



Press Release

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THAIFEX - Anuga Asia 2022 concludes with trade visitor numbers exceeding expectations and top trends in the F&B industry revealed

THAIFEX - Anuga Asia 2022 food and beverage trade fair has reported over 51,535 trade visitors attended the event since it opened Tuesday, 24 May, as it came to a successful conclusion on Saturday, 28 May. The event also highlighted top and emerging trends in the F&B industry.

Bangkok (31 May 2022) - Asia's leading food trade fair has reported that trade visitor numbers at THAIFEX - Anuga Asia 2022 have exceeded all expectations, with over 51,535 trade visitors from 111 countries welcomed between 24 and 28 May.

The pandemic has forced the F&B market to make drastic changes, with industry operators adapting their businesses quickly. THAIFEX - Anuga Asia 2022 welcomed both local and international trade visitors to IMPACT Muang Thong Thani across the week, with top industry players showcasing their unique product innovation approaches and meeting consumer needs.

Mathias Kuepper, Managing Director of Koelnmesse Pte Ltd, said: *"The challenges of Covid-19 have severely impacted the F&B industry. As a globally acclaimed F&B tradeshow, THAIFEX - Anuga Asia purposefully solves some of these challenges by providing a platform for creating new enterprises to bring their goods to market, boosting their brand and market exposure."*

"At the same time, as guardians of industry standards and leading exponents of developing opportunities in this business area worldwide, it is our responsibility to build platforms of growth for the new age by linking small and big F&B businesses with trade visitors, buyers, investors, and enabling them to promote economic success in a conducive atmosphere. This will likely result in increased diversification, new growth prospects, innovations, operational optimization, and stakeholder value creation."

The fully realized hybrid event format achieved maximum build-up, remote connections, and engagement from show-goers. Exhibitors, visitors, and buyers were also pleased to meet face-to-face as the F&B sector moves towards an era of positivity and boundless growth through innovation.

THAIFEX - Anuga Asia
24-28 May 2022
www.thaifex-anuga.com

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One of the exhibitors, Norbert Back, Bangkok Bureau Chief at Polish Investment and Trade, said: *"Despite the backdrop of a very turbulent year and the challenges of Covid-19, trade between Poland and Thailand exceeded a record 1.5bn USD last year. As we celebrate the 50th anniversary of Polish-Thai diplomatic relations, we see a huge amount of potential, so it's been very exciting to have the Poland National Pavilion at THAIFEX - Anuga Asia. Together with the National Support Center for Agriculture from Poland, we already see a good outcome of this year's event and we are looking forward to the next edition of THAIFEX - Anuga Asia."*

Hosted buyer, Prajith Moorkoth, Managing Director of Golden Praxis (Dubai) said: *"This is my first time in THAIFEX - Anuga Asia. It's a well-organised show with many innovative products at the showground. As a hosted buyer, I'm very satisfied with the number of international business contacts that I've gathered in the past few days. I know it will translate to revenue growth for my company in the coming days."*

The 2022 "restart" brought 1,603 exhibitors across 9 halls of exhibition space at IMPACT Muang Thong Thani, which is more than double the number of exhibitors present for the last event in 2020. Despite travel regulations affecting participants from some countries, the event attracted 6,898 international trade visitors, especially from Malaysia, Vietnam, Singapore, South Korea and India.

Visitor, Qurrata Ayuni, from Indonesia, said: *"THAIFEX - Anuga Asia took me on an exciting journey into food innovation. I particularly enjoyed exploring some of the upcoming trends in food that we're likely to see more of in the future, and it's been so nice to visit in person, talk to the exhibitors and see their products with my own eyes."*

As the pandemic has focused consumer focus on health and sustainability, THAIFEX - Anuga Asia 2022 has also revealed some of the leading and emerging trends following the show:

