FHA
FOOD & HOSPITALITY
ASIA

21-24
APR 2026
SINGAPORE EXPO

Co-locating
ProWine
SINGAPORE
ProSpirits

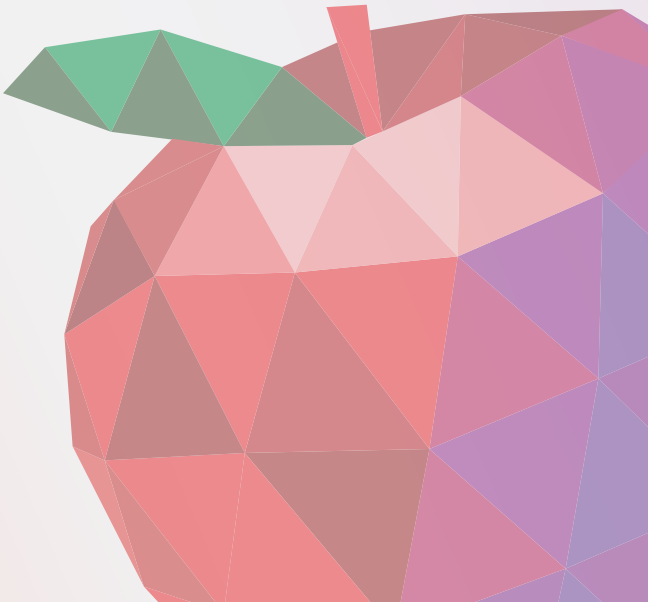
POST SHOW REPORT

ASIA'S LEADING INTERNATIONAL FOOD & HOSPITALITY MEGA EVENT RETURNS

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#FHA #FHA2026
#GlobalGathering

www.foodnhotelasia.com

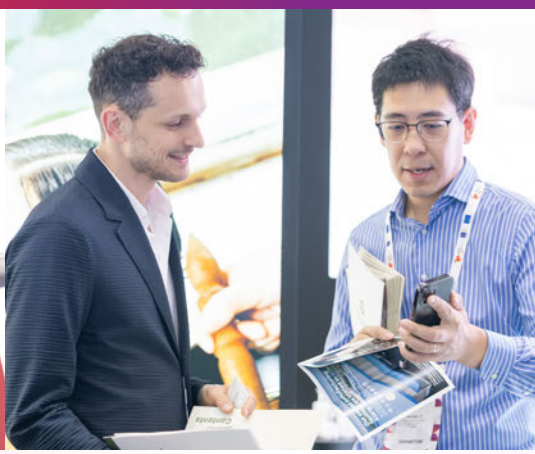


Information is accurate as of 20 May 2026

KEY EVENT HIGHLIGHTS







71,273 ATTENDEES
from **107**
countries/regions

2,750 EXHIBITORS
representing **63**
countries/regions

78 GROUP PAVILIONS

170 SPEAKERS
over **57** sessions

978 PARTICIPANTS
from **16** countries
participating in our
competitions

800 INTERNATIONAL HOSTED BUYERS
from 23
countries/regions

18 SPECIALISED SEGMENTS
across **100,000sqm** exhibiton area

Food & Beverage

- BEVERAGE
- CONVENIENCE FOOD
- DAIRY
- FINE FOOD
- FRESH PRODUCE
- HALAL
- INTERNATIONAL FOOD
- MEAT & POULTRY
- SEAFOOD
- SNACKS & CONFECTIONARY
- SUSTAINABLE FOOD
- WINE & SPIRITS

HoReCa

- BAKERY, PASTRY & GELATO
- COFFEE, TEA & BAR
- FOODSERVICE & HOSPITALITY EQUIPMENT
- TABLEWARE & HOSPITALITY SUPPLIES
- FOODSERVICE TECHNOLOGY
- HOSPITALITY TECHNOLOGY

REGION OF HONOUR

EUROPEAN UNION

ENJOY IT'S FROM EUROPE

The **European Union Pavilion** at FHA 2026 delivered an immersive showcase of Europe's rich culinary heritage, bringing together 27 EU Member States to present a diverse selection of premium agri-food and beverage products. Across four days of live cooking demonstrations, curated tastings, information sessions, and the official opening ceremony, attendees were treated to valuable insights into the quality, authenticity, safety, and sustainability standards that define European food production.

