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Your First Choice in Asia

12. - 16.05.2010

IMPACT Exhibition Center, Bangkok, Thailand

THAIFEX – World of food ASIA covering

- Food & Beverage
featuring HALAL & ORGANIC Food
- Food Catering & Hospitality Services
- Food Technology
- Retail & Franchise

Incorporating:

NEW!



World of Halal

Jointly organized by:



Thai Chamber
of Commerce



Department of
Export Promotion



we energize your business



RECIPE FOR YOUR SUCCESS

Over 22,000 International and Local Visitors from Around the Globe

You can be sure of meeting your target audience.

"It is our first time in Asia and we received a very warm response. This is beyond our expectations. We look forward to returning next year."

Kent Kirkham
CEO, PC Water, USA

Meeting Point for All in the Asian Food and Beverage Industry

988 exhibitors from 21 countries / regions participated in Thaifex – World of Food Asia 2009 and more are expected for 2010. The industry is here, you should be too.

Comprehensive one-stop shop

The exhibit profile covers the entire food chain with 4 main pillars – Food & Beverage featuring Halal food, Food Technology, Food Catering & Hospitality Services and Retail & Franchise. The show is clearly marked into different zones and the wide umbrella of Food & Beverage carries a spectrum of product zones under it.

"The wide range of Asian food products presented at Thaifex would perfectly match with current European trends towards convenience and healthy food."

Michael Gerling
CEO, Food Retail Association (BVL), Germany

Exciting Supporting Events

A comprehensive program of supporting events will keep visitors entertained. Events like a major chef competition covering different aspects of culinary expertise, a regional halal conference and various seminars and workshops will be held. In addition, you can fully utilize your time at the trade fair by co-organizing events to showcase your products.

Global Communication Channels

The partnership between Thailand's Department of Export Promotion and German trade fairs organizer – Koelnmesse, ensures that you get maximum promotion opportunities with their global marketing networks.

"I'm very encouraged although this is only our second participation. I believe I will be more impressed subsequently. The organizers have done a good job by inviting many foreign participants both visitors and exhibitors."

John Tay
Managing Director, Fourseason Foodstuff, Malaysia



BREAD AND BUTTER

Facts and Figures of Thaifex – World of Food Asia 2009

Number of Exhibiting Companies: 988

Exhibition Space: 42,250 sqm

Number of Countries /Regions Represented: 21

Australia, Cambodia, China, Germany, Hong Kong, Hungary, Japan, Korea, Laos, Malaysia, Myanmar, New Zealand, Philippines, Singapore, Taiwan, Thailand, The Netherlands, Tunisia, Turkey, USA, Vietnam

Number of Country Group Participation: 10

Cambodia, China, Laos, Malaysia, Myanmar, The Philippines, South Korea, Taiwan, The Netherlands, USA



100% of the exhibitors were successful in their participation
- 79% are fully successful and 21% are partly successful in their participation.

99% of the exhibitors will return for 2010
- 64% are certain to return and 35% are considering.

A total sum of USD 85.48 million was transacted over the 3 trade days.

USD 23,630,000 of Spot Orders
USD 61,860,000 of Sales in Negotiation
(Expecting Sales within a Year)

Number of Visitors: 21,101

Local 16,670 (69%)
Overseas 4,431 (21%) (Includes 799 Trade Mission Buyers)

Number of Countries Represented: 104

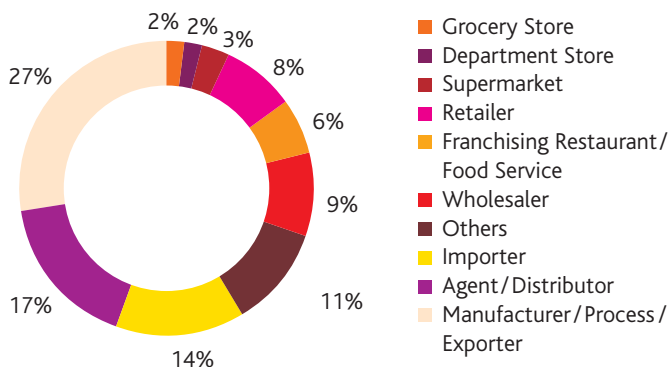


78% of visitors are either decision makers or co-decision makers in the company.

79% of visitors will visit the show again in 2010 .



Visitors Profile by Business Categories



Top 15 Visiting Countries / Regions:

1. Australia
2. Canada
3. Germany
4. Hong Kong
5. India
6. Indonesia
7. Iran
8. Israel
9. Japan
10. Malaysia
11. People's Republic of China
12. The Philippines
13. Republic of Korea
14. Singapore
15. Taiwan

PIPING HOT TOPICS

The organizers zoom into the trends and topics that you are concerned about. If your products cover these subjects, join us to present relevant seminars and workshops.

Health & Wellness

Covering: functional food, supplements, ingredients and organic products

Consumers are more knowledgeable than ever about their food, especially those in developed economies, seek more than just sustenance. In addition, an aging population and increased awareness of child nutrition in these economies means food has to be more functional.

Functional foods are fortified with additional nutrients such as collagen, minerals, fiber and vitamins for different benefits. 'Super fruits' and 'super vegetables' with multi-properties are also increasingly used as ingredients. However it is said that more marketing and research is required to boost their demand.

Such health awareness has led to the demand of ingredient labels on packaged food. Natural and 'free-form' ingredients as well as country of origin are some of the key information stated.

The organic industry started in response to the demand for a healthier lifestyle. It is a growing sector in food and beverage and is predicted to continue throughout 2009. According to the Organic Monitor, global organic food sales have been increasing by USD 5 billion a year in recent years.

At the show:

Organic exhibitors will receive focused marketing and be highlighted in the show directory and onsite with a table top standee. Relevant seminars will also be held to discuss the latest health and wellness trends.

