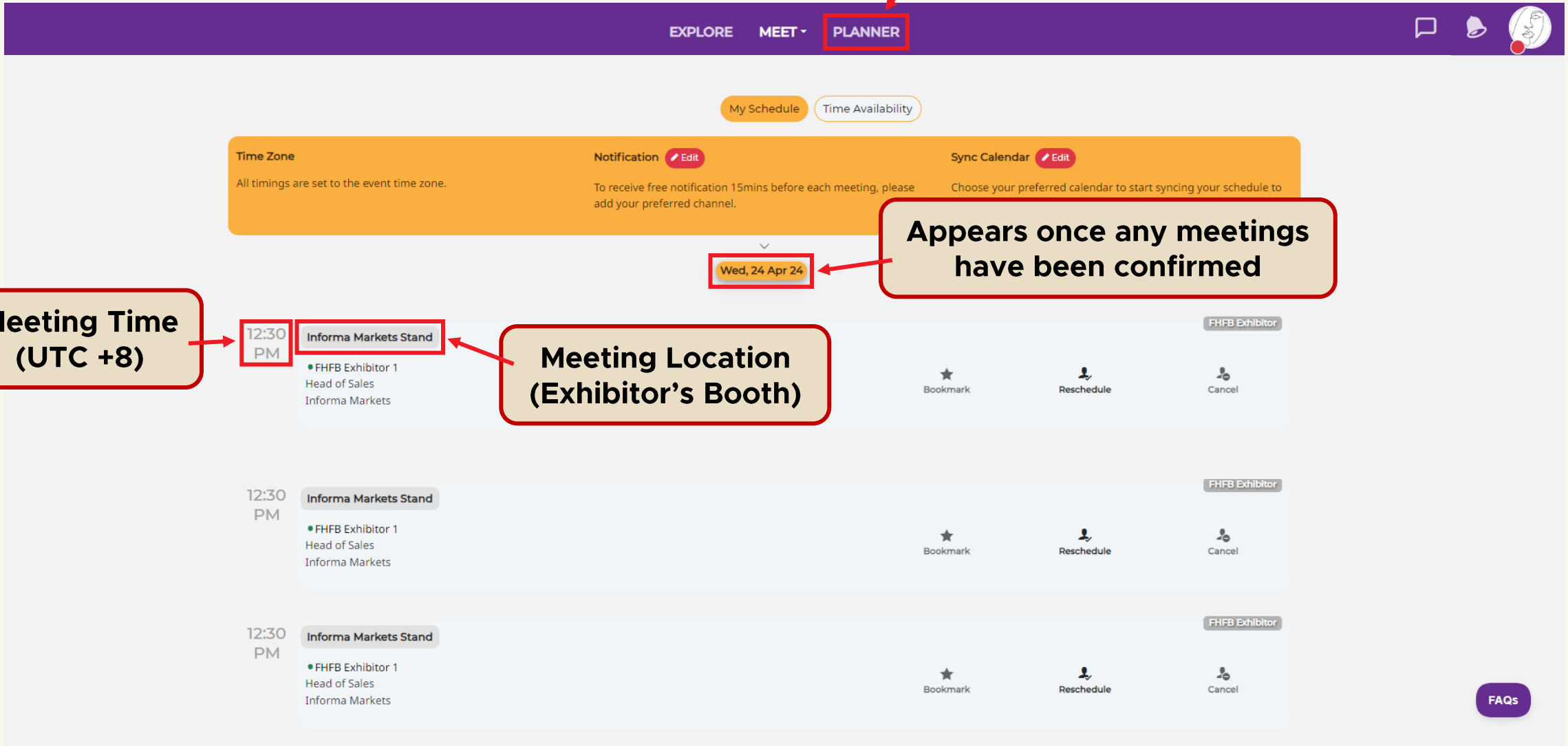


Main Screen Navigation: Meet



The screenshot shows the 'MEET' navigation screen. At the top, there are three main tabs: 'EXPLORE', 'MEET', and 'PLANNER'. The 'MEET' tab is highlighted with a red box and an arrow pointing to it. Below these tabs, there are five filter buttons: 'For you', 'Search', 'Requests Received', 'Sent', and 'Archived'. The 'Requests Received' and 'Sent' buttons are highlighted with a red box. A callout box with a red border and arrow points to these two buttons, containing the text: 'View Meeting Requests that you have **sent and received**'. Below the filters, there is a search bar with the placeholder text 'Search by name, industry or any expertise'. Underneath the search bar, there are several filter categories: 'Job Title', 'Country / Region', 'Bakery, Pastry & Gelato', 'Foodservice & Hospitality Equ', 'Hospitality Technology', 'Speciality Coffee & Tea', 'Others', and 'Product & Service Fe'. Below these filters, there are three tabs: 'Companies', 'People', and 'Products'. The 'People' tab is selected. Below the tabs, there is a toggle switch for '★ BOOKMARKED' and a sorting option 'A-Z'. The main content area displays a list of profiles, each with a name, title, company, and three action buttons: 'Bookmark', 'Meet', and 'Archive'. The profiles shown are: 1. Adrian Tay, Regional Sales Manager, BAKCO CORPORATION; 2. Aaron Chan, Founder & CEO, La Colombe Hospitality Limited; 3. Agnes Chan, Operations Manager, BIVAL INTERNATIONAL PTE LTD; 4. Ai Yu, Marketing Director, CASH TECHNOLOGY (SHANGHAI) CO., LTD; 5. Andrew Sze, Overseas Sales Manager, SINGAPORE SWEET MARKET SERVICES CO., LTD; 6. Alan Chan Alan Chan, Chief Marketing Officer, SINGAPORE SWEET MARKET SERVICES CO., LTD. A 'FAQs' button is located in the bottom right corner of the screen.

Main Screen Navigation: Planner



The screenshot shows the 'PLANNER' tab selected in a purple navigation bar. Below the bar are tabs for 'My Schedule' and 'Time Availability'. A yellow banner contains settings for 'Time Zone', 'Notification', and 'Sync Calendar'. A date selector shows 'Wed, 24 Apr 24'. Three meeting cards are listed, each for 'Informa Markets Stand' at '12:30 PM' with 'FHFB Exhibitor 1' as the contact. Each card has 'Bookmark', 'Reschedule', and 'Cancel' options. A 'FAQs' button is in the bottom right.

EXPLORE MEET **PLANNER**

My Schedule Time Availability

Time Zone Notification **Edit** Sync Calendar **Edit**

All timings are set to the event time zone. To receive free notification 15mins before each meeting, please add your preferred channel. Choose your preferred calendar to start syncing your schedule to

Wed, 24 Apr 24

Meeting Time (UTC +8) → 12:30 PM

Meeting Location (Exhibitor's Booth) → Informa Markets Stand

Appears once any meetings have been confirmed → Wed, 24 Apr 24

Informa Markets Stand
• FHFB Exhibitor 1
Head of Sales
Informa Markets

Bookmark Reschedule Cancel

FHFB Exhibitor

12:30 PM Informa Markets Stand
• FHFB Exhibitor 1
Head of Sales
Informa Markets

Bookmark Reschedule Cancel

FHFB Exhibitor

12:30 PM Informa Markets Stand
• FHFB Exhibitor 1
Head of Sales
Informa Markets

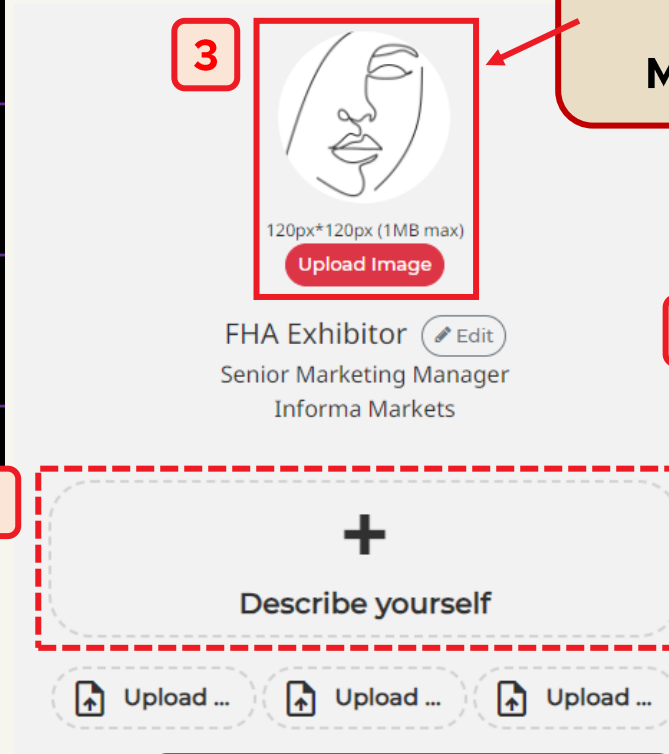
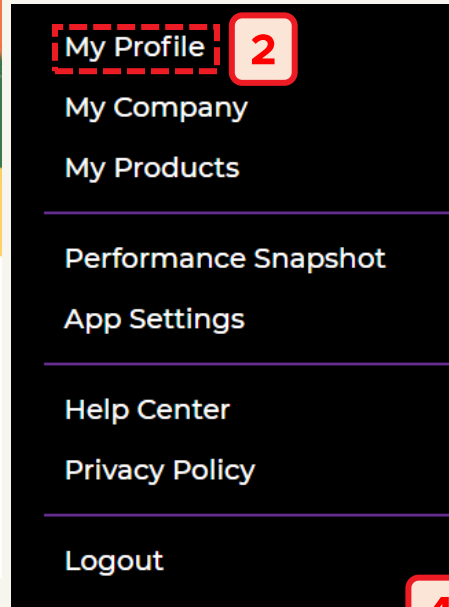
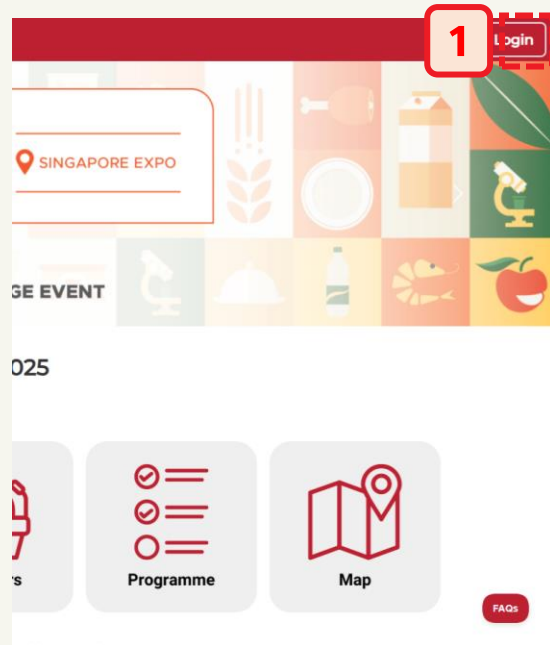
Bookmark Reschedule Cancel