The pavilion celebrated the diversity of Europe's culinary traditions while offering visitors a deeper appreciation of the craftsmanship and sustainable practices behind its world-renowned food and beverage offerings.

> *We are the region of honour in FHA this year and we are extremely proud. It's an amazing business opportunity, just the size, having two events into one, we have the opportunity to make business with a lot of countries and Singapore is the prefect entry port for this match-making and having opportunities with the ASEAN region, and so we are already thinking that we should come back on the next occasion, because we are delighted of our presence here at FHA.*

Diego Canga Fano

Director, Outreach, Research & Geographical Indications & Directorate – General for Agriculture & Rural Development (European Commission)









EXHIBITORS

More than
85%
International
Exhibitors



63 PARTICIPATING COUNTRIES/REGIONS

ARGENTINA • ARMENIA • AUSTRALIA • AUSTRIA • BELGIUM • BRAZIL • BRUNEI DARUSSALAM • CAMBODIA • CAMEROON • CANADA • CHILE • CHINA • CROATIA • CZECH REPUBLIC • DENMARK • FINLAND • FRANCE • GEORGIA (REP OF) • GERMANY • GREECE • HONG KONG SAR • HUNGARY • INDIA • INDONESIA • ISRAEL • ITALY • JAPAN • JORDAN • KOREA • LITHUANIA (REP OF) • MALAYSIA • MALDIVES (REP OF) • MACAO SAR • MEXICO • MONGOLIA • MOROCCO • NEPAL • NETHERLANDS • NEW ZEALAND • NORWAY • OMAN • PAKISTAN • PHILIPPINES • POLAND • PORTUGAL • REPUBLIC OF IRELAND • SINGAPORE • SLOVAKIA • SOLOMON ISLANDS • SOUTH AFRICA (REP OF) • SPAIN • SRI LANKA (REP OF) • SWEDEN • SWITZERLAND • TAIWAN • THAILAND • TÜRKİYE • UK • UNITED ARAB EMIRATES • URUGUAY • USA • VANUATU (THE REP OF) • VIETNAM

TESTIMONIALS

*We're excited to be back at FHA, using the platform to launch nine products in Asia for the first time because we know this is where our customers and consultants come to discover new solutions. FHA's **vibrant atmosphere** and **strong focus on innovation, industry trends, and business solutions** make it an invaluable platform for meaningful connections and market opportunities.*

Leonard Lam

Managing Director, Asia Pacific (Welbilt)

*FHA 2026 provided us with an excellent opportunity to deepen our understanding of the Singapore market, connect with key HoReCa players, and **gain valuable insights into consumer behaviour through direct engagement**. The show was professionally organised and **brought together strong participation across the entire business ecosystem**, making it an **ideal platform for networking, market learning, and exploring new growth opportunities**.*

Young Yu

General Manager, International Operations Division (Indofood CBP)

*FHA is a **strategic platform** for Oman Exports, providing Omani companies with the visibility and connections needed to enter the ASEAN market **through direct engagement with international buyers, distributors, and partners**. More than a showcase, FHA serves as a **global bridge for building long-term collaborations**, helping Omani companies stay ahead of global innovation while driving sustainable impact for both our local economy and international partners.*

Jawaher Al Rashdi

Exporters Services Specialist (Ministry of Commerce & Investment Promotion Sultanate of Oman

*FHA is an important platform for showcasing innovation in the food industry. Participation **has increased international exposure for companies** and specialty products from Chongqing and Southwest China, **creating new opportunities for market expansion, partnerships, and deeper collaboration**, and we look forward to bringing more Chongqing businesses to future editions.*