- Halal: All regions have recorded a growing trend of halal product launches in the past five years. Halal also had the biggest showcase at THAIFEX - Anuga Asia showcase with 386 exhibitors.
- Sustainably produced and packaged: In the five years ending 2021, launches of food and beverage using upcycled ingredients rose at a CAGR of 63%, compared with 20% for products using recycled materials, 46% for products with water-saving claims, 30% for products carrying carbon emissions claims and 35% for palm oil-free products.
- Clean labels: Around half of consumers globally consider the absence of additives and use of only natural ingredients to be at the heart of "clean" eating, ahead of organics and sustainability.
- Plant-based: There is an annual growth of 46% (CAGR, 2018-2021) with food and beverage launches with a plant-based and premium & indulgent claim.

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- Alternative protein, including edible bugs: Two-thirds of consumers globally state that they eat meat substitutes, while almost a quarter (23%) consume them at least once a day.

Mr. Phusit Ratanakul Sereroengrit, Director-General of Thailand's Department of International Trade Promotion, one of the organisers of THAIFEX - Anuga Asia said: *"THAIFEX - Anuga Asia 2022 has attracted the attention of both Thai and foreign F&B buyers and businesspeople even more than expected. They came to visit the event to source new products, negotiate with trade representatives, and do business matching with exporters and manufacturers. It proved that Thailand's food and beverage industries have gained the confidence to be an essential resource for global foods. Future Foods has received much attention, considered to be a new business-solution idea that assures food safety and resilient food system in the future."*

THAIFEX - Anuga Asia 2022 is organized by Department of International Trade Promotion, Ministry of Commerce, Thailand ([DITP](#)), Thai Chamber of Commerce ([TCC](#)) and [Koelnmesse](#).

For more information, please visit <https://thaifex-anuga.com/en/>. To access post-event Live Stream following conclusion of the event cast, please follow <https://www.facebook.com/thaifexanugaasia/>.

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Notes to Editor

The organizers of THAIFEX - Anuga Asia 2022 would like to express their sincere thanks to everyone who joined the show, from event production partners to exhibitors to professional trade body representatives and showgoers from the F&B industry and the public. Koelnmesse would especially like to thank: H.E. Jurin Laksanavisit, Deputy Prime Minister & Minister of Commerce, the Director-General of the Department of International Trade Promotion, the Chairman of the Thai Chamber of Commerce, and the organizer partners and all their staff at DITP, TCC, and IMPACT Muang Thong Thani (Bangkok, Thailand).

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Koelnmesse - Global Competence in Food and FoodTec

Koelnmesse is an international leader in organising food fairs and events regarding food and beverage processing. Trade fairs such as the Anuga, ISM and Anuga FoodTec are established world leaders. Koelnmesse not only organises food and food technology trade fairs in Cologne, Germany, but also in further growth markets around the globe, for example, in Brazil, China, Colombia, India, Italy, Japan, Thailand, the United States and the United Arab Emirates, which have different focuses and contents. These global activities enable us to offer our customers a network of events, which in turn grant access to different markets and thus create a basis for sustainable and stable international business. Further Information is available at: <https://www.koelnmesse.com/current-dates/all-trade-fairs/>

About the Department of International Trade Promotion, Ministry of Commerce, Thailand

The Department of International Trade Promotion is committed to providing excellent service to Thai entrepreneurs in international business, including trade facility, cost reduction, value creation of goods and services, providing consultation for overseas market access and maintenance, as well as close cooperation with the private sector to promote Thailand as a major gateway of Asia. <http://www.ditp.go.th/>

About the Thai Chamber of Commerce

The Thai Chamber of Commerce plays a proactive role in representing the interests of the local Thai business community. <https://www.thaichamber.org/>

Note for editorial offices:

Press information is available at: <https://thaifex-anuga.com/en/for-media/media>. If you reprint this document, please send us a sample copy.

More information about the event is available here:

Website: www.thaifex-anuga.com Facebook: THAIFEX-Anuga Asia Instagram: @thaifexanugaasia LinkedIn: THAIFEX-Anuga Asia

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