FAQs

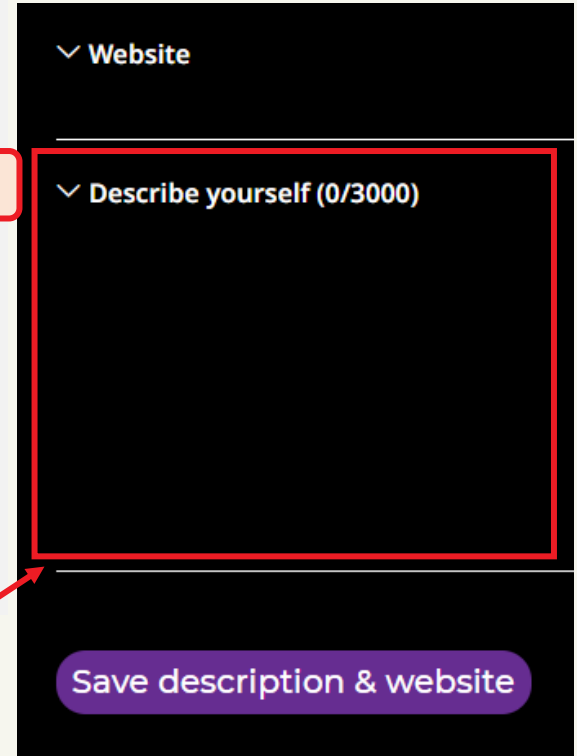
Set Up Your Profile



Update User Profile



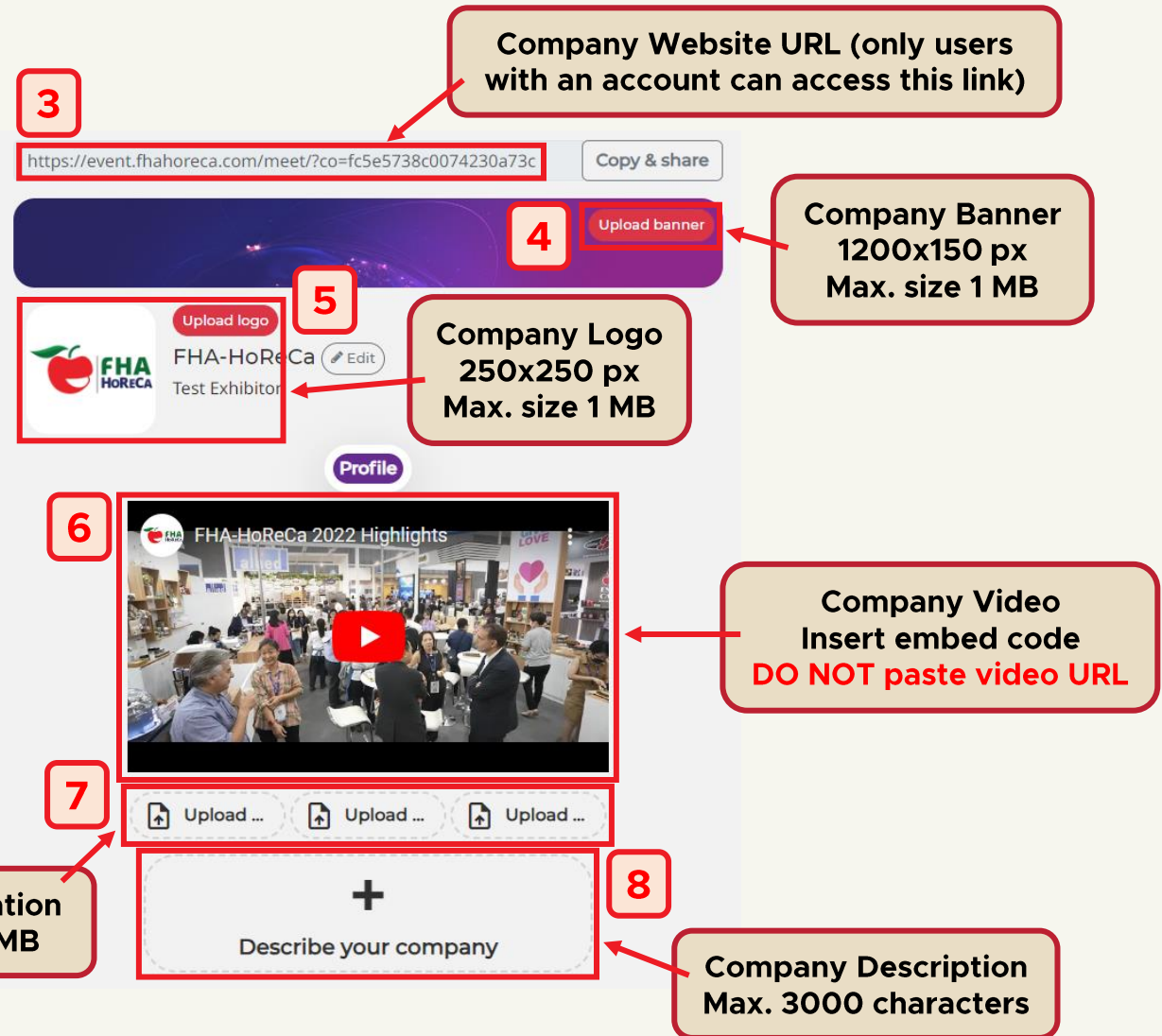
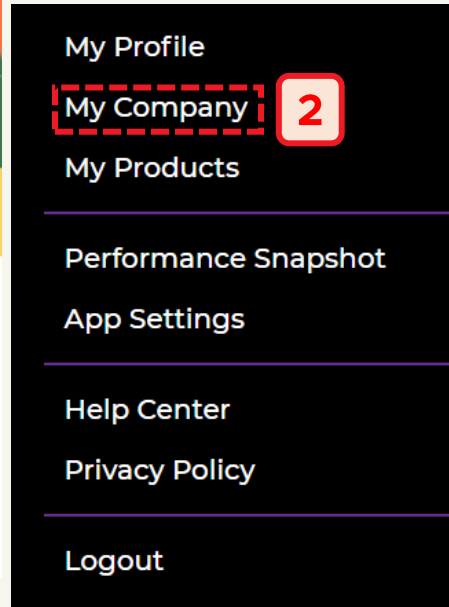
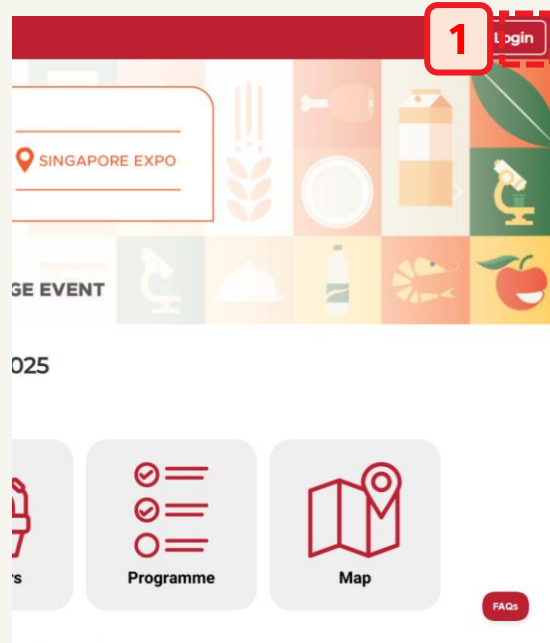
User Profile Picture
120x120 px
Max. size 1 MB



Profile Description
Max. 3000 characters

You can update your profile picture, position, company, website, and description

Update Company Profile



3 <https://event.fhahoreca.com/meet/?co=fc5e5738c0074230a73c> Copy & share

4 Upload banner

5 Upload logo Edit
FHA HoReCa Test Exhibitor

6 Profile
FHA-HoReCa 2022 Highlights

7 Upload ... Upload ... Upload ...

8 + Describe your company

Company Website URL (only users with an account can access this link)