Lanye Luo

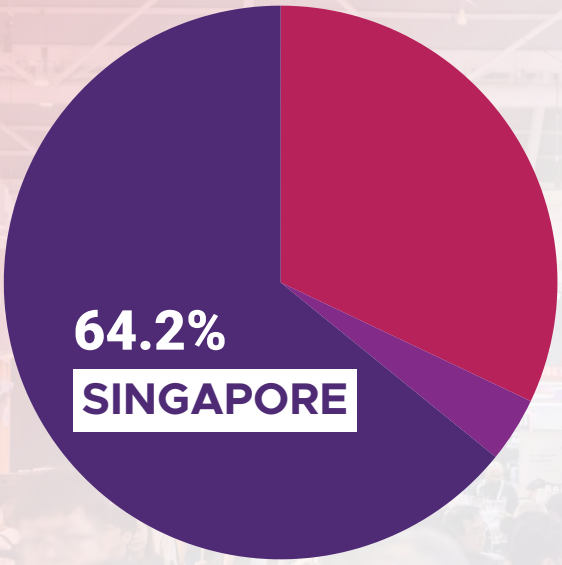
Executive Director (Chongqing Food Industry Association)

ATTENDEES

71,273
attendees from
107
countries/regions

TOP 10 COUNTRIES/ REGIONS

- Australia
- China
- Hong Kong SAR
- Indonesia
- Malaysia
- Philippines
- Singapore
- Taiwan
- Thailand
- Vietnam



BY REGION

32%

REST OF ASIA
Bangladesh, Brunei, Cambodia, China, East Timor, Hong Kong SAR, India, Indonesia, Japan, Jordan, Kazakhstan, Kyrgyzstan, Laos, Macao SAR, Malaysia, Maldives, Mongolia, Myanmar, Nepal, Pakistan, Philippines, South Korea, Sri Lanka, Taiwan, Thailand, Turkiye, Vietnam

3.8%

OTHERS
Africa, Europe, Middle East, North America, Oceania, South America, USA

TOP 5 JOB FUNCTIONS

- Business Development & Corporate Management (Owner / Proprietor / President / CEO / MD / GM)
- Commercial / Procurement / Purchasing
- Foodservice & Hospitality Operations / Culinary Service Professionals
- IT / Research & Development
- Sales & Marketing / Brand Management / Public Relations

TESTIMONIALS

This my first FHA experience, so the most interesting and valuable part would definitely be meeting potential customers because we are a distributor so when you come here you get to speak to customers that you never thought you would come across and there are a lot of opportunities and potential customers that you may work with in the future.

Tricia Chua

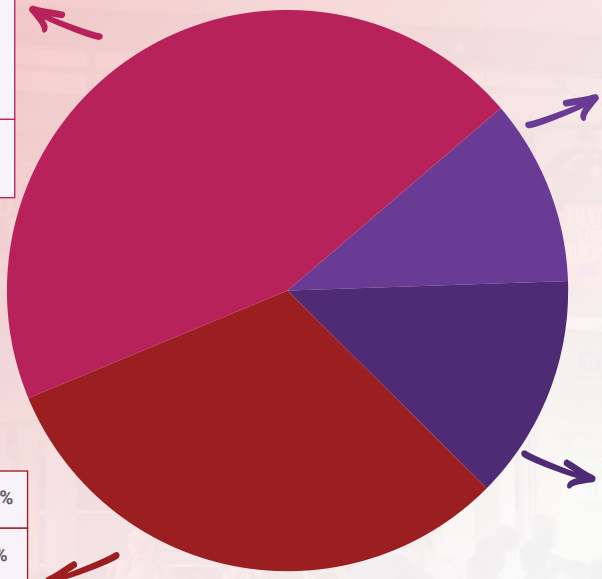
Trade Marketing Executive (Wilmar Distribution)

I think FHA is growing very, very big. And what's interesting is every time I'm here, there are always new technologies, new innovations from all over. And I think this is something that I will never miss. If you are in food, whether it's manufacturing, whether it's producing or whether it's supplying or marketing, FHA is the go-to market for exhibition.

