

Post Show Report

Fi Asia is the largest Food and Beverage industry event in South East Asia.

The successful 25th edition of the show was held in Bangkok over three days.



Asia

QSNCC, Bangkok, Thailand
5-7 October 2022

Organised by:



informamarkets

Highlight of Fi Asia 2022 (Thailand Edition)



**15,995
attendees**



**230 exhibiting
companies from
30 countries**



**8 international
pavilions**



**Insightful
conferences**
on Food & Beverage
trends



Start-up innovative
**F&B products
competition**



**Business
matchmaking
programme**



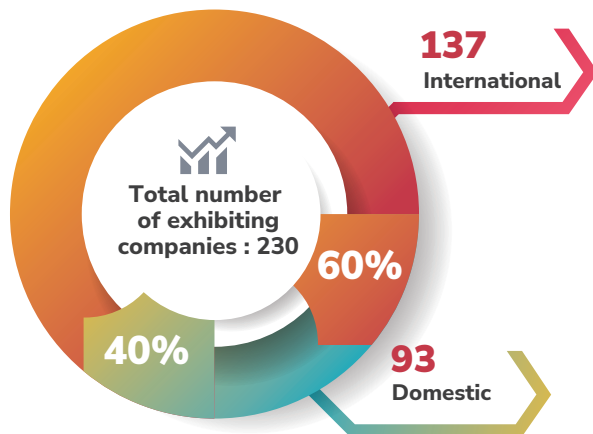
More than
**44 on-demand
scientific sessions**



More than
**80 hours conferences
and seminars** on the online platform



Exhibitors



Top 10 exhibitor countries

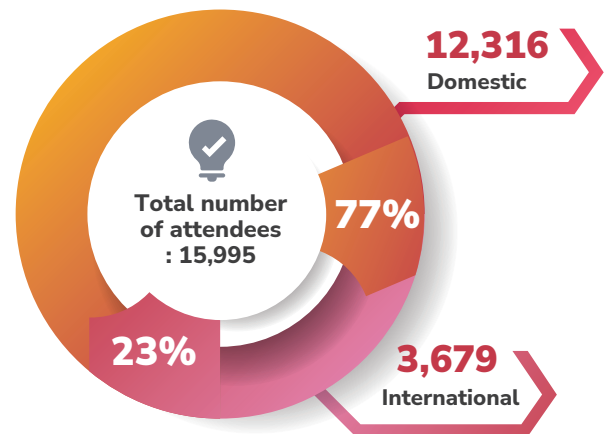
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|--------------|--------------|
| 1. Thailand | 6. India |
| 2. Denmark | 7. USA |
| 3. China | 8. Indonesia |
| 4. Uruguay | 9. Japan |
| 5. Singapore | 10. Malaysia |

8 Country Pavilions and 4 Specialised Pavilions

International pavilions

- China (Hybrid)
- European
- India
- Ireland
- Japan
- Indonesia
- Thailand
- USA

Attendees



Top 10 attendee countries

- Thailand
- Malaysia
- Singapore
- India
- Vietnam
- Philippines
- South Korea
- Indonesia
- Japan
- Taiwan

Top 5 of Attendees by Region

- Asia
- Europe
- North America
- Oceania
- Middle East

Product Pavilions

- Beverage ingredients (Bi) pavilion
- Natural ingredients (Ni) pavilion
- Health ingredients (Hi) pavilion
- New Business pavilion

Top 20 Industry Topics of Interest

 Functional food	 Food Supplements / Nutraceuticals	 Flavours and Spices	 Flavour Enhancers	 Functional beverages	 Plant-based Products	 Proteins	 Sweeteners / Sugar Replacements	 Coffee/Tea	 Dairy
 Binders	 Stabilizers and Thickeners	 Texturizers	 Dairy Replacement	 Antioxidants	 Probiotics	 Collagen	 Cocoa & chocolate	 Fibres	 Vitamins

Job Position



23.95%
Manager
with staff



23.02%
Non-
management



7.76%
Manager
without staff

7.09%
CEO / COO /
President / Chairman

4.67%
Consultant

3.70%
Board Director

3.40%
Managing Director / Sr. VP / EVP

2.57%
VP / Director

Top 10

Visitors Area of Responsibility



Top 5 main reasons to visit

- 1 Source ingredients**
- 2 Learn about the latest market trends**
- 3 Meet existing contacts partners / suppliers**
- 4 Get knowledge on specific industry & business challenges**
- 5 Extend your business network**

