

The 28<sup>th</sup> International Exhibition of Food & Drink, Hotel, Bakery,  
Restaurant & Foodservice Equipment, Supplies & Services



Incorporating:



COFFEE & TEA



FOOD & DRINKS



FOODSERVICE  
EQUIPMENT



HOSPITALITY &  
RETAIL TECHNOLOGY



HOSPITALITY STYLE



WINE & SPIRITS

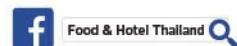
In-Conjunction with:



**8-11 September 2021** BITEC, Bangkok, Thailand



Organised by



[www.foodhotelthailand.com](http://www.foodhotelthailand.com)



**FHT**  
FOOD & HOTEL  
THAILAND



## Food & Hotel Thailand (FHT)

is the leading international trade event for premium food & hospitality business in Thailand and the region. Connecting buyers to sellers, presenting the best products and solutions, and introducing new ideas for better business.

### Why Thailand?

- ✓ World-class food & hospitality industry
- ✓ Expanding numbers and standards of hotels, restaurants, resorts, shopping malls and F&B outlets
- ✓ Large population of 69 million. Bangkok population of over 10 million

### Why FHT?

- ✓ Over 30,000 trade visitors from 58 countries
- ✓ Over 500 exhibitors from 40 countries
- ✓ The industry's choice to find premium F&B and hospitality products
- ✓ Strongest industry support and home to the leading industry events
- ✓ Proven track record over 27 years of delivering business for exhibitors

### Join Us for Better Business



## FHT2019 Show Facts

**Exhibition Area:** 18,000 Sqm.

**International Groups:** 11 International Pavilions from China, Denmark, EU, Italy, Japan, Korea x2, and Sri Lanka

**Trade Visitors:** 31,769 from 61 countries/regions

**Exhibitors:** 548 participants from 40 countries/regions

Armenia, Australia, Austria, Belgium, Bhutan, Bulgaria, Cambodia, China, Denmark, Finland, France, Germany, Greece, Hong Kong, India, Indonesia, Italy, Japan, Laos, Latvia, Lithuania, Macao, Malaysia, Myanmar, Nepal, Netherland, Philippines, Poland, Portugal, Singapore, South Korea, Spain, Sri Lanka, Sweden, Taiwan Region, Thailand, United Arab Emirates, United Kingdom, The USA, and Vietnam

## Buyer Report

### Buyers Classified by Job Function

Owner / President / CEO / MD / GM / Partner	39.65%
Sales / Marketing / Business Development	20.12%
Purchasing / Procurement	18.10%
Restaurant / F&B / Catering / Production / Operations Management	13.08%
Executive Chef / Chef	9.05%

### Buyers Classified by Company's Main Activity

Hotel / Resort / Country Club	20.41%
Import / Distribution / Wholesale	20.26%
Café / Coffee Shop / Bakery	18.78%
Restaurant	15.52%
Food & Beverage Manufacturer	13.23%
Retail / Supermarket / Hypermarket / Department / Grocery / Convenience Store	7.00%
Airline / Cruise Liner / Rail / Travel Catering	4.80%

### Buyers Classified by Product Interest\*

Food & Beverage	87.36%
Foodservice & Kitchen Equipment	73.60%
Coffee & Tea	59.36%
Hospitality & Retail Technology	57.24%
Hospitality Equipment & Supplies	57.06%
Wine & Spirits	46.87%

\* % of visitors said they were interested in. Please note visitors can tick more than one.



## FHT2019 - TOP 10 International Visitors

22.71%



China

9.71%



Malaysia

8.91%



Cambodia

8.44%



Singapore

5.96%



Japan

5.02%



Laos

4.69%



Vietnam

4.49%



Myanmar

3.55%



India

2.81%



HongKong,China



**RBT**  
RESTAURANT & BAR  
THAILAND

**Restaurant & Bar Thailand (RBT)** is where the restaurant & bar industry meet. RBT is the concurrent event at FHT bringing together the latest products, trends and solutions focused for the restaurant and bar industry. Also featuring leading culinary competitions and exciting events creating buzz and business for this dynamic and evolving industry.



**FFT**  
FINE FOOD  
THAILAND



**Fine Food Thailand (FFT)** is the international stage for premium F&B business held concurrently with FHT. FFT is the leading international trade event for fine, specialty and gourmet F&B. Offering exhibitors the premium platform to showcase products and connect to decision makers from Thailand and the regions rapidly expanding industry with growing tastes and demands for premium quality F&B.