Young Yu

Shahrin Azhar, Director (Halla Private Limited)

BY BUSINESS NATURE



45%
RETAIL, TRADE & MANUFACTURING

Importer / Exporter / Distributor / Logistics / Wholesaler / Trade Associations	29%
F&B Manufacturer / Hospitality & Foodservice Equipment & Supplies Manufacturer / Wine & Spirits Equipment, Vineyard & Wine Producer Manufacturer / Bakery, Pastry & Gelato Manufacturer / Hospitality / Foodservice Equipment & Supplies / Packaging & Labelling	12.5%
Retailer / Convenience & Grocery Store / Hypermarket / Supermarket / Department Store	3.50%

10.7%
R&D, TRAINING & INDUSTRY SERVICES

Research & Development / Food Science	2.6%
Venture Capitalist / Start Ups / Consultancy	2%
Government Organisation	2%
Advertising / Marketing / Printing / Public Relations / Media	1.8%
Academic / Training Institute (Culinary / Hospitality / Tourism / Food Science)	1.2%
IT Solutions / Security Provider / VAR / VAD / Systems Integrator	0.9%
Others	0.2%

31.3%
FOOD & BEVERAGE SERVICE PROVIDERS

Restaurant / Bistro / Café / Coffee Shop	15.7%
F&B Management Service / Consultancy	7.2%
Catering / Cooking Studio / F&B Workshop	4.2%
Fast Food / Quick Service Operator	2.9%
Health / Organic Food / Speciality Food	0.7%
Bakery / Pastry / Gelato / Alcoholic Drinks / Wine / Spirits	0.6%

13%
HOSPITALITY, TOURISM & LIFESTYLE

Hotel / Resort / Serviced Apartment / Attractions / Theme Park / Hospitality Management Service	5.6%
Others	2.8%
Hospitality Procurement Services	2.5%
Clubhouse / Country Club / Sport & Recreation Club / Spa & Wellness / Fitness Centre / Bar & Entertainment	0.9%
Commercial Facility / Shopping Mall Planning and Management / Property Management / Developer / Real Estate / Architecture	0.8%
Airline / Cruise Liner / Rail / Airport / Terminal	0.4%

TOP 10 PRODUCT INTERESTS

- Bakery, Pastry & Gelato / Baking Ingredients / Desserts
- Beverage & Spirits
- Coffee / Tea / Bar
- Convenience Food
- Food & Ingredients
- Foodservice & Hospitality Equipment
- Foodservice, Hospitality & Retail Technology
- Industry Services
- Meat & Poultry
- Packaging / Disposables

CHECK OUT WHO VISITED

Tricon Wyndham Hotels and Resorts Devgan Overseas Tim Hortons StarDream Cruises CapitaLand Advantage Foods SRW Consultancy The Standard Hospitality Group Burger King Epicurean Partners Exchange SaladStop Group Alfamart Fairprice Group Hanbaobao Gueridon Food Corporation Matsuya Foods Benmark Group Marriott International Indoguna Shangri-La Hotels & Resorts Subway Little Farms Sakuraya Foods Singapore Airlines SATS Food Services Four Seasons Hotels and Resorts Phoon Huat InterContinental Hotels Group (IHG) Mandarin Oriental Singapore Marina Bay Sands Resorts World Sentosa Jumbo Group of Restaurants BreadTalk Group Tung Lok Group Paradise Group Holdings Crystal Jade Culinary Concepts Neo Garden Catering The Wine Company DNATA Compass Group Singapore Hilton International Asia Pacific Disney Cruise Line Coffee Hive Accor Asia Pacific Plaza Premium Group Pan Pacific Hotels Group Asia Brewery Incorporated FoodBaskets Corporation The Boots The Coffee Bean & Tea Leaf CKP Hospitality Consultants Qantas

