



Press Release

“THAIFEX - ANUGA ASIA 2022” Soars with Success Generating over 68,851 Million Baht, Surpassing the Target Reviving “Food and Beverage” Industry

Department of International Trade Promotion (DITP), Thai Chamber of Commerce (TCC) Koelnmesse (KM) Germany, announced the success of the THAIFEX - ANUGA ASIA 2022 “Hybrid Edition” grandly held this year both on the ground and online between 24-28 May 2022. This Asia’s largest F&B event welcomed an unprecedented number of buyers and importers since the COVID-19 pandemic period traveling from many countries around the world, bringing in over 68,851 million baht and substantially exceeding the targeted trade order value of 10 billion baht. The trade show also helps reaffirm the potential of Thailand as the global hub for quality agricultural products and food, in response to the “Thai food” to “The World's Food” policy of Mr. Jurin Laksanawisit, Deputy Prime Minister and Minister of Commerce.

Mr. Phusit Ratanakul Sereroengrit, Director-General of Thailand's Department of International Trade Promotion (DITP), revealed that this great achievement of THAIFEX - ANUGA ASIA 2022 stems from the fruitful collaboration between public and private sectors, namely, Department of International Trade Promotion (DITP), Thai Chamber of Commerce (TCC) Koelnmesse (KM) Germany. The success of this event has proven that the Thai food and beverage industry is in high demand in the global market and gaining trust for its food safety standards.

The overwhelming response from the F&B industry joining the **On-Ground** event held at IMPACT Muang Thong Thani is as follows:

- The order value of 66,169 million baht was generated, comprising immediate order at the event of 643 million baht and the anticipated orders within 1 year of 65,526 million baht

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- 1,603 exhibitors including companies from Thailand and overseas
- 83,099 visitors including
 - o 51,535 trade visitors, comprising 44,637 visitors from Thailand and 6,898 international buyers/ importers from 111 countries
 - o 31,564 public visitors
- Following Thailand, the largest country groups were from Malaysia, Vietnam, Singapore, South Korea and India, respectively.
- The top 5 best-selling products were Fine Food, Food Service, Seafood, Food Technology and Drinks.
- Special zone and exhibitions such as Future Food, Halal Food and Organic Food were also well-received by the F&B players.

As for the **Online** event, featuring the Virtual - Online Business Matching (V-OBM) on www.thaifex-vts.com, the outcomes are the following:

- The order value of 2,682 million baht, divided into the immediate orders of 191 million baht and the projected orders within 1 year of 2,491 million baht.
- 311 business matching requests with 238 successful matchings, comprising:
 - o 44 business matchings in Europe, Middle East and Africa zone (29 successful matchings between 15 buyers/importers across 7 countries with 34 Thai exporters)
 - o 43 business matchings in the America zone (31 successful matchings between 13 buyers/importers from 5 countries with 37 Thai exporters)
 - o 224 business matchings in the Asia-Oceania zone (178 successful matchings between 59 buyers/importers across 14 countries with 147 Thai exporters),
 - o The top 5 countries with the highest number of matching requests were China, Hong Kong, Brunei, Vietnam and Argentina.

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- The top 5 most attention-grabbing product categories in business matchings were Confectionery, Fine Food, Drinks, Fruits and Vegetables, and Frozen Food.

Mr. Sanan Angubolkul, Chairman of the Thai Chamber of Commerce (TCC), revealed that THAIFEX - ANUGA ASIA reflects the determination of the Department of International Trade Promotion (DITP), Thai Chamber of Commerce (TCC), and Koelnmesse (KM) Germany to upgrade the F&B trade show in Thailand to be widely accepted across the world while reinforcing the unique potential of Thailand as the global hub for quality agricultural products and food. This year's event has received overwhelming responses from the F&B industry and created over ten billion baht in economic value for Thailand. Among this year's 722 exhibitors from Thailand, more than half of the companies participating in the exhibition are SMEs.

In addition, the F&B professionals have expressed great satisfaction with the THAIFEX - ANUGA ASIA as the driver for product development, new business opportunities and market entry. They also used this opportunity to test the market from potential buyers to further introduce their improved products, and services and come up with innovations to better fulfill the needs of customers. Still, the entrepreneurs have adjusted themselves and proceeded with the more creative production process, whether it be through developing products in response to the trends of food and food packaging to keep up with the ever-changing consumers' needs and the market. This is to ensure that the food and beverage business can grow hand in hand with the market trends and successfully penetrate the target market.

This year THAIFEX - ANUGA ASIA not only increases the market value for food and beverage products but also affects the value creation in tourism as well. As informed by the incoming trade visitors, these international travelers with high purchasing power will also be heading to visit various tourist destinations in Thailand such as Pattaya and Phuket, generating additional income from tourism to the country. This is also in line with the policy of the Thai

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Chamber of Commerce to promote trade along with tourism. It is no doubt that THAIFEX - ANUGA ASIA 2023 would mark a greater comeback than ever before.

Mr. Mathias Kuepper, Managing Director of Koelnmesse (KM), revealed that THAIFEX - ANUGA ASIA 2022 brought together 881 overseas exhibitor companies. Although COVID-19 posed unprecedented challenges to the F&B industry earlier, this year's THAIFEX - ANUGA ASIA has helped alleviate these challenges, serving as an ultimate platform that allows Southeast Asia's entrepreneurs, both large and SMEs entrepreneurs seeking to market their products, to connect with top trade representatives, buyers, investors and explore new opportunities to grow. In addition, as COVID-19 makes consumers shift their priority to health and sustainability, we have witnessed the changing trends in the F&B industry. THAIFEX - ANUGA ASIA 2022 has shed new light on the new emerging trends around the world, particularly, Halal food, as the Fair has brought 386 halal food exhibitors, as well as the trends powering the growth of edible insect protein and plant-based protein as healthy alternatives to consumers, or the modern consumption trends for the products focusing on energy-saving and reducing carbon emission, etc.

To build on the success of this year's event, the 3 organizers are proceeding to host THAIFEX - ANUGA ASIA 2023 between 23 - 27 May 2023, those interested can find further information and updates at DITP Call Center 1169. The interested F&B professionals can apply to be the 2023 exhibitors at www.thaifex-anuga.com, starting from 1 August 2022 onwards.

For further information, please contact:

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