*"We had an excellent show and closed many deals onsite. Food & Hotel Thailand is a brilliant platform for our customers to see and experience our products."*

**Tanapong Vamananda**  
Marketing Manager,  
Royal Porcelain Public Company Limited,  
Thailand

*"We have exhibited at Food & Hotel Thailand for 7 times. We're very happy to be here. Unquestionably, we will be back next year."*

**Mette Ring O'Donnell**  
Director - Food Service, Osterberg  
International A/S, Denmark

*"So very happy with the feedback that we got at the show and we will come back to exhibit again next year."*

**Roberta Tavecchio**  
Marketing Manager, Inalca  
Food & Beverage  
(Shanghai) Co.,Ltd.,  
China

*"We join the event for 3 consecutive years, since 2016. It's a great event. We meet lots potential customers from KFC, Makro, Minor Group, and any hotels and restaurants. We closed a new deal with Starbucks. We would like to come back again. It's great experience and thank you having us and see you next year."*

**Petch Boonchoochuay**  
Managing Director, Bangkok Fine Foods Co., Ltd.,  
Thailand

## Exhibitor Quotes



*"We joined in Food & Hotel Thailand every year. We met so many five-star hotels customers from Hua-Hin, Pattaya, and Chiang Mai areas. Also, we met international customers from Myanmar and Cambodia. This is a great opportunity for our business."*

**Jaruwan Sattapunkiri**  
Managing Director, Food Gallery,  
Thailand

*"Excellent show. Our exhibitors are very happy. All our exhibitors have excellent feedback and have many potential for business. We will come back next year with more exhibitors."*

**Filippo Ariano**  
Event Director,  
Bellavita, UK

*"It's a success for us at FHT2019. There are good numbers of customers visiting our booth and yes, we absolutely come back next year."*

**Jiavern Tan**  
Director of Marketing,  
GO'GOJII, Thailand

*"We got a lot of good customers from across food and services industry like hotel, restaurant, and coffee shop. Food & Hotel Thailand is a one of the best exhibition in Thailand. We will join again next year!"*

**Panu Sudhirakuljai**  
GM-Sales, CRG Manufacturing Co.,Ltd.,  
Thailand



## How to Exhibit

There are 4 options available.

1

### Space Only



Rent a space to build and design your own stand

**US\$ 355 per sqm.**

(Minimum 18 sqm.)

2

### Space + Shell Stand



Floor space, walls, carpet, fluorescent tube lighting and fascia

**US\$ 395 per sqm.**

(Minimum 9 sqm.)

3

### Space + Walk On Package



Floor space, walls, carpet, fluorescent tube lighting, 5 Amp socket outlet, desk, chair, table, stand, wall shelves and wastepaper basket

**US\$ 405 per sqm.**

(Minimum 9 sqm.)

4

### Space + Premium Package



Floor space, walls, carpet, fluorescent tube lighting, 5 Amp socket outlet, desk / counter, chair, table, stand, lockable cabinet and wastepaper basket

**US\$ 415 per sqm.**

(Minimum 18 sqm.)

## Visitor Profile

- Airlines / Cruise Liners / Rail / Travel Catering
- Baristas • Café / Coffee Shops / Bakeries • Food & Beverage Importers / Distributors / Wholesalers
- Food & Beverage Manufacturers & Processors
- Foodservice & Kitchen Equipment & Supplies Importers / Distributors / Wholesalers
- Government & Trade Associations • Hotels / Restaurants / Resorts / Country Clubs • Media
- Property Owners • Developers • Quick Service Restaurants • Retail / Hypermarket / Supermarket / Department / Grocery / Convenience Stores
- Spa & Lifestyle Owners & Management
- Service Apartment • Sommeliers • Wine & Spirits Importers / Distributors / Wholesalers

## Exhibit Profile

- Food & Beverage • Coffee & Tea • Wine & Spirits
- Foodservice & Kitchen Equipment & Supplies
- Hospitality Equipment & Supplies • Cleaning & Laundry Equipment & Supplies • Spa & Lifestyle Services & Supplies • Hospitality & Retail Technology Products & Services

## Show Venue



BITEC is a first - class international trade exhibition venue located in a convenient location only 30 minutes from downtown Bangkok by BTS (Sky Train) or 15 minutes drive from the international airport. BITEC is linked by expressways and BTS to major commercial centres and international chain hotels.



### About Informa Markets

FHT is organised by Informa Markets, a division of Informa plc. Informa Markets creates platforms for industries and specialist markets to trade, innovate and grow. Our portfolio is comprised of more than 550 international B2B events and brands in markets including Healthcare & Pharmaceuticals, Infrastructure, Construction & Real Estate, Fashion & Apparel, Hospitality, Food & Beverage, and Health & Nutrition, among others. We provide customers and partners around the globe with opportunities to engage, experience and do business through face-to-face exhibitions, specialist digital content and actionable data solutions. As the world's leading exhibitions organiser, we bring a diverse range of specialist markets to life, unlocking opportunities and helping them to thrive 365 days of the year. For more information, please visit [www.informamarkets.com](http://www.informamarkets.com).

### Strong Official Support



For more information please contact your nearest office

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