... and many more

HOSTED BUYER PROGRAMME

800 Hosted Buyers from **23 countries/regions** engaged in **19,000 meetings**

83
NPS Score

98.4%
Overall satisfaction rate

98%
Likely to attend FHA again in the future

MEET SOME OF OUR HOSTED BUYERS

CONVENIENCE STORES / RETAILS

7-ELEVEN · 1 ONE WORLD DELI · Bách hóa XANH · Big C · CPG NEW RETAIL · CENTRAL RETAIL · CMHL · Diamond Supermarket · GOLDEN DC Joint Stock Company · GO WHOLESALE · Gourmet Market · Hi-Life 萊爾富 · HERO · Indomaret · IRIAN Supermarket & Dept Store · LOTTE Grosir · LOTTE MART · M MART · pyc Foods Corporation · THE MALL · THE MARKETPLACE · WinCommerce

HOTELS / RESTAURANTS / AIRLINES

4P's · Banyan Tree Kuala Lumpur · BOGA GROUP · BRG GROUP · CENTRAL PATTANA · CONRAD Bali · COPPER beyond buffet · Furama Resort Danang · Golden Gate Restaurant · Hilton Bali Resort · HOTEL LIBERTA Kemang-Jakarta · LENBACH Restaurant & Bar · MacroAsia Catering Services · Manila Baguette Bakery Cafe · seda · S&P · STANDARD · The Bistro Group · The Moment Group · The Ritz-Carlton · THE UNION GROUP · Vikings · W&M

IMPORTERS / DISTRIBUTORS

ALTUN · City Holdings · CP · FOODSMITHS · GREAMAX 吉尔麦斯食品 · hightower · Holafoods Share to develop · KCG Corporation · Macro Macrocom Co., Ltd. · NEW VIET DAIRY · OREFARM · SASE · Soja · WEST PORT 敬洋 · SURYA · TEXCHEM Sea Master Food Sdn Bhd · THL 欣膳 · Treasure Foods · truife · VietW.ne · welstory · WEMBS Wembs Marketing Sdn Bhd · Winner Group Enterprise PLC · WOOJIN Meat Incorporated

TESTIMONIALS

> *Attending FHA 2026 was a pivotal experience for our strategic planning. It provided a unique platform to connect with several promising global enterprises and served as a crucial catalyst for identifying innovative products that we look forward to introducing to the Korean market.*

Jisu Kim
Buyer (SPCGFS), Korea

> *FHA is a highly engaging and exceptionally well-organized food exhibition. For anyone looking to source specific products, attending this event is an absolute must.*

Ekachai Kacha
Managing Director (SSL Gourmet Co., Ltd), Thailand

> *FHA 2026 is a good platform for procurement in the hospitality industry as it gathers almost all the requirements that the purchasing needs and also to be updated with the trends. To be able to meet suppliers (old or new) and be able to see and check products and technology.*

Cheryl Chua
Purchasing Manager (The Manila Hotel), Philippines

SEMINAR HIGHLIGHTS

Three seminar tracks featuring
170 industry experts and attracting
over **2,500 attendees** across **57 sessions**.







FHA MAIN STAGE

The programme commenced on Day 1 with **Redefining Global Food Trade & Market Access**, setting the stage with insightful discussions on cross-border trade dynamics, supply chain disruptions, evolving food safety frameworks, and opportunities arising from the EU–Singapore FTA.

Day 2 shifted focus to **Hospitality Transformation & Halal Trade Growth**, where industry leaders explored how operators are rethinking business models, navigating cost pressures, and unlocking opportunities within the global halal ecosystem.

The programme concluded on Day 3 with **The Future of Health, Nutrition & Consumer Demand**, spotlighting the intersection of hospitality, innovation, and wellness through discussions on experience-led concepts, functional foods, healthy ageing, and personalised nutrition.