Here's what attendees said about Fi Asia Thailand 2022



Fi Asia 2022 provides food producers with opportunities to source ingredients for their products, especially with future food demand trends. This is a great opportunity for visitors who come to Food Ingredients Asia to source ingredients and learn more about innovations in alternative proteins. Consumer demand has now changed, with more focus on health and sustainability. So, this is a great opportunity for us as producers to find more alternative proteins and innovations for product development.



Finally, I offer my sincere congratulations to Fi Asia 2022, and I wish you all a successful event. I personally want to invite those who are looking for the alternative protein options – there's a lot to gain from this show.

Mr. Apirak Kosayodhin

Founder & CEO V Foods Thailand Co., Ltd.
& Thai Future Food Trade Association Member

I would like to take this opportunity to applaud and congratulate Informa Markets for organising a unique event for food ingredients and providing the opportunity to exchange scientific knowledge, promote cooperation and share ideas, not just between food scientists, but all members of the food value chain. I do hope this event can continue annually and would like to congratulate the team for a successful show.

Ir. Adhi Siswaya Lukman

Chairman, Indonesian Food and Beverage Association (GAPMMI)



About Food Ingredients Asia 2022 (Thailand Edition)

48 sessions

International Conference
and Seminar Opportunity
in ASEAN Food &
Beverage industry

12 sessions

Future Food Workshop

14 sessions

Food ingredients Asia
Cooking Stage:

Future Food Showcases

12 sessions

Sensory Box:

Start-up innovative F&B
products competition

32 Sessions

Technical Seminars:

9 Trends, 8 presentations

Beverage ingredients theatre

9 tours

Innovation Tours:

20 products displayed

Innovation Zone:

- Business Matching
- Future Food Market
- Fi TV

- Fi Mobile App
- Online Fi Asia Platform

Awards: 4 Categories

Exhibitor Best Booth

- Discovery Lounge

Highlight Features

Beverage ingredients (Bi) theater



The coronavirus pandemic has called for new strategies for beverage products and ways to reach consumers. Be inspired by listening to presentations from leading exhibitors and beverage experts including post-pandemic trends and implications. Over 10 products will be showcased with various types of finished beverages and ready-to-drink concepts, including:

- Beverage trends
- Plant-based drinks
- CBD-infused drinks
- Relaxation drinks
- Functional drinks
- Personalized drinks
- Alcohol-free drinks
- Boosting drinks
- Hybrid drinks

Food ingredients Asia Cooking Stage



Learn how to prepare delicious
food from alternative proteins
sources

Highlight Features

Future Food Workshop



A place to learn about future food and get innovative solutions from leading technology providers and discuss opportunities for collaboration.

Future Food Showcases *powered by Mintel*



This is a space to experience innovative solutions firsthand, including alternative proteins - namely those not derived from traditional meat, dairy, and seafood. What do consumers think about these new products, and what is the future of this new category of proteins? A place to collaborate and refine the future of food!

Start-up innovative F&B products competition



In partnership with food associations and leading universities, Informa Markets is honoured to again give selected start-ups and smart SMEs the chance to share their ideas and pitch their latest innovative food and beverage products. Meet and hear from the top 20 finalists as they share their ideas for using food ingredients from local raw materials to add more value rather than selling products in the form of raw agricultural materials. The aim is to offer opportunities for the private sector to seek potential business partnerships from contestants and select participating food products to be commercially developed.

Sensory Box



In the fourth edition with collaboration with Innolab Magazine, the audience can participate in a sensory evaluation experience, including technical product presentations and taste testing. Each day has a separate theme, and the theme for 7 October is cultured meat and algae.

Innovation Tours *powered by NUTRIMARKETING*



Follow a trend of Organic & Clean Label / Plant based food / Reducitarism and personalized nutrition at your own pace with guided trails throughout the exhibition hall. The tours are designed to allow you to discover new ingredients and manufacturers, with the flexibility of planning them around your daily show schedule.

