



Invitation NL Pavilions – Fi Asia 2023

20 – 22 September, QSNCC, Bangkok, Thailand

Tomorrow’s Taste Today

Fi Asia is the largest food and beverage industry event in South East Asia and is a must-attend. The 26th edition of the show will be held at the Queen Sirikit National Convention Centre, from 20-22 September in Bangkok.

Fi Asia, co-located with **Vitafoods Asia**, connects over 230 international suppliers across the nutraceutical and food and beverage industry, looking to source the most innovative and highest quality ingredients, dietary supplements and services. Consumer demand has now changed, with more focus on health and sustainability.

Join thousands of exhibitors over three days to showcase your ingredient solutions, learn about the latest innovations and trends, and connect with new and existing business partners under one roof.

Thailand at a glance

Thailand is one of the world’s leading agricultural suppliers, primarily due to its well-developed food processing sector and global recognition for its quality control and standards.

- Revenue in the **Thai Food market** amounts to **70.70 billion USD** in 2023. The market is expected to grow annually by **5.23%** (CAGR 2023-2027).
- The value of **Thai food exports** was **34.6 billion USD** in 2021, an increase of **11.8 percent** from 2020.
- Thailand is **the 11th largest** halal food exporter in the world and the largest halal exporter among member countries in the Association of Southeast Asian Nations (ASEAN).
- Domestic sales of processed foods are rising due to a major shift in consumption patterns towards convenience food items such as **ready-to-eat meals, rice, noodles, bakery, functional drinks, and snacks**.



Why should you join Fi Asia Thailand 2023?

Last time's edition of Fi Asia covered 5,736 sqm, more than 230 exhibitors were showcasing their products, 16,000 visitors. For more details, please find here the [Post Show Report](#). Click [here](#) for the show floor plan.

Sounds interesting and promising? So join the **NL Pavilion** organized by **Orange Exhibition Management**. We have 1 island block at an A-location (Gold zone) in the hall.

Participation in the NL Pavilion at Fi Asia 2023

The costs for participation in one of the NL Pavilions are €890,00 (excl. NL VAT) per sqm of exhibition space. Per participating company there is a mandatory Digital Product Solutions fee of € 480,00 (excl. VAT). An amount of € 175,00 (excl. VAT) for Stand sharing fee. These costs are imposed by the exhibition organizers and include 7% VAT.

The conditions of participation can be found, together with the registration form, in the annex. In order to participate in the exhibition, you must have the registration form fully completed by a person within your organization who acts with power of attorney and is registered with the Chamber of Commerce as authorized to sign. If this is not met, the registration is not valid.

Deadline for application is **Friday 19 May**. Be quick because the space is limited. Given the limited space, applications will be honored in order of entry and availability of space.

The stand space allocated to you by OEM may also differ from the m2 you have requested.

Please do not hesitate to contact me in case you have any questions. You can contact me on my mobile phone: +31 6 15371456 or cc@orange-management.com



Looking forward to receiving your **APPLICATION** (link to Pdf).

Best regards,

Caroline Cramer
Managing Director