Halal

Covering: all aspects related to halal

The halal standard does not cover just food. It also has rules regarding the transporting, packaging, labeling and logistics of foods; preparation procedures are also analyzed to ensure their accordance with halal standards, HACCP, GMP and other recognized safety/quality standards and compliances.

The global halal market for products and services is worth more than USD 330 billion per year, and includes major components in the EU and US. Increased concerns about food safety and integrity from general consumers have also increased the demand for halal food where halal meat is considered fresher and better.



At the show:

World of Halal is a new specialized zone which will cover

• Food & Beverage • Cosmetics & Pharmaceuticals • Tourism & Hospitality • Logistics • Food Technology & Catering



Food Technology

Increased awareness about the environment and corporate social responsibility has affected the production processes of the food industry.

A global initiative to become more environmentally friendly means that companies are redesigning their packaging to reduce impact on the environment and to reduce costs. The three 'R's' – reduce, reuse, recycle are the new guidelines for package design. Manufacturers are encouraged to reduce the pack ratio, use reusable and recyclable or biodegradable packaging.

Food safety is also in the spotlight after a series of contamination occurred in the past few years. Food producers are now more careful about each step of the process and are taking measures to minimize contamination risks.

Above all, manufacturers are always anxious to reduce cost while increasing productivity.

At the show:

A specialized zone will showcase all aspects of the food technology industry. Technology updates will also be shared by industry experts during seminars.



WHAT'S COOKING IN 2010?

Supporting events to maximize your trade fair participation

Thailand's Chef Competition

A new culinary competition for local professional chefs will be held within the trade fairgrounds.

Besides providing a platform to showcase the best of local culinary expertise, the competition is an additional avenue for exhibitors to present their products. Competitors have to incorporate sponsored products into their recipes for the applicable categories.

Competition categories will cover various types of cuisines, from western to Thai, from hot food to cold buffet platters, from pastries to wedding cakes, from fruit and vegetable carvings to ice carvings.

World of Halal - Conference

In conjunction with the new World of Halal specialized zone, a regional halal conference will be held. The conference will serve as a separate avenue for networking and discussions for the halal industry.

Seminars and Workshops

As with previous years, the organizers will hold seminars and workshops related to the trends and topics of the food and beverage industry. Technology-related seminars and coffee brewing workshops are some of the activities which have been held in the past.

5 DEDICATED PRODUCT AREAS

Thaifex - World of Food Asia will effectively provide a one-stop shop for the whole spectrum of food and hospitality products:

Food & Beverage

- Fruit & Vegetable
- Organic Food
- Fine Food
- Sweets & Confectionery
- Ready to Eat
- Dairy Products
- Seafood Products
- Meat & Poultry Products
- Health Food
- Grocery Products
- Rice & Rice Products
- Alcoholic Drinks
- Alcohol-free Drinks

Food Catering & Hospitality Services

- Catering Technology
- Technical Equipment, Appliances & Installations
- Data, Communication & Information Systems
- Services
- Food & Semi-Luxury Goods
- Ecology & Conservation
- Hotel Equipment & Supplies

- Interiors & Amenities
- Hotel Information Technology
- Security Systems
- Cleaning Supplies & Services
- Hotel Consultancies

Food Technology

- Process & Packaging Technologies
- Beverage Technologies
- Measurement & Regulating Systems
- Analytics & Hygiene
- Cooling & Refrigeration

Retail & Franchise

- Retailing Technology
- Shop Fittings
- Product Displays
- Data & Information Systems
- Franchising

Halal ^{NEW!}

- Food & Beverage
- Cosmetics & Pharmaceuticals
- Tourism & Hospitality
- Logistics
- Food Technology & Catering



VISITOR PROFILE

Approximately 22,000 trade visitors from the industries below are expected to visit Thaifex – World of Food Asia 2010:

- Airlines
- Bakeries
- Clubs and Resorts
- Departmental Stores
- Fast Food
- Food Catering
- Food Manufacturers
- Food Service
- Hotels, Restaurants and Bars
- Importers, Distributors, Wholesalers and Retailers
- Packaging and Distribution Centers
- Supermarkets, Grocery and Convenience Stores



THAIFEX -

World of food ASIA 2010 in brief



Date	May 12 – 16, 2010
Venue	IMPACT Exhibition Center, The Challenger Muang Thong Thani, Bangkok, Thailand
Schedule	Building up: May 10 – 11 Show: May 12 – 16 May 12 – 14: Open to Trade only May 15 – 16: Public Days Dismantling: May 17
Frequency	Annual
Year of Foundation	2004
Cost of Participation	USD 220/sqm (Raw Space) USD 270/sqm (Standard Shell Scheme Package) USD 290/sqm (Display Shell Scheme Package)
Supporting Organizations	Government Agencies: <ul style="list-style-type: none">· Ministry of Agriculture· Ministry of Industry· Tourism Authority of Thailand· Food and Drug Administration Private Organizations: <ul style="list-style-type: none">· Board of Trade of Thailand· National Food Institute of Thailand· Islamic Committee Office of Thailand· Food Processing Industries Club, Federal of Thai Industries· Thai Frozen Foods Association· Thai Broiler Processing Exporter Association

Supported by



The Organizing Team



Thai Chamber of Commerce



Department of Export Promotion



Global Network Limited

Covering

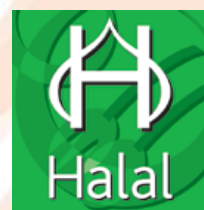
Food & Beverage featuring HALAL & ORGANIC Food

Food Catering & Hospitality Services

Food Technology

Retail & Franchise

Incorporating:



World of Halal

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Registration Deadline 15 FEBRUARY 2010

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