FHA plays a critical role in terms of supporting the agribusiness and food supply chain across Southeast Asia. It is a regional platform for connection and insights, and especially in a period of global disruptions, those connections are vitally important. It brings everyone together to share their discussions around the latest products, understand regulatory shifts, consumer trends and emerging opportunities in real time.

Luisa Rust

Senior Trade and Investment Commissioner (Australian Embassy in Manila)

FUTURE F///D
Technology • Foodservice • Hospitality & Retail

The programme began on Day 1 with **Technology in Hospitality**, where thought leaders examined how digital innovation is reshaping the sector through AI-driven operations, enhanced guest experiences, data-led decision-making, and connected technology ecosystems.

Day 2 turned attention to **Technology in Retail**, with conversations centred on automation, digital tools, and omnichannel strategies designed to elevate customer engagement and operational performance, complemented by a Business Breakfast session that encouraged valuable industry exchange.

The series culminated in Day 3 with **Technology in Foodservices**, showcasing how technology is enabling greater efficiency and scalability across F&B operations, while another Business Breakfast session created opportunities for strategic dialogue and meaningful networking among key decision-makers.



This is the most challenged industry now in the entire environment and it's very difficult. Coming to FHA you just see the myriads of different technologies out there and how people are picking up these challenges and how they are addressing all the different problems that are out there. So, I am very heartened to see so many new technologies, so many new solutions and so many people understanding how difficult the environment is and being able to address those challenges.

Joseph Ong

Managing Director (1 Group)



I think FHA is doing the summit that I have attended and this is a great opportunity to talk about. It's about messaging out to our consumers, and it's about gathering all the industry specialists and bringing the one message out: reducing the footprint for the better future for all of us.

Kazi Hassan

Director of Food, Beverage and Culinary Operations (Hilton Singapore Orchard)

SUSTAINABILITY SUMMIT 2026

The summit opened on Day 1 with **Hospitality Growth & Sustainability** in Practice, exploring how operators are balancing commercial growth with sustainable operations, smarter sourcing, and future-ready business models.

Day 2 focused on **Building Resilient and Regenerative Food Systems**, with discussions centred on climate-smart agriculture, alternative proteins, and strengthening supply chains for long-term sustainability.

Day 3 concluded with **Circular F&B and Halal Market Expansion**, spotlighting waste-to-value innovations, sustainable packaging, and opportunities within a more circular and inclusive food ecosystem.

Making its debut at FHA 2026, **FutureFWD** brought together hospitality, foodservice, retail, and technology professionals driving innovation and digital transformation across the industry.

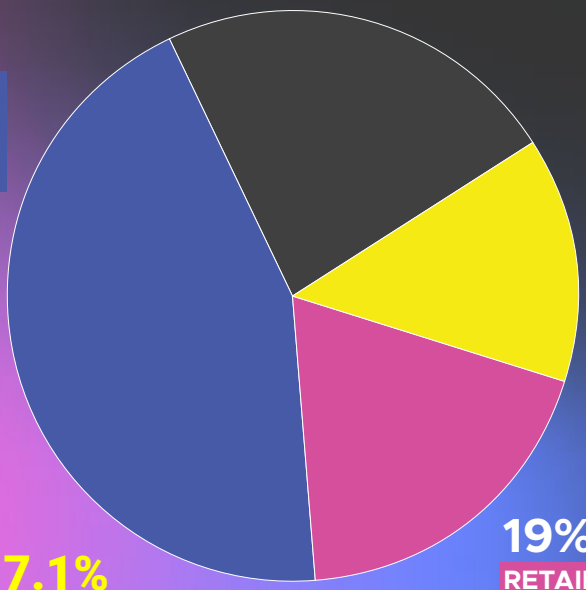
FUTURE FWD
Technology • Foodservice • Hospitality & Retail

