FHA
FOOD & HOSPITALITY
ASIA

20-23
APR 2027
SINGAPORE EXPO

Asia's Leading International Food & Hospitality Event



SHOW BROCHURE

Organiser

informamarkets

Information is accurate as of 07 September 2026

Connect with us on

#FHA #FHA2027
#GlobalGathering

www.foodnhotelasia.com

THE WORLD'S F&B INDUSTRY. ASIA'S BUSINESS OPPORTUNITY. ONE GLOBAL MEETING PLACE.



FHA 2027 brings the global food, beverage and hospitality industry together in Singapore to **source, connect and do business.**

Meet manufacturers, distributors, retailers, foodservice operators, hospitality groups and industry leaders from across Asia and beyond.

Enter new markets. Find new partners. Grow your business at FHA 2027.

FHA 2027 BY THE NUMBERS*

70,000
SQM EXHIBITION AREA

1,820+
EXHIBITORS

60,000+
ATTENDEES

70
COUNTRIES / REGIONS

**Projected Statistics*

WHY EXHIBIT AT FHA 2027?

- Meet the entire industry
- Your gateway to asia and beyond
- Maximise your brand exposure
- AI-powered quality business matching
- Reach high-value industry segments
- A trusted industry platform

YOUR NEXT MARKET. YOUR NEXT BUYER. YOUR NEXT BUSINESS OPPORTUNITY.

Find it at FHA 2027

THE WORLD EXHIBITS AT FHA

Global suppliers come to FHA for one reason: to do business with Asia.

From Europe and the Americas to the Middle East, Africa, Oceania and across Asia, international brands and pavilions converge in Singapore to showcase products, find partners, expand distribution and unlock new markets.



EXHIBITING COUNTRIES & REGIONS INCLUDE

Argentina • Armenia • Australia • Austria • Belgium • Brazil • Brunei Darussalam • Cambodia • Cameroon • Canada • Chile • China • Croatia • Czech Republic • Denmark • Finland • France • Georgia • Germany • Greece • Hong Kong SAR • Hungary • India • Indonesia • Israel • Italy • Japan • Jordan • Korea • Lithuania • Malaysia • Maldives • Macao SAR • Mexico • Mongolia • Morocco • Nepal • Netherlands • New Zealand • Norway • Oman • Pakistan • Philippines • Poland • Portugal • Republic of Ireland • Singapore • Slovakia • Solomon Islands • South Africa • Spain • Sri Lanka • Sweden • Switzerland • Taiwan • Thailand • Türkiye • UK • United Arab Emirates • Uruguay • USA • Vanuatu • Vietnam

KEY SEGMENTS. ENDLESS OPPORTUNITIES.

Whatever you sell, there is a buyer looking for it at FHA.

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

SIX GROWTH AREAS. NEW BUSINESS POSSIBILITIES.



FHA Chefs' Festival



FHA Immersive Drinks



FHA Manufacturing



FutureFWD



Private Label



Travel Catering

A GLOBAL AUDIENCE OF QUALIFIED BUYERS

In **2026**, FHA welcomed 71,273 attendees from 107 Countries/Regions

71,273
ATTENDEES

107
COUNTRIES/ REGIONS

NEARLY 3 IN 5
ARE FROM FOODSERVICE, IMPORT/DISTRIBUTION AND MANUFACTURING COMMUNITIES

NEARLY 2 IN 5
ARE IN LEADERSHIP POSITIONS, C-SUITE, OR INVOLVED IN PURCHASING DECISIONS

BUSINESS NATURE PROFILE

35.3% **Foodservice & F&B Operators**
Restaurants, cafés, caterers, QSRs and more

20.7% **Importers, Distributors & Wholesalers**
Sourcing, trading and distribution partners

18.0% **Manufacturing & Product Development**
F&B manufacturers, equipment manufacturers, R&D and more

12.9% **Hospitality, Travel, & Attractions**
Hotels, resorts, travel operators, leisure venues and hospitality services

7.7% **Retail & E-commerce**
Supermarkets, grocery & convenience stores, online retailers, specialty retail, duty free and shopping malls

TOP 10 COUNTRIES/REGIONS

1. Malaysia
2. Indonesia
3. Philippines
4. China
5. India
6. Vietnam
7. Thailand
8. Taiwan
9. Australia
10. South Korea

Visitors from **107** Countries/Regions

WHY BUYERS COME TO FHA

62.0% Find new suppliers

58.0% Network and build new connections

43.0% Keep up with the latest industry trends

36.0% Explore new business opportunities

WHERE INTEREST IS STRONGEST

34.9% Convenience Food

31.3% Snacks & Confectionery

26.5% Beverages (Including Coffee & Tea)