Highlight Features



Innovation Zone

powered by Innova Market Insights

Discover what's new and what's next as leading industry players launch new ingredients. The Innovation Zone provides the perfect opportunity to give new ingredients the introduction they deserve to the market. A popular area for visitors and the press, this feature has become a trendsetting spot for the F&B industry.



Future Food Markets

Making its debut at Food ingredients Asia, Future Food Markets is where groups of delegates will be able to attend product launches and tastings of some of the most talked-about novel foods, and to find answers to the question: What does future food taste like?



Sustainability Square

Interactive zone for visitors and exhibitors to discover and learn more about sustainability at Informa Markets and our events "Food ingredients Asia". We focus our content and community on sustainability within the F&B industry. We also create new experiences for our audiences by offering activities in collaboration with the local community, "Bang-kra-chao" 200 attendees joined the activities to make their own tote bags, which also supports the local community.



International Conference / Seminar Opportunity in ASEAN Food & Beverage industry

The valuable conference that serves you trends, innovations, building competency of SME and Start up technology and sustainability at end of value chain in ASEAN countries.

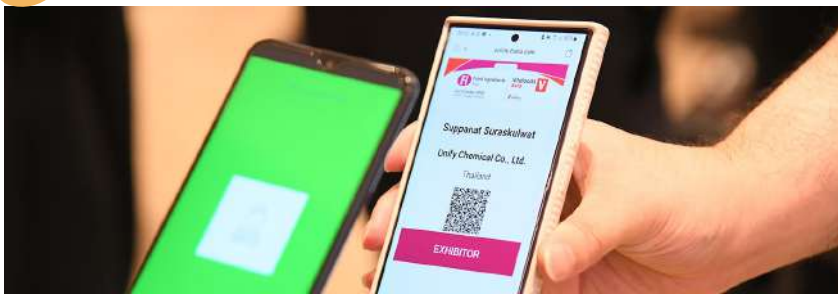


Technical Seminars

Seminars from leading exhibitors focused on the latest ingredients and their practical applications, market developments, trends, issues and opportunities.

Highlight Features

Fi Mobile Application



An easy-to-use app that helps exhibitors to manage the process of retrieving, analysing and following up sales leads to ensure that they get even more value from exhibiting at Fi Asia 2022.

Business Matching Program



An easy-to-use program to help exhibitors identify and screen potential business partners, and arrange meetings before the show.

Fi TV



Highlights & activities of Fi Asia were broadcasted through Fi TV at strategic locations to keep the audiences connected and updated with all the latest happenings across the exhibition.

Supplier Finder



An interactive floor plan to find existing business partners or meet new suppliers.

VIP lounge



Located in a prime-area in the Exhibition Hall, our exclusive, custom-built VIP Lounge allows exhibitors and their brands to mingle with VIP guests in a relaxed, yet sophisticated setting. With comfortable seating areas, beverages bar and dining opportunities, our VIP Lounge offers the ideal place to network, conduct business or simply unwind in luxurious surroundings.

Rest and Recharge



A place for attendees to take a break from the noise and crowd of the exhibition, have conversations with new business partners and get rest during the show.

At the multi-purpose Rest and Recharge area we have below services available for all visitors:

- Wifi
- Device charging points
- Comfortable seating

Highlight Features



Discovery Lounge

Our Discovery Lounge is designed for customers to have conversations in the comfort of a relaxing lounge space with snacks and beverages and participate in surveys and in-person discussions.

Sustainability Booth Awards

Exhibitor Best Booth Awards recognised outstanding stands in four categories.

Booth Design Award



Rama Production Co.,Ltd.



Aarkay Food Products Ltd.



Ubon Sunflower Company Limited

Creativity Award



Roquette Asia Pacific Pte. Ltd.



Essential Flavor & Fragrances Industry Co.Ltd.



Thai China Essential Flavor & Fragrances Industry Co.Ltd.

Informative Award



Eco Agri Distribution Thailand



Premium Foods Co., Ltd



Preserved Food Specialty Co.,Ltd

Outstanding Award



Maxway Co.,Ltd



Primo trading Co.,Ltd



Banpong Tapioca Flour Industrial Co.,Ltd

Fi Asia

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Event is powered by:



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