Regional Reach with 32 Countries/Regions Represented

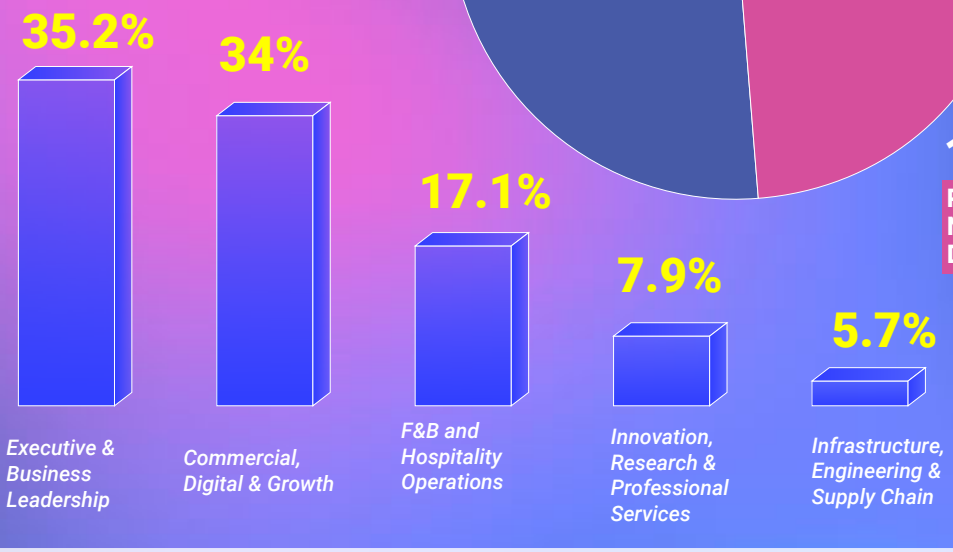
TOP 5 COUNTRIES/ REGIONS

- Australia
- Indonesia
- Philippines
- Malaysia
- Singapore

BY BUSINESS NATURE



BY JOB FUNCTION



CHECK OUT WHO VISITED

Marriott International · Rosewood Hotel Group · Pan Pacific Hotels Group · Shangri-La Singapore · Accor · Jollibee Foods Corporation · Walt Disney Attractions Japan · Marina Bay Sands · Genting Malaysia · Chick-fil-A Asia · Max's Group Inc. · Symrise · Ingredion · 1-Group · Restaurant Brands International · Singapore Airlines · Resorts World Sentosa · Mandai Wildlife Group · Jumbo Group of Restaurants · FairPrice Group · The Fullerton Bay Hotel Singapore · Sodexo SG · RE&S Enterprise Pte Ltd · Plaza Premium Group · GuocoLand Hotels

... and many more

COMPETITION HIGHLIGHTS

978 Participants from **16** countries participating in our competitions

NEW

YOUNG CHEFS GRAND PRIX

TEAM CHALLENGE

SPECIAL AWARDS

BEST MENU AWARD

Team Jones Dairy, United States Of America

SINGAPORE CHEFS' ASSOCIATION PRESIDENT'S RECOGNITION AWARD

Australian National Junior Team, Australia

PRELIMINARY ROUNDS

BEST APPETISER

Australian National Junior Team, Australia

OUTSTANDING AUSSIE BEEF & LAMB MAIN COURSE SPECIAL AWARD PRESENTED BY MLA

Nova Vantage, Malaysia

BEST DESSERT

Temasek Poly CAM, Singapore

FINALS

CHAMPION

KCAA.GN, South Korea

1ST RUNNER UP

Team Jones Dairy, United States Of America

2ND RUNNER UP

Temasek Poly CAM, Singapore

SKILLS & INNOVATION CHALLENGE

CLASS YC 1 – THE AUSSIE BEEF & LAMB GENERATION CHALLENGE

CHAMPION & BEST AUSSIE BEEF & LAMB GENERATION TEAM AWARD

Mentor: Dex Tew Wan Lung
Mentee: Nicholas Luk Giek Ong

1ST RUNNER UP

THE RITZ-CARLTON, MILLENIA SINGAPORE
Mentor: Loh Juan Chang
Mentee: Hong Jing Xiang