Company Banner
1200x150 px
Max. size 1 MB

Company Logo
250x250 px
Max. size 1 MB

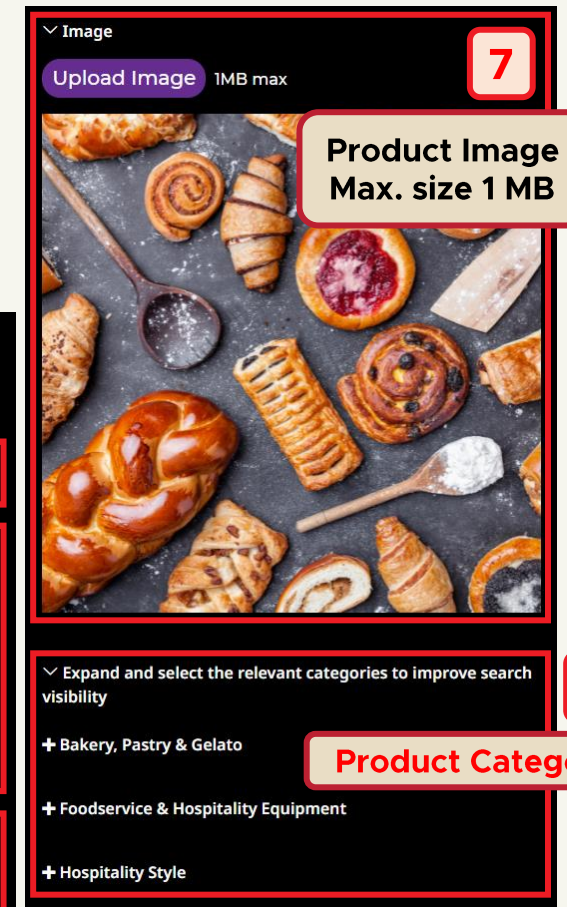
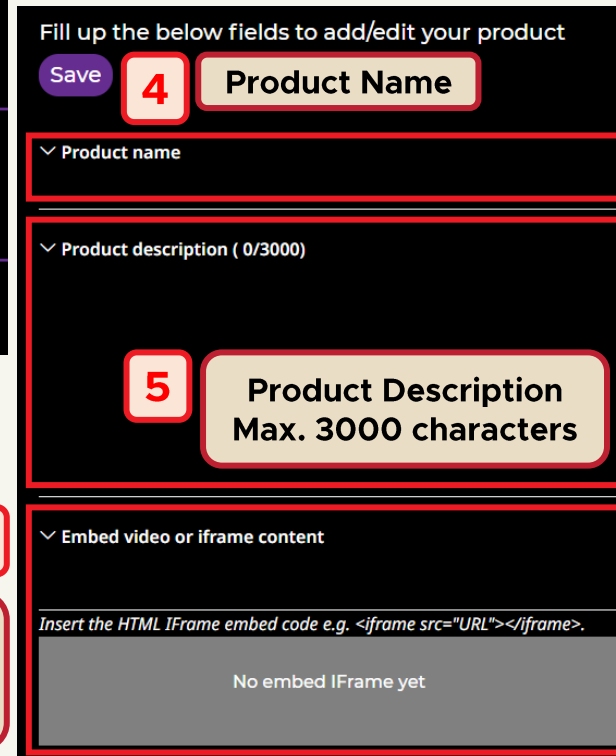
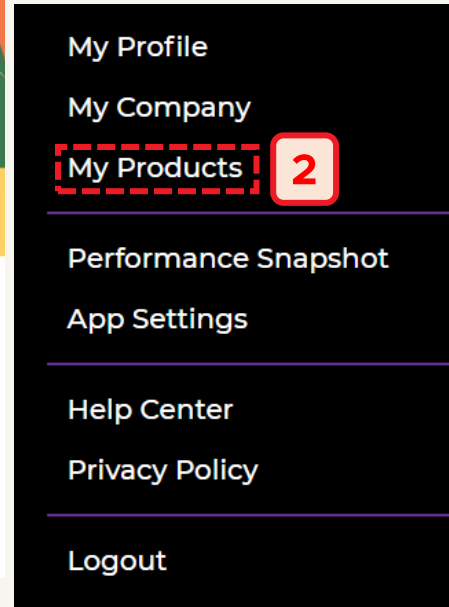
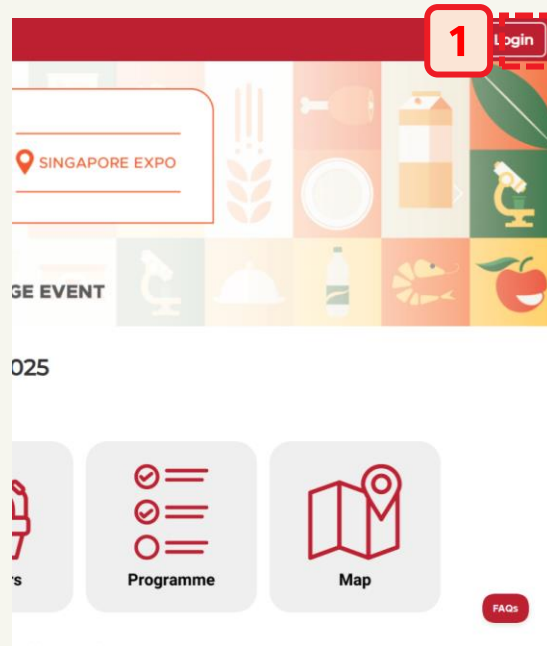
Company Video
Insert embed code
DO NOT paste video URL

Brochure / Product Information
PDF format, max. size 10 MB

Company Description
Max. 3000 characters

**Build your
company profile**

Update Product Information



IMPORTANT!

*Tag your Product Categories accurately to maximise exposure and boost visibility!

6

Product Video
Insert embed code
DO NOT paste video URL

Set Meeting Time Availability

Meeting Requests can only be sent **AFTER** confirming your Meeting Availability

EXPLORE MEET **PLANNER** 1

My Schedule **Time Availability** 2

Time Zone

All timings are set to the event time zone.

Notification [Edit](#)

To receive free notification 15mins before your meeting, add your preferred channel.

Sync Calendar [Edit](#)

Select your preferred calendar to start syncing your schedule to

IMPORTANT!

Make sure to **CONFIRM** your availability to save your selection!

Cancel out the timings that you are unavailable for meetings below and click 'CONFIRM'. Responders will see your availability based on your selection.

meeting time based on your availability. Each

Green

Select your available times for **ONSITE** meetings (Duration: 30 min/meeting)

ed at the timeslot.

Yellow: Available

Grey: Blocked

Green: Meeting Confirmed

3

4 CONFIRM

▼ Tuesday, 23 Apr 2024 (UTC+8)

Onsite ✓ 11:00 AM	Onsite ✓ 11:30 AM	Onsite ✓ 12:00 PM	Onsite ✓ 12:30 PM
Onsite ✓ 01:00 PM	Onsite ✓ 01:30 PM	Onsite ✓ 02:00 PM	Onsite ✓ 02:30 PM
Onsite ✓ 03:00 PM	Onsite ✗ 03:30 PM	Onsite ✗ 04:00 PM	Onsite ✓ 04:30 PM
Onsite ✓ 05:00 PM	Onsite ✓ 05:30 PM		

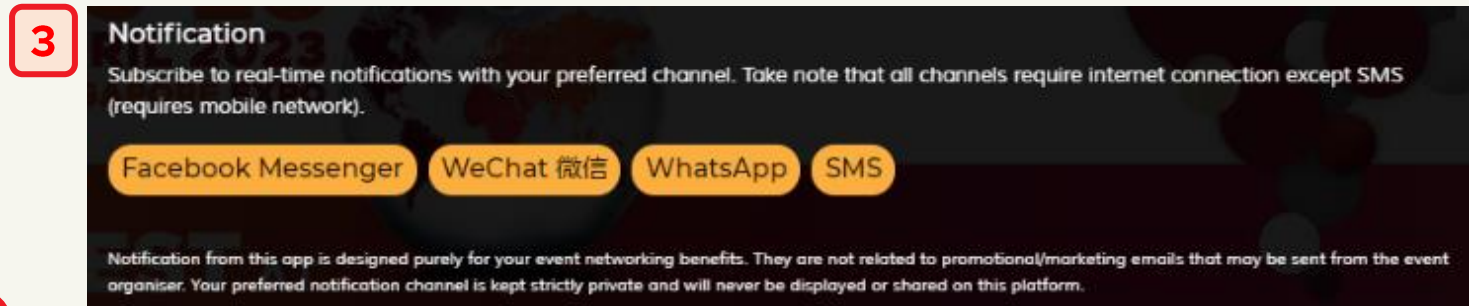
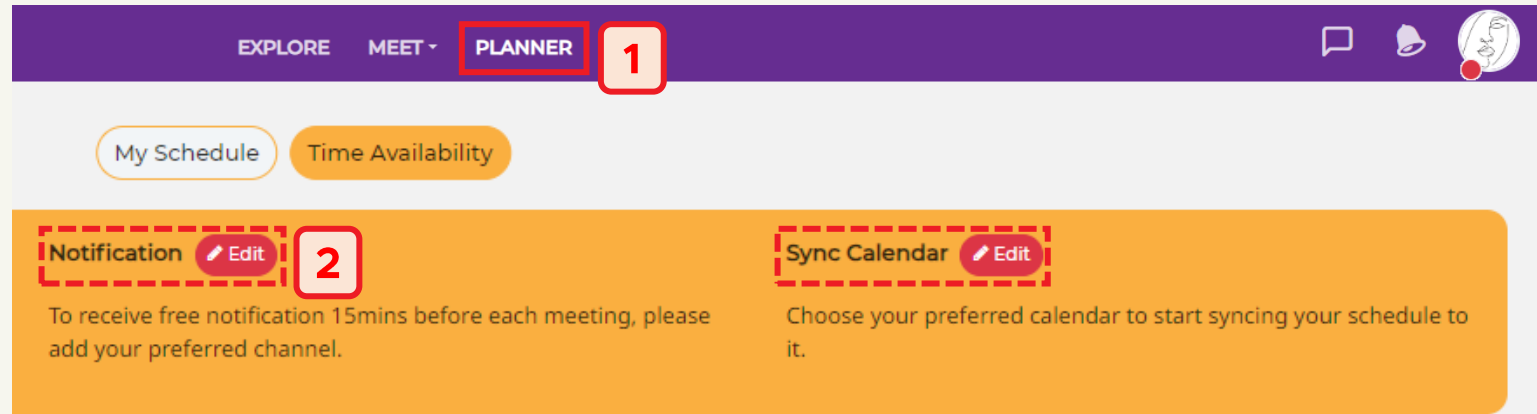
FAQs

Set Notification Channels & Sync Calendar

- **Time Zone (UTC +8)** – following event time zone
- **Notification Channel:** On top of Email Notification, select one extra channel between WhatsApp or SMS
- **Sync your Meeting Schedule** to your personal calendar applications

