

FHA-Food & Beverage 2024 – Over 1,500 Businesses in Singapore for Thai Businesses to Connect, Explore, and Expand Market Reach

- *FHA-F&B 2024 will see over 65,000 sqm of exhibition space, and 70 international pavilions with more than 1,500 companies exhibiting.*
- *Take advantage of this platform as a catalyst for growth and development for your business!*
- *Impressive lineup of international pavilions, including Australia, Belgium, China, France, Germany, Hungary, Italy, Netherlands, Spain, Taiwan Region, Thailand, Turkey, United Kingdom, USA, and more.*

BANGKOK, 25 JANUARY 2024 – Players in the Thailand F&B industry have a lot to look forward to with the return of FHA Food & Beverage (FHA-F&B) in Singapore.

FHA-Food & Beverage 2024 sets the stage for Thai businesses to connect with international counterparts, providing a gateway to explore new opportunities and significantly expand their market reach. This event will not only showcase the cutting-edge trends, innovations, and products within the F&B industry but also offer valuable insights and resources to enhance the competitiveness of Thai enterprises on the global stage.

Highlighting the global connections at FHA-Food & Beverage 2024, the event features international pavilions from key players such as Australia, Belgium, China, France, Germany, Hungary, Italy, Netherlands, Spain, Taiwan Region, Thailand, Turkey, United Kingdom, USA, and more. This diverse representation underscores the event's commitment to fostering international collaboration and offering Thai businesses a comprehensive platform to stay abreast of global F&B developments.

Thailand's Booming Stage of Opportunity

This is a timely convergence as the food market in Thailand is projected to undergo a **boom in revenue** to a value of US\$71.79 billion¹ in 2024, with an expected annual growth of 5.04% from now until 2028. This is driven by numerous factors, including a growing population, rising incomes, and increasing urbanisations. A growing younger population is also driving demand for new and innovative food products.

On the beverage end, the Thai beverage industry is also on the path of growth, racking up a market worth of US\$6.74 billion² by 2025. This is driven by a shift in **focus to the domestic market**, observing the strong 79% of output being consumed within the country. Pushing the growth are emerging trends such as a demand for low or zero-sugar beverages, functional drinks, kombucha and healthy tea beverages, plant-based dairy, and Japanese-inspired products.

“Thailand's high-quality food and beverage goods are the result of factors such as raw material diversity, product research and development, manufacturing and processing technologies, and Thai entrepreneurs' ability to create unique and popular items. However, having a good product requires using appropriate marketing channels. It contributes to the product's success on the global market”, states Ms. Janice Lee, Event Director of Hospitality, Food & Beverage - Singapore, Informa Markets.

FHA-Food & Beverage Singapore 2024: A Bridge That Connects

Being Asia's premier food and beverage event, FHA-F&B has the advantage of being a hub for selling food and beverage products from all over the world, providing information on business trends, innovation, and technology in the food and beverage industry, and connecting buyers, distributors, industry experts,

¹ Source: Statistica: [Link](#)

² Source: GourmetPro: [Link](#)



By Informa Markets

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investors, government agencies, and major international organizations.

In 2023, FHA-F&B had 40,000 square meters of exhibition space, featuring 68 foreign pavilions, 1,100 exhibitors from 46 countries, and attracting 50,221 visitors from 96 countries. This year will see an exhibition space spanning over 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 to **reach up to 60,000 attendees**.

In addition to product exhibitions, the event includes many 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!

As the Thai food and beverage industry continues to flourish and the wine market experiences an upward trajectory, FHA-F&B beckons industry players to be part of this transformative journey.

More than 25 companies have accepted their participation in the Thailand Pavilion. Join them in gaining deeper insights, fostering connections, and discovering innovative strategies to propel your businesses forward in Thailand.

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

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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, and 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 50 countries and regions.

For more information, please visit <https://fhafnb.com/>

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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.

fhafnb.com

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