21.3% Food Processing & Packaging Equipment

20.7% Foodservice, Hospitality & Retail Technology

20.0% Food Ingredients

15.9% Meat & Poultry

13.0% Wines, Spirits & Beer

12.3% Dairy & Eggs

11.1% Seafood



WHO YOU'LL MEET AT FHA

LEADING BUYERS AND BRANDS AT FHA

1-Group Accor AirAsia Al Madina Hypermarket BOGA Group Carrefour Taiwan Cebu Pacific Changi Airport Group Cheers Chick-fil-A Asia City Mart Holding Cold Storage DFI Retail Singapore Disney Cruise Line dnata Singapore FairPrice Group Ferrero The Fullerton Bay Hotel Singapore Gardenia Genki Sushi Genting Malaysia Giant Gulf Air GuocoLand Hotels Ingredion Jacob Douwe Egberts Peet's Jaya Grocer JMM Cookies Jollibee Foods Corporation Jumbo Group of Restaurants Kellanova Kellogg's Kikkoman Singapore KrisShop Lacto Asia Little Farms MacroAsia Catering Services Malaysia Dairy Industries Mandai Wildlife Group Marina Bay Sands Marriott International Mars MAS Awana Services Max's Group Inc. MINISO Indonesia Mondelēz International Nestlé Nestlé R&D Center NSK Trade City NTUC Foodfare Pan Pacific Hotels Group Plaza Premium Group Pokka Prime Supermarket PT Akur Pratama / Yogya Group PX Mart Qantas RE&S Enterprise Pte Ltd RedMart Resorts World Cruises Resorts World Sentosa Restaurant Brands International The Ritz-Carlton Yacht Collection Rosewood Hotel Group Royal Caribbean Cruises SATS SATS Seletar Aviation Services SATS TFK Scoot Shangri-La Singapore Shell Singapore Sheng Siong Singapore Airlines Sodexo SG SriLankan Catering StarDream Cruises STARLUX Airlines Suntory Beverage & Food Asia Pacific Supra Boga Lestari Symrise Thai Airways International Unigrà Food Processing Asia Pacific Viking Walt Disney Attractions Japan Wilmar International WinCommerce Yappy Pets YHS (Singapore) **And many more...**

'Companies shown are a non-exhaustive selection of past attendees and industry participants and are shown in no particular order.

WHY VISITORS KEEP COMING BACK

9 in 10

satisfied with exhibitor quality, quantity and service

8.7/10
Loyalty
Likely to visit again

+50.7
NPS
A strong net promoter score

YOUR NEXT CUSTOMER COULD ALREADY BE AT FHA.









MEET OUR HOSTED BUYERS

At FHA, networking is built to create **real business opportunities.**

Our Hosted Buyer Programme connects exhibitors with senior, qualified buyers through curated pre-arranged meetings, helping you spend more time with the people who matter to your business.

19,000 BUSINESS MEETINGS HELD AT FHA 2026

SOME OF THE BUYERS WHO JOINED US

CONVENIENCE STORES / RETAILS

HOTELS / RESTAURANTS / AIRLINES

IMPORTERS / DISTRIBUTORS

> *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*







MAXIMISE YOUR PRESENCE AT FHA 2027

ADVERTISING & SPONSORSHIP OPPORTUNITIES



ON-SITE VISIBILITY

Stand out with high-impact branding across the show floor.



DIGITAL EXPOSURE

Extend your reach through FHA's digital marketing channels.



SEMINAR & CONTENT

Build thought leadership through speaking and content opportunities.



NETWORKING EVENTS

Create meaningful connections through hosted buyer nights, business breakfasts, private luncheons and tailored networking experiences.

EXHIBIT AT FHA 2027

Choose the booth option that best fits your business needs and be part of Asia's leading F&B trade event.



STANDARD PACKAGE

A practical, ready-to-use booth package with essential furnishings and fittings.



COUNTER PACKAGE

A streamlined booth solution with built-in display counters to showcase your products.



PREMIUM PACKAGE

An enhanced booth package with upgraded furnishings and flexible configurations for greater impact.

NEW

BETTER STAND PACKAGES

A more sustainable stand option.

Interested?
Speak with our team.

SECURE YOUR SPACE AT FHA 2027

Be Seen. Get Connected. Grow In Asia.

BOOK YOUR BOOTH NOW

Scan to enquire about exhibiting



CONTACT OUR REGIONAL SALES TEAM

ASIA REGION

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EMEA AND AMERICAS REGION

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Let's Grow Together in Asia