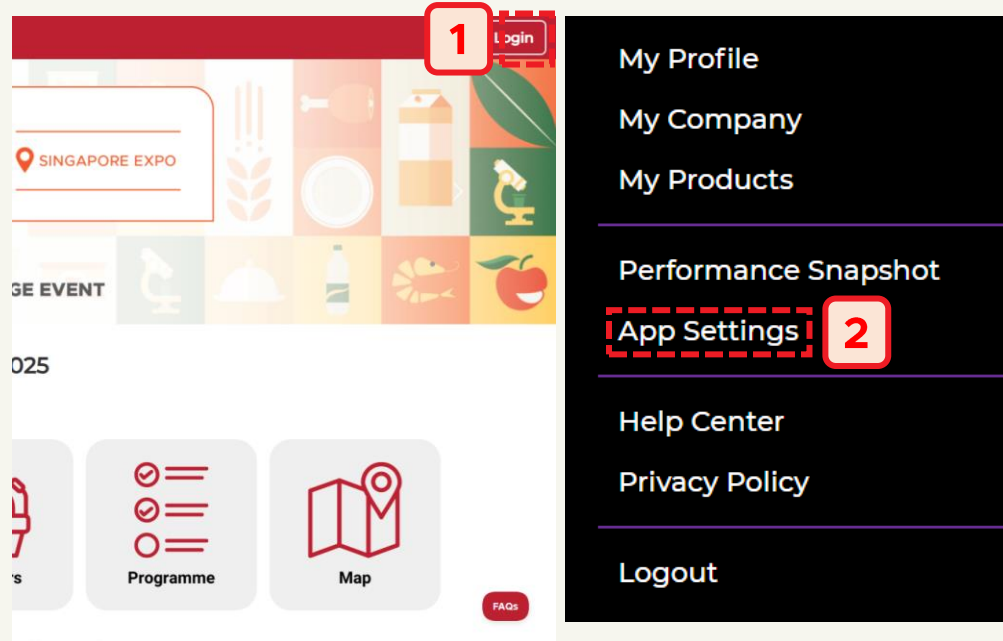
IMPORTANT!

Web Platform, Email, and other notifications will all follow the event time zone (UTC +8)



Mobile number is required for WhatsApp and SMS

Set Email Notification Frequency



IMPORTANT!

This setting is **ONLY** for Email Notification (Extra Notifications for WhatsApp / SMS is 15 mins prior to meeting by default)

Notification frequency **3**

Summary

Immediate

Disable

Summary (Recommended): Receive all forms of notifications in summarised format, on a timely basis. Useful if you do not wish to be spammed.

Immediate: Receive all forms of notifications immediately, in real-time.

Disable: Only critical notifications will be sent to you.

Note: Notification from this app is designed purely for your event networking benefits. They are not related to promotional/marketing emails that may be sent from the event organisers.

Browse & Schedule Meetings



Search for Exhibitor Profiles

Get AI-Powered
Smart Recommendations based on
your interested and search history

EXPLORE **MEET** PLANNER

For you Search Requests Received Sent Archived

Search by name, industry or any expertise

Search with free text

Job Title Country / Region Bakery, Pastry & Gelato Foodservice & Hospitality Equipment Hospitality Style
Hospitality Technology Speciality Coffee & Tea Others Product & Service Feature New Exhibitor

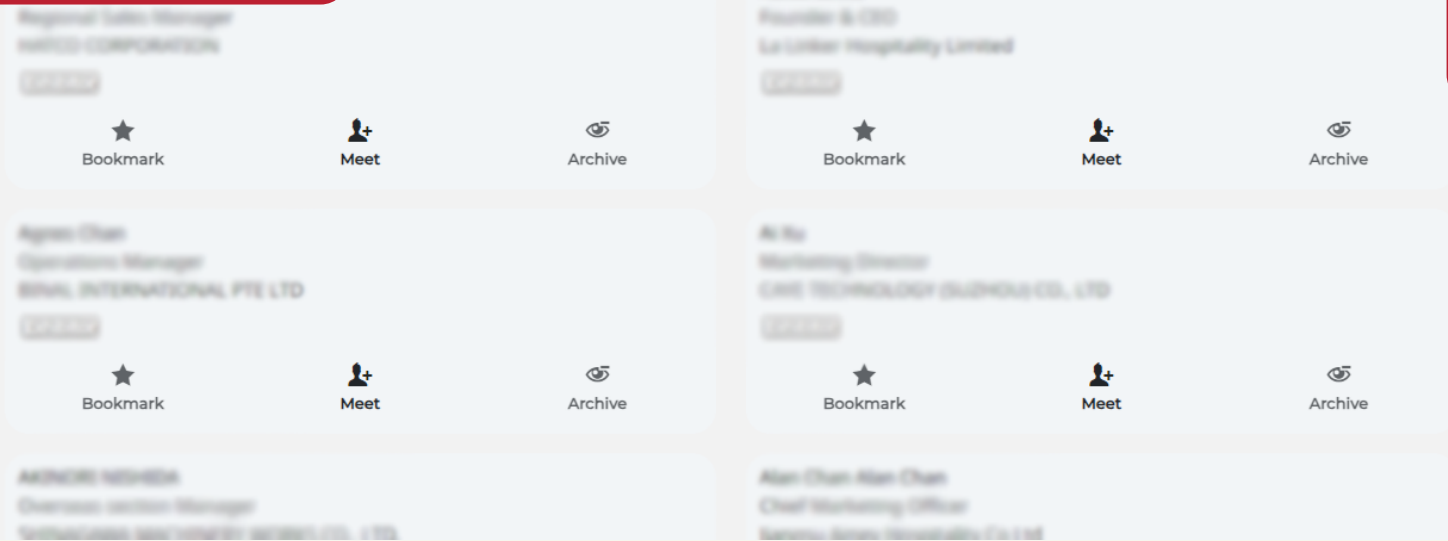
Use filters to narrow
your search results

Companies **People** Products

★ BOOKMARKED

A-Z

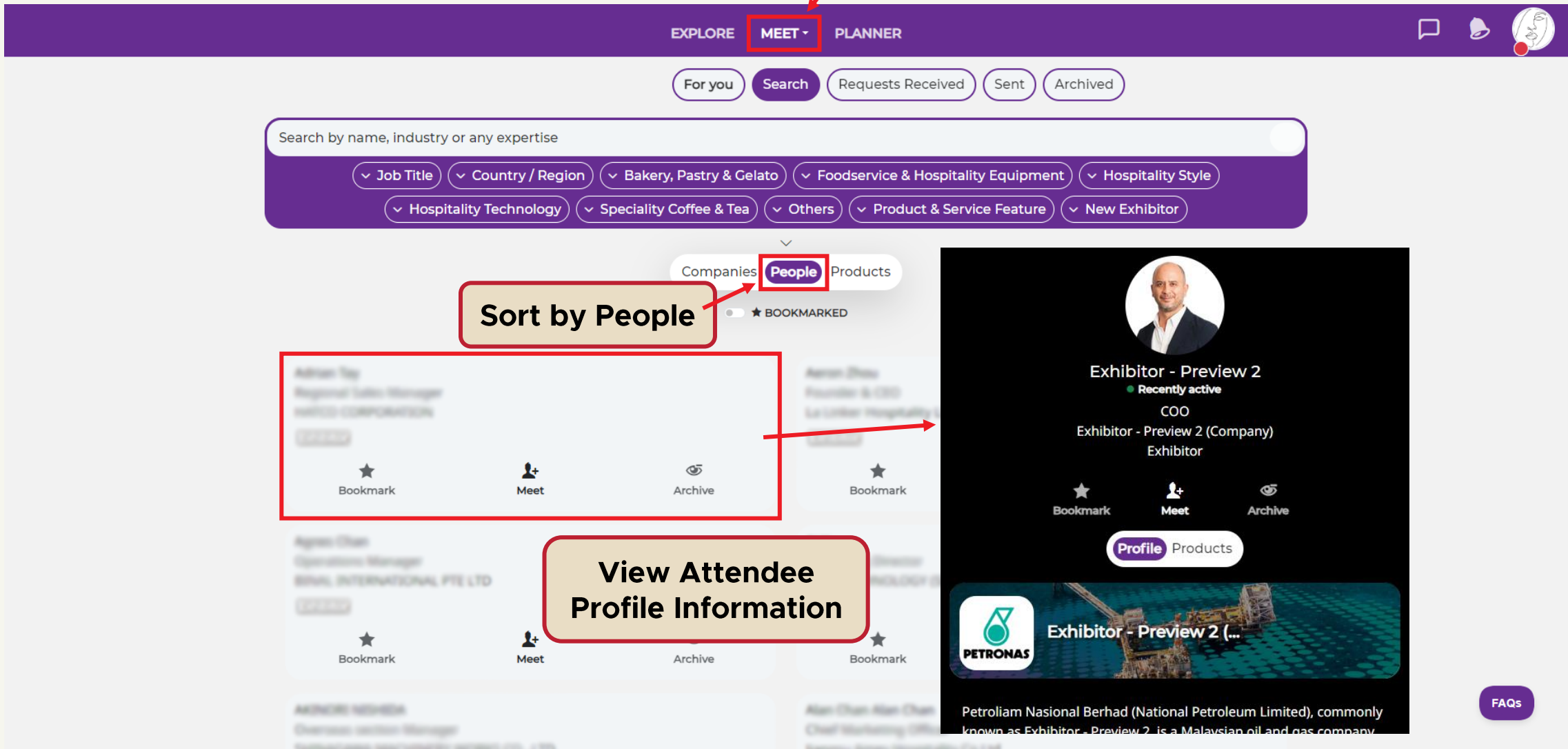
Sort results in
alphabetical order



Grid of exhibitor profiles. Each profile card includes a star icon for 'Bookmark', a person icon with a plus sign for 'Meet', and an eye icon for 'Archive'. The profiles are arranged in a grid with alternating light and dark background colors.