2ND RUNNER UP

TEMASEK CULINARY DUO
Mentor: Chan Cheng Hoong
Mentee: Wayne Lim Jing Qian

CLASS YC 2 – YOUNG CHEFS PASTA CHALLENGE

CHAMPION & BEST YOUNG CHEFS PASTA AWARD

Nicholas Luk Giek Ong, Singapore

1ST RUNNER UP

Daniel Xu Juewen, Singapore

2ND RUNNER UP

Yang Cheng Juei, Taiwan

CLASS YC 3 – GOLDEN POULTRY CHALLENGE

CHAMPION & BEST GOLDEN POULTRY AWARD

Lim Yun Jia Fidesia, Singapore

1ST RUNNER UP

Padermyot Kaewchanslip, Thailand

2ND RUNNER UP

Paragas, James Mitchel G., Philippines







COMPETITION HIGHLIGHTS

FHA BAKERY CHALLENGE

CHAMPION

TEAM CHINA
Team Manager : Kenny Chen
Team Members : Joyce Jiaqian Bao & Ninghan Tian
Organisation : Guangzhou Pastry Alliance

1ST RUNNER UP

TEAM SOUTH KOREA
Team Manager : Gunhee Yu
Team Members : Jong Min Choi & Tae Gon Lee
Organisation : Korea Chefs Association

2ND RUNNER UP

TEAM HONG KONG SAR
Team Managers : Ringo Chan, Wing Hung
Team Members : Lai Lam Yam, Vincent & Tsui Kam Ping
Organisation : Hong Kong Chefs Association

BEST VIENNOISERIES & ARTISAN BAGUETTE

SINGAPORE PASTRY ALLIANCE
Team Manager : Edwin Leow
Team Members : Chen Wee Soon & Terry Ang Ching Wei
Organisation : Singapore Chefs' Association

BEST ARTISTIC SHOWPIECE

TEAM CHINA
Team Manager : Kenny Chen
Team Members : Joyce Jiaqian Bao & Ninghan Tian
Organisation : Guangzhou Pastry Alliance

BEST TASTING DEGUSTATION PRIZE

TEAM SOUTH KOREA
Team Manager : Gunhee Yu
Team Members : Jong Min Choi & Tae Gon Lee
Organisation : Korea Chefs Association

FHA DESSERT CHALLENGE

	ELEVATED AFTERNOON TEA SET	PLATED DESSERTS
CHAMPION	ABOVE BEYOND, SINGAPORE *Gary Chai Bing Feng & Marcus Goh Bin Yit*	*Kim Sohee, South Korea*
1ST RUNNER UP	GALAXY MACAU, MACAU SAR *Lam In San & Huang Zesheng*	*Lim Zhi Feng, Singapore*
2ND RUNNER UP	RP PASTRY TEAM 1, SINGAPORE *Sia Jia Tong & Tan Shan Hui*	*Huang Zesheng, Macau SAR*

ASIAN PASTRY CUP

CHAMPION

TEAM JAPAN
Tetsuro Akasaki, Nana Iioka & Natsuki Maruyama

1ST RUNNER UP

TEAM MALAYSIA
Otto Tay, Foo Yi Qing & Pui Teng

2ND RUNNER UP

TEAM PHILIPPINES
Verge Iral, Janelle Joy Toh & Gian Aguirre

BEST TEAM SPIRIT

TEAM INDONESIA
Louis Tanuhadi, Lizzie Halim & Bryan B Tanuhadi

PROMISING TALENT

TEAM INDIA
Niklesh Sharma, Ravi Dhuriya & Pratyay Keny







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Dairy Sponsor

Bronze Sponsor

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Featured Brands

Official Travel Partner

Official On-site Registration Partner

Official Ride Partner

Knowledge Partners

Supporting Organisations

Media Partners

SEE YOU NEXT YEAR!

FHA FOOD & HOSPITALITY ASIA

20-23 APR 2027 SINGAPORE EXPO

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