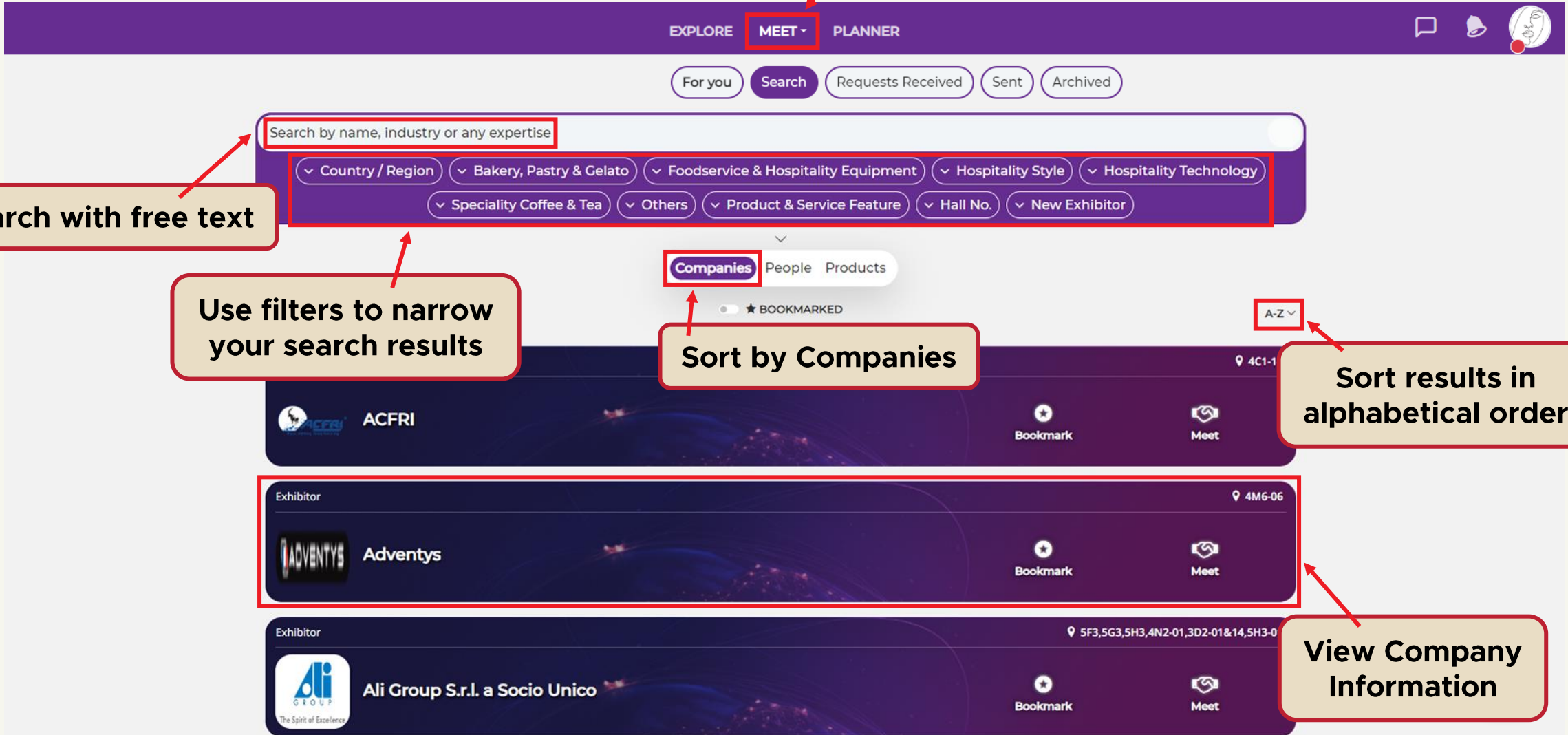
FAQs

View Exhibitor Profiles



The screenshot displays the 'MEET' section of the application. At the top, there are navigation tabs for 'EXPLORE', 'MEET', and 'PLANNER'. Below these are filter buttons for 'For you', 'Search', 'Requests Received', 'Sent', and 'Archived'. A search bar is present with the text 'Search by name, industry or any expertise'. Below the search bar are several filter categories: 'Job Title', 'Country / Region', 'Bakery, Pastry & Gelato', 'Foodservice & Hospitality Equipment', 'Hospitality Style', 'Hospitality Technology', 'Speciality Coffee & Tea', 'Others', 'Product & Service Feature', and 'New Exhibitor'. A dropdown menu is open, showing 'Companies', 'People', and 'Products', with 'People' selected. A callout box labeled 'Sort by People' points to the 'People' option. Below the filters, there is a list of attendees. Each attendee card shows a name, title, company, and three action buttons: 'Bookmark', 'Meet', and 'Archive'. A callout box labeled 'View Attendee Profile Information' points to the 'Meet' button of the first attendee. On the right side, a detailed profile view for 'Exhibitor - Preview 2' is shown. It includes a profile picture, name, status 'Recently active', title 'COO', company 'Exhibitor - Preview 2 (Company)', and role 'Exhibitor'. Below the profile are 'Bookmark', 'Meet', and 'Archive' buttons, and a 'Profile' button. At the bottom of the profile view, there is a banner for 'PETRONAS' and a description: 'Petroleum Nasional Berhad (National Petroleum Limited), commonly known as Exhibitor - Preview 2, is a Malaysian oil and gas company.' A 'FAQs' button is located at the bottom right of the profile view.

Search for Companies



The screenshot shows the 'MEET' section of the event website. At the top, there are navigation tabs for 'EXPLORE', 'MEET', and 'PLANNER'. Below this is a search bar with a placeholder 'Search by name, industry or any expertise'. To the right of the search bar are buttons for 'For you', 'Search', 'Requests Received', 'Sent', and 'Archived'. Below the search bar are several filter categories: 'Country / Region', 'Bakery, Pastry & Gelato', 'Foodservice & Hospitality Equipment', 'Hospitality Style', 'Hospitality Technology', 'Speciality Coffee & Tea', 'Others', 'Product & Service Feature', 'Hall No.', and 'New Exhibitor'. Below the filters, there are tabs for 'Companies', 'People', and 'Products'. A 'BOOKMARKED' toggle is visible. On the right side, there is a sort dropdown menu set to 'A-Z'. Below the search results, there are three company cards: 'ACFRI' (location 4C1-1), 'Adventys' (location 4M6-06), and 'Ali Group S.r.l. a Socio Unico' (location 5F3,5G3,5H3,4N2-01,3D2-01&14,5H3-0). Each card has a 'Bookmark' and 'Meet' button.

EXPLORE **MEET** PLANNER

For you Search Requests Received Sent Archived

Search by name, industry or any expertise

Country / Region Bakery, Pastry & Gelato Foodservice & Hospitality Equipment Hospitality Style Hospitality Technology
Speciality Coffee & Tea Others Product & Service Feature Hall No. New Exhibitor

Companies People Products

BOOKMARKED

A-Z

ACFRI 4C1-1

Adventys 4M6-06

Ali Group S.r.l. a Socio Unico 5F3,5G3,5H3,4N2-01,3D2-01&14,5H3-0

Search with free text

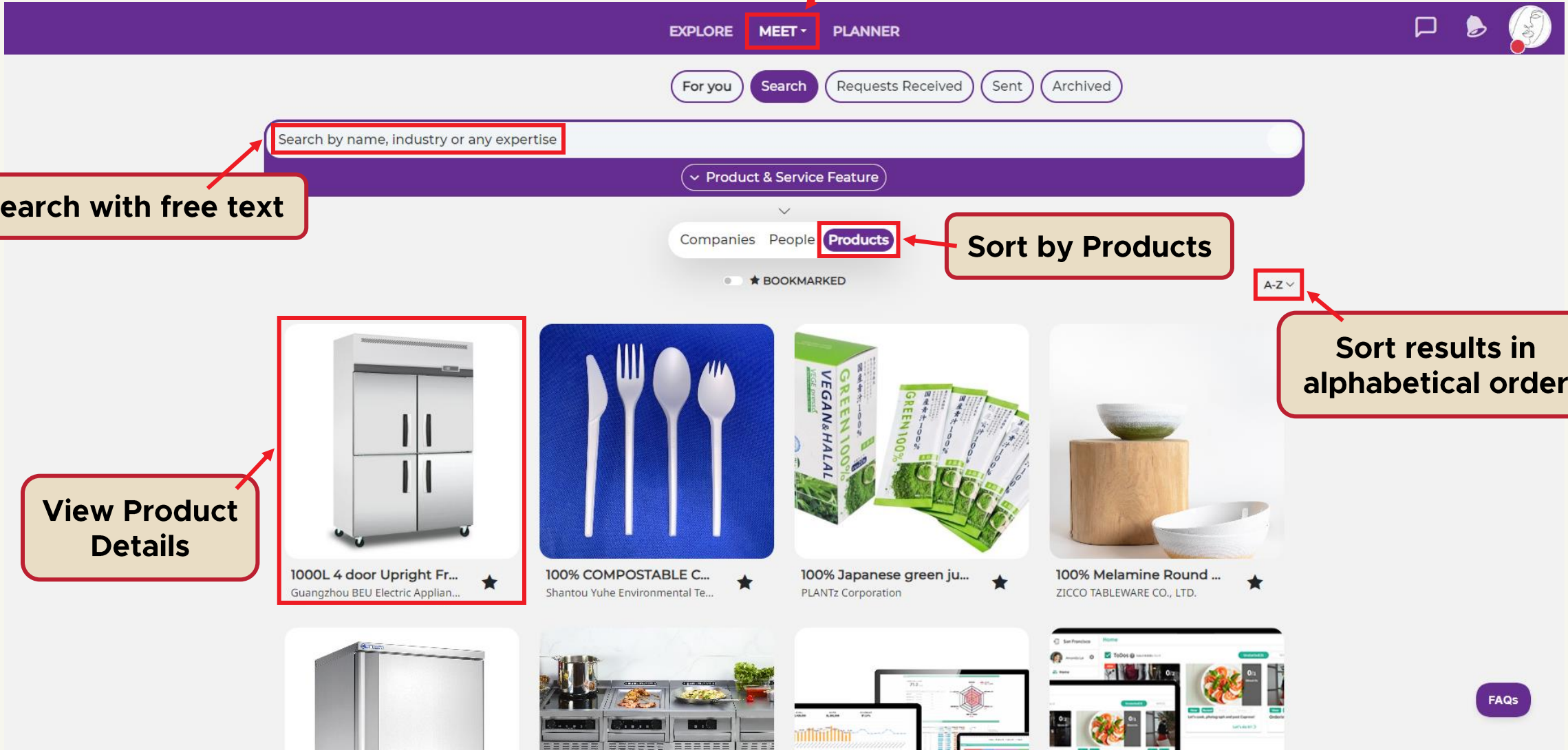
Use filters to narrow your search results

Sort by Companies

Sort results in alphabetical order

View Company Information

Search for Products



The screenshot shows a navigation bar with 'EXPLORE', 'MEET', and 'PLANNER'. Below it are filters for 'For you', 'Search', 'Requests Received', 'Sent', and 'Archived'. A search bar contains the text 'Search by name, industry or any expertise'. A dropdown menu shows 'Product & Service Feature' expanded to 'Products'. A 'BOOKMARKED' toggle is visible. The main area displays a grid of product cards, each with an image, title, and company name. A 'View Product Details' callout points to the first card. A 'Sort by Products' callout points to the 'Products' dropdown. An 'A-Z' callout points to a sort dropdown menu. An 'FAQs' button is in the bottom right.

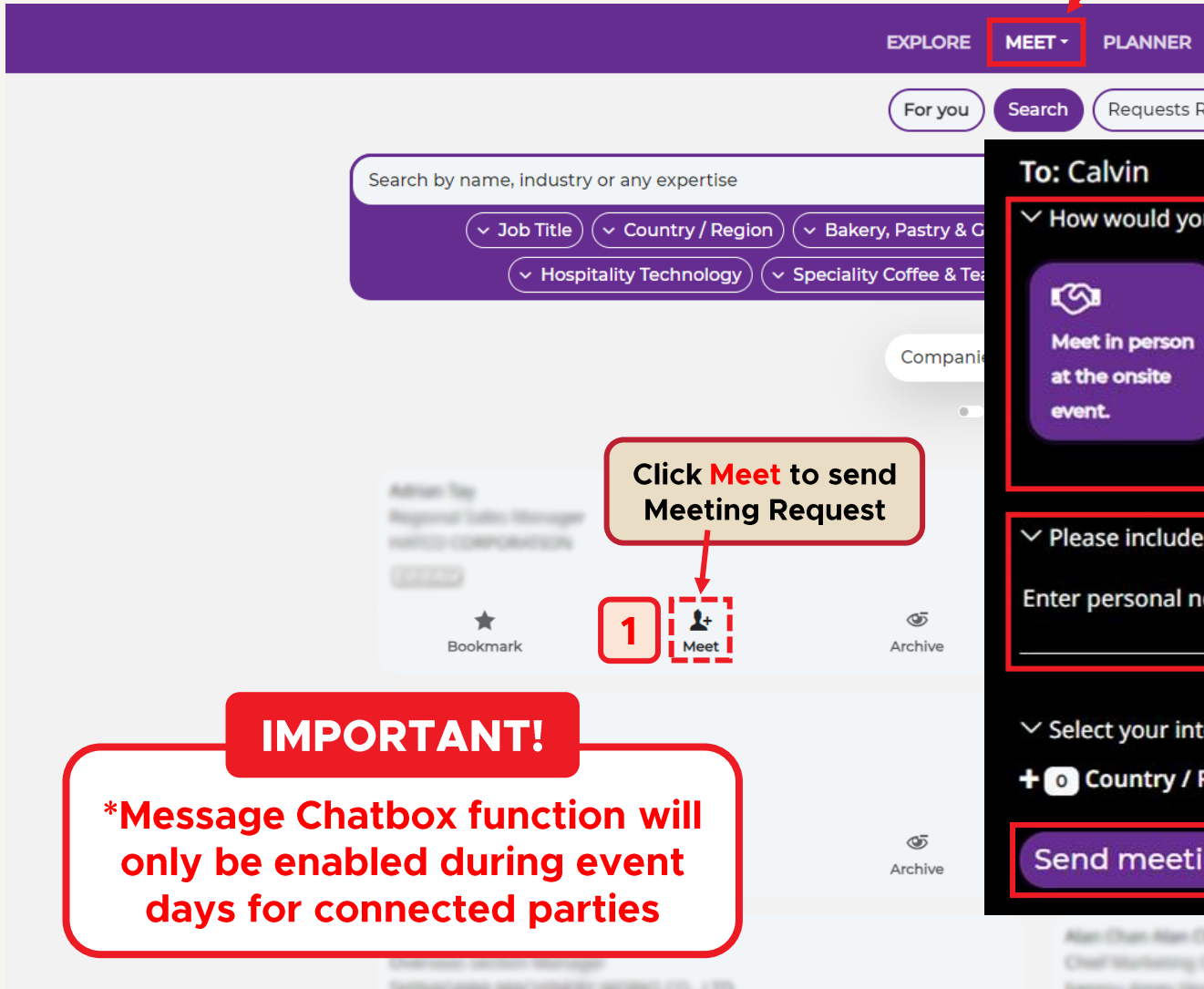
Search with free text

Sort by Products

Sort results in alphabetical order

View Product Details

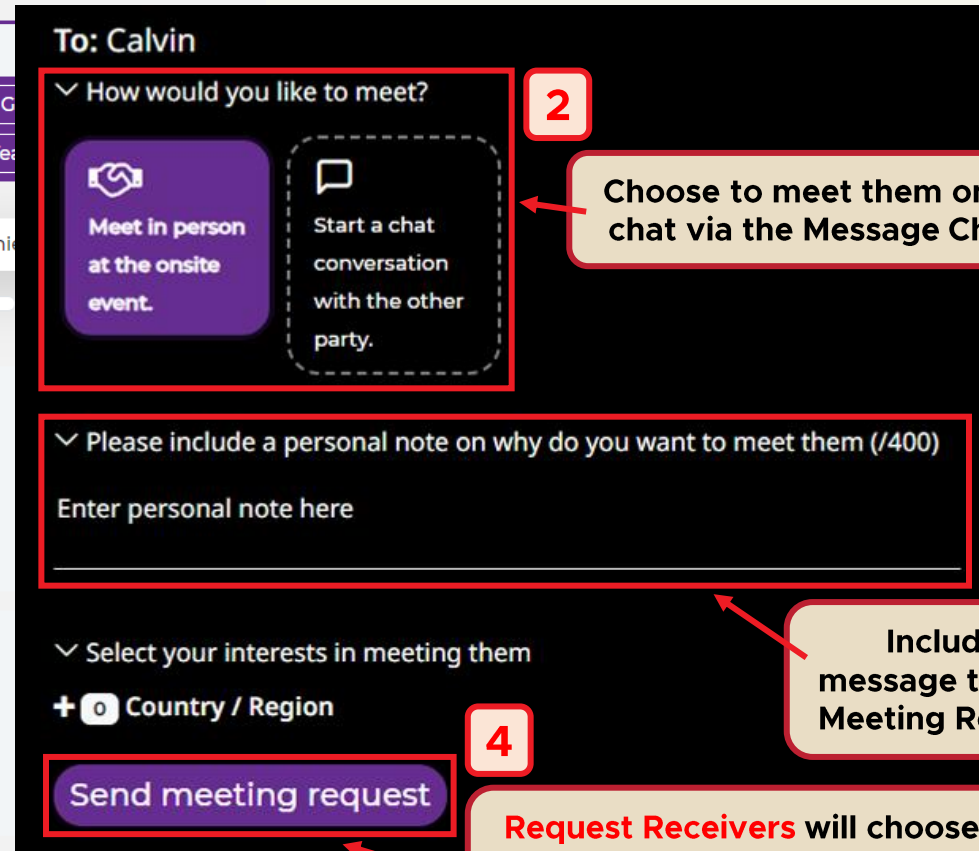
Send Meeting Requests



Click **Meet** to send Meeting Request

1

IMPORTANT!
*Message Chatbox function will only be enabled during event days for connected parties



2

Choose to meet them onsite, or chat via the Message Chatbox*

3

Include a personal message to send with your Meeting Request Invitation

4

Request Receivers will choose from mutually available time slots and confirm the meeting!

View & Accept Meeting Requests



EXPLORE MEET

FHA FOOD & BEVERAGE 08-11 APRIL 2025 SINGAPORE

Sort by Meeting Requests Received

For you Search **Requests Received** Sent Archived

FHFB Exhibitor

● FHFB Exhibitor 2
Sales Manager
Infirma Markets

Bookmark

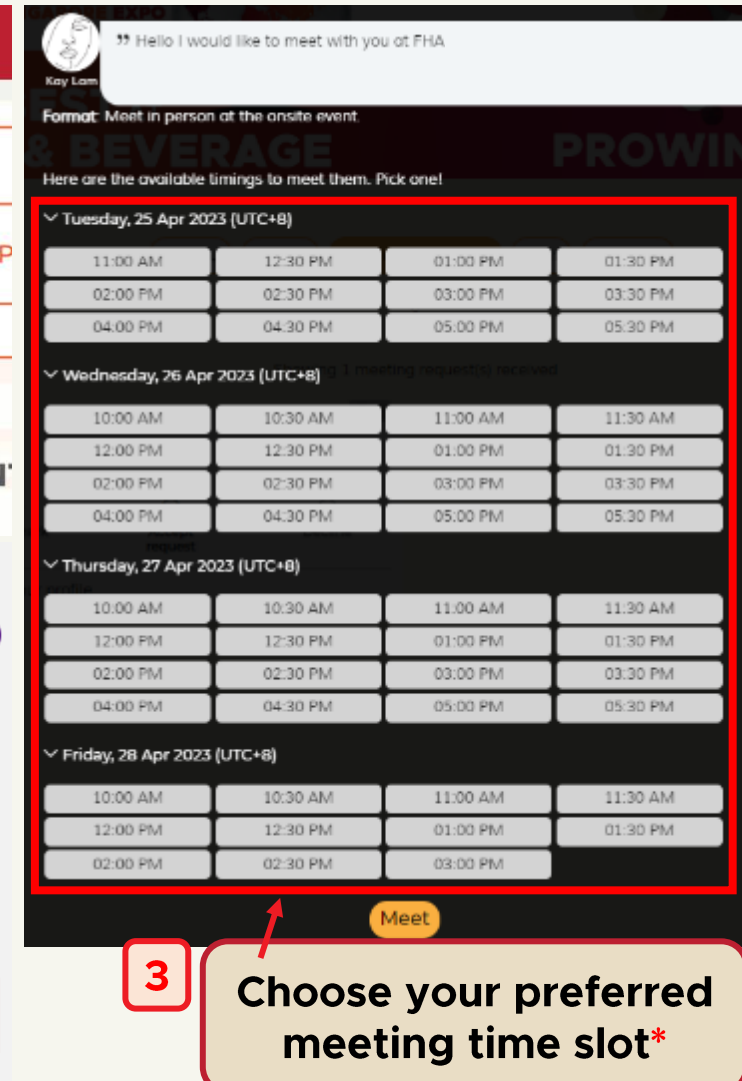
Accept request

Decline

Click on **Bookmark** to decide later

Click on **Decline** to reject Meeting Requests

IMPORTANT!
*Only Mutually Available time slots with the Request Sender will be displayed



Hello I would like to meet with you at FHA

Kay Lam

Format: Meet in person at the onsite event.

BEVERAGE PROWIN

Here are the available timings to meet them. Pick one!

▼ Tuesday, 25 Apr 2023 (UTC+8)

11:00 AM	12:30 PM	01:00 PM	01:30 PM
02:00 PM	02:30 PM	03:00 PM	03:30 PM
04:00 PM	04:30 PM	05:00 PM	05:30 PM

▼ Wednesday, 26 Apr 2023 (UTC+8)

10:00 AM	10:30 AM	11:00 AM	11:30 AM
12:00 PM	12:30 PM	01:00 PM	01:30 PM
02:00 PM	02:30 PM	03:00 PM	03:30 PM
04:00 PM	04:30 PM	05:00 PM	05:30 PM

▼ Thursday, 27 Apr 2023 (UTC+8)

10:00 AM	10:30 AM	11:00 AM	11:30 AM
12:00 PM	12:30 PM	01:00 PM	01:30 PM
02:00 PM	02:30 PM	03:00 PM	03:30 PM
04:00 PM	04:30 PM	05:00 PM	05:30 PM

▼ Friday, 28 Apr 2023 (UTC+8)

10:00 AM	10:30 AM	11:00 AM	11:30 AM
12:00 PM	12:30 PM	01:00 PM	01:30 PM
02:00 PM	02:30 PM	03:00 PM	

Meet

Choose your preferred meeting time slot*

Reschedule / Cancel Meetings

EXPLORE **MEET** Login



FHA
FOOD &
BEVERAGE

08-11
APRIL 2025

SINGAPORE EXPO

Taste the Heritage
ASIA'S LEADING FOOD & BEVERAGE EVENT

For you Search **Requests Received** Sent Archived

Change of plans?

Click to **Reschedule** or **Cancel** your meetings

Wed, 24 Apr 24

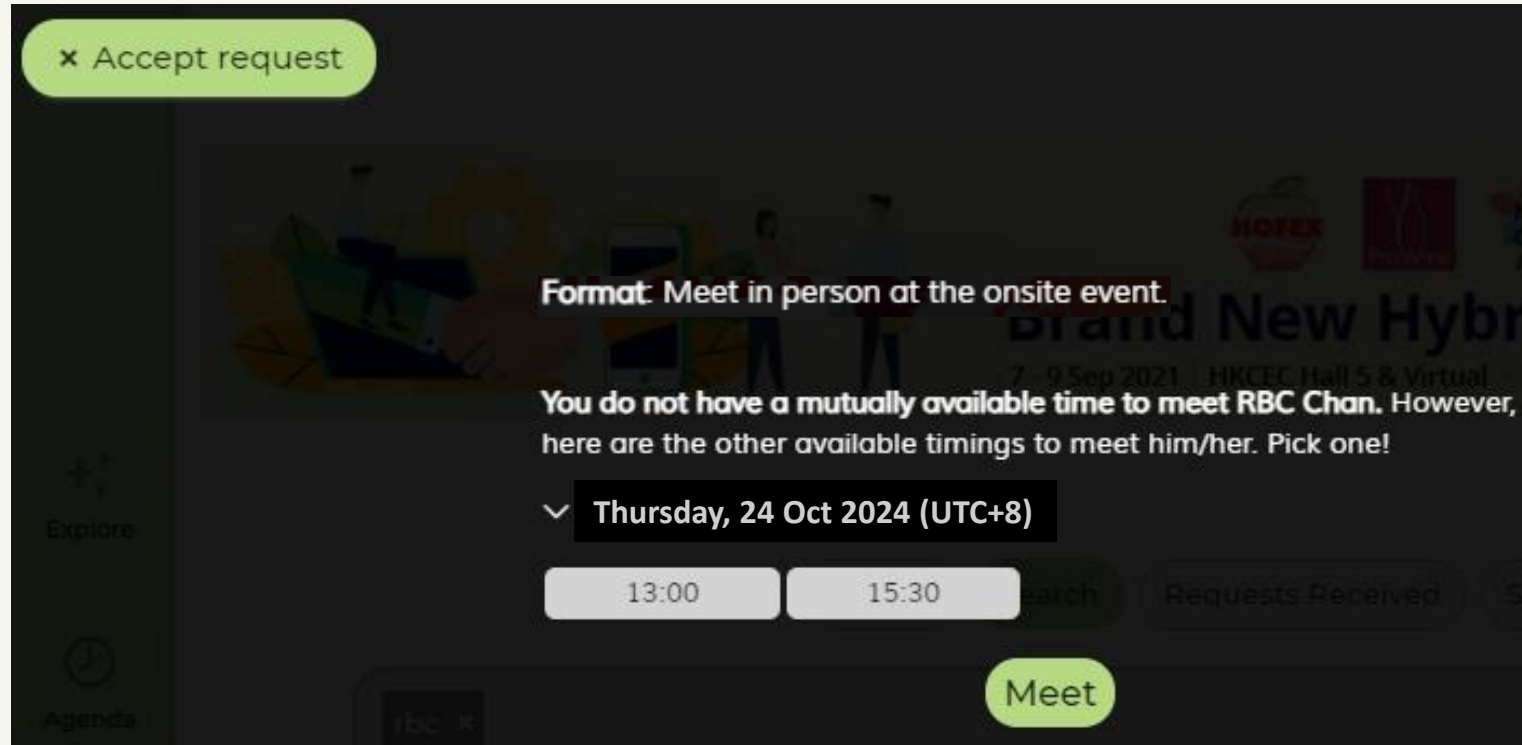
12:30 PM **Informa Markets Stand** FHFB Exhibitor

- FHFB Exhibitor 2
Sales Manager
Informa Markets

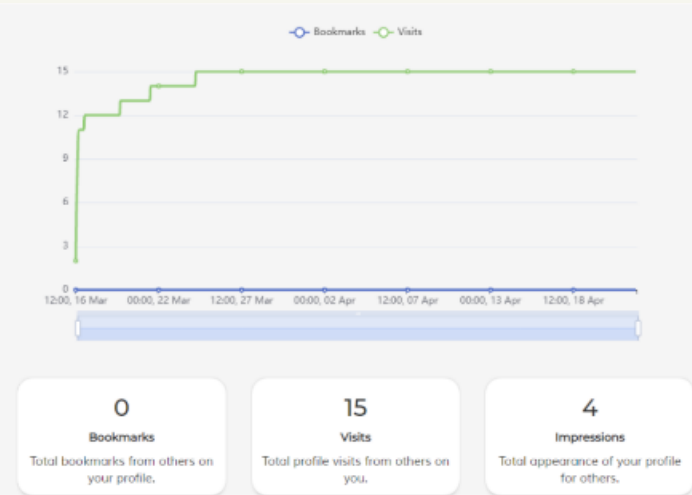
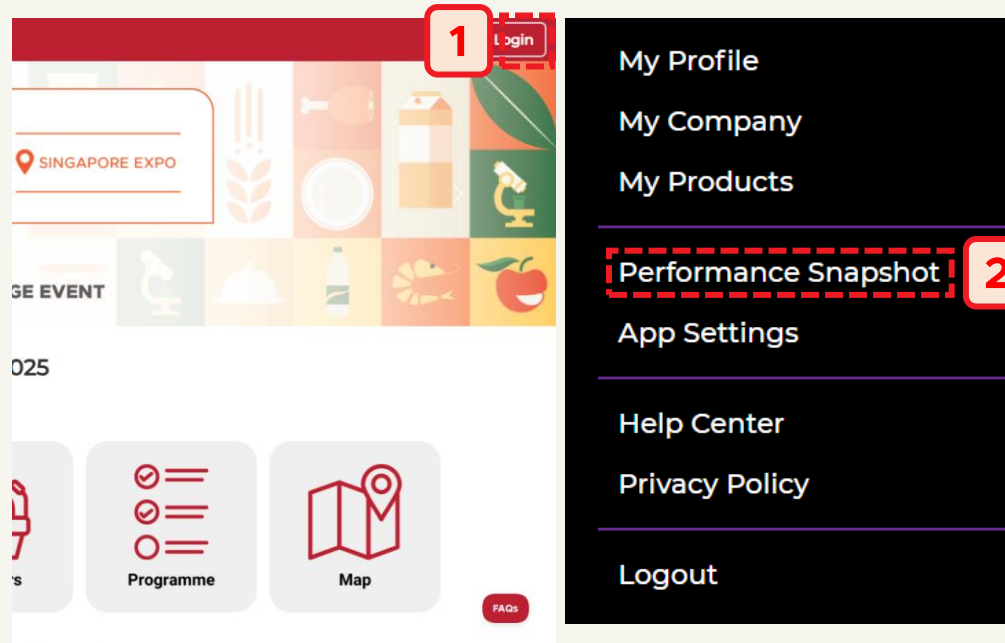
Bookmark **Reschedule** Cancel

FAQs

No Common Meeting Time Slots?



Web Platform will suggest another time to meet according to your counterparts



Performance Snapshot shows:

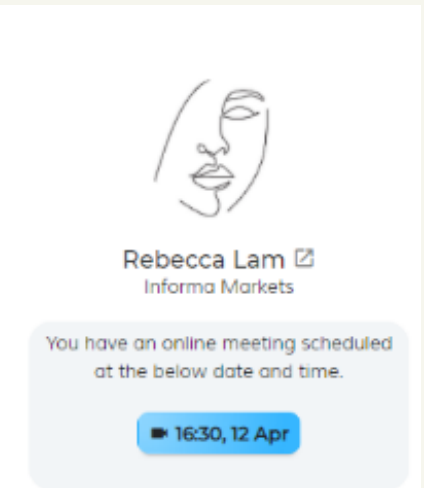
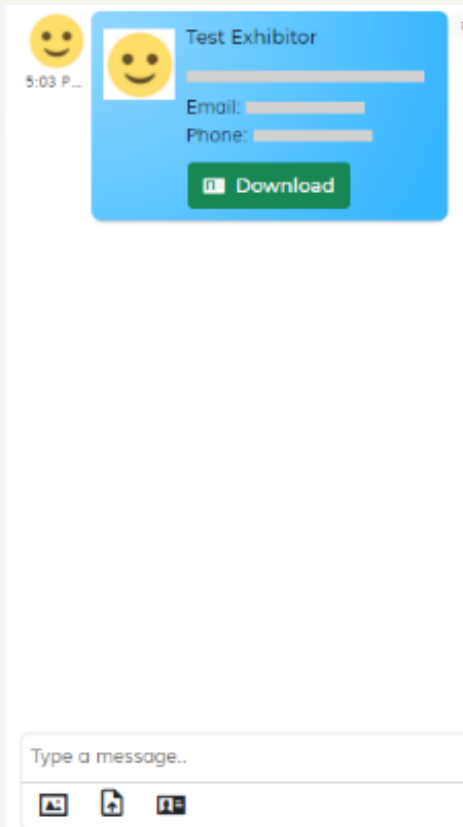
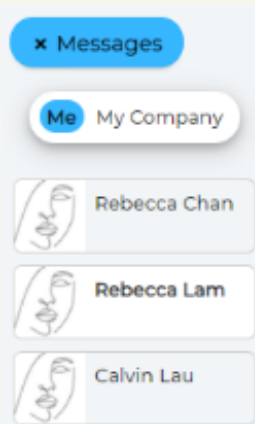
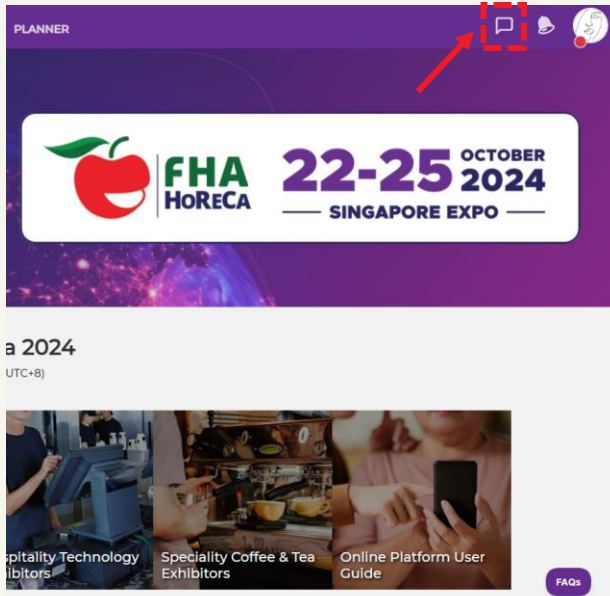
- Number of visits to your profile and product pages from other users
- Number of Meeting Requests sent / received
- Meeting Statistics

Message Chatbox

***Only available during event dates from 8-11 Apr 2025**



Message Chatbox (Available from 8-11 Apr)

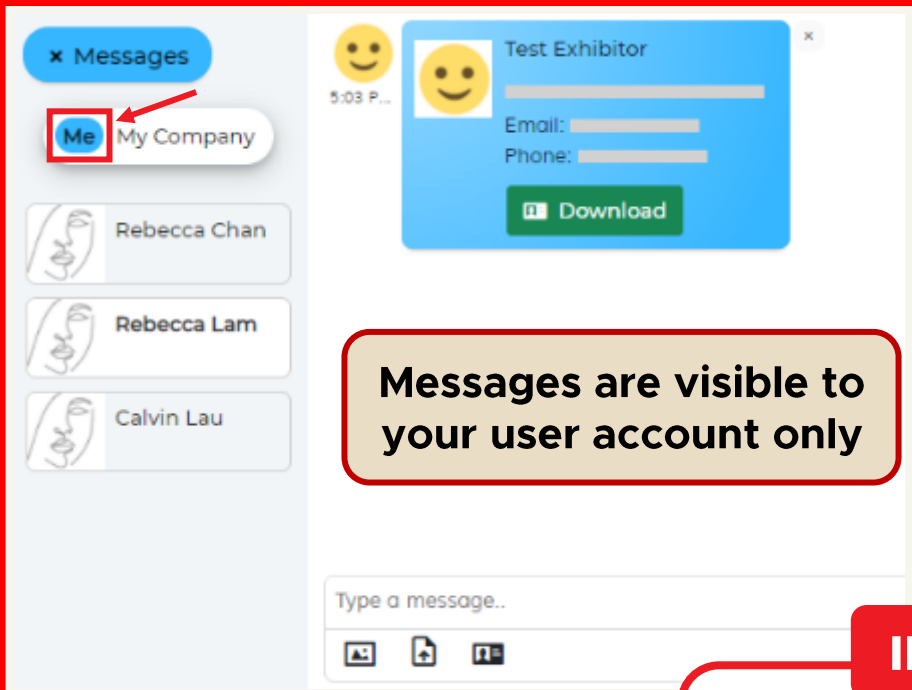


- Text Chatting
- Share Digital Name Card
- Send files (brochures, photos)

IMPORTANT!
Download materials shared on the Chatbox ASAP to avoid any loss of information

Message Chatbox (Available from 8-11 Apr)

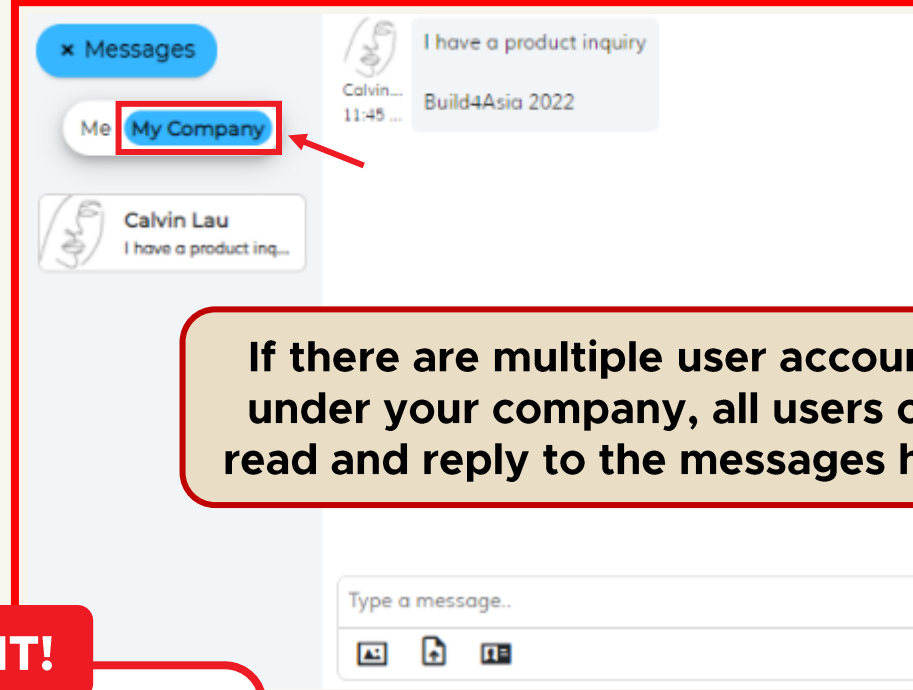
Message to **MYSELF**



The screenshot shows a mobile messaging interface. At the top, there's a 'Messages' header. Below it, a list of messages is shown. The first message is from 'Me' to 'My Company', highlighted with a red box and a red arrow. Below this, there are three other messages from 'Rebecca Chan', 'Rebecca Lam', and 'Calvin Lau'. In the background, a 'Test Exhibitor' form is visible with fields for 'Email:' and 'Phone:', and a 'Download' button. At the bottom, there's a text input field labeled 'Type a message..' and icons for attachments.

Messages are visible to your user account only

Message to **MY COMPANY**



The screenshot shows a mobile messaging interface. At the top, there's a 'Messages' header. Below it, a list of messages is shown. The first message is from 'Me' to 'My Company', highlighted with a red box and a red arrow. Below this, there's a message from 'Calvin Lau' with the text 'I have a product inquiry...'. In the background, a message from 'Calvin...' with the text 'I have a product inquiry Build4Asia 2022' is visible. At the bottom, there's a text input field labeled 'Type a message..' and icons for attachments.

If there are multiple user accounts under your company, all users can read and reply to the messages here

IMPORTANT!

Remember to stay active and check for new messages on the platform from time to time!

**Get started and
make valuable
connections at this
mega event now!**



FHA
FOOD &
BEVERAGE

08-11
APRIL 2025
SINGAPORE EXPO



Contact Us: hello@foodnhotelasia.com



Website: <https://event.fhafnb.com/>

