

Press Release

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Excellent Close for 5<sup>th</sup> Thaifex – World of Food Asia

## Leading trade platform for the food and beverage industry in South East Asia

More exhibitors and more visitors generated an effective business meeting

21,833 trade visitors were registered at the fifth Thaifex – World of Food Asia in Bangkok and accounted for another success as the leading trade platform for the food and beverage industry in South East Asia. 1,011 exhibitors from 32 countries offered a wide range of products, innovations, first class contacts and business opportunities. The exhibitors were pleased to see visitors who come from the region and around the world. 20% of the visitors (4,585) came from 126 countries outside Thailand.

The fair is co-organized by German trade fairs organizer Koelnmesse and the Department of Export Promotion in Thailand, in cooperation with the Thai Chamber of Commerce.

'Thaifex – World of Food ASIA 2008 confirmed and strengthened its key role for the food business in South East Asia,' commented Mr Gerald Böse, Chief Executive Officer of Koelnmesse, after his visit to the fair.

The majority of the foreign visitors came from Malaysia, USA, Singapore, Japan and China. Dr. Jan de Graaf, Chief Representative of Central Marketing Agency of the German Agricultural Industries, Shanghai Representative Office commented, 'This show is very well put together. Our exhibitors were very satisfied with the response they received on presentation.'

A new participant this year was an Italian pavilion which brought in 20 exhibitors showcasing fine Italian cuisine. Giuseppe Maneti, Italian Institute for Foreign Trade (I.C.E), remarked, 'There is a good presence of trade visitors here who provided good contacts for our exhibitors.'



THAIFEX - World of Food ASIA  
21 – 25 May 2008

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Rubert Konijn from the Dutch pavilion was another satisfied exhibitor, 'It's our third year here and it gets better every year. The lively atmosphere, the organization, the networking and business opportunities contribute to the show's success.'

Major trends were covered at the fair such as products with added health values and new convenience foods. A further increase of exhibitors in the Food Catering & Hospitality Services sector shows that this market segment is constantly growing given rising demand across Asia. Mr Pongsak Phinainitisatra, general manager of Retailink said that Thaifex – World of Food Asia is the only show they selected to participate this year.

The seminars provided another outlet for educational and networking outside the trade fair halls. The topics covered were clearly relevant to the industry as the rooms were constantly full.

Thaifex – World of Food Asia was open to trade visitors on the first three days (21 to 23 May) and to the general public on the last two days (24 and 25 May).

More exhibitor quotes:

'We have supported the show since its beginning, Thaifex – World of Food Asia is the best show for us.'

Mongkhon Baipowongse  
Managing Director  
Sripipat Engineering

'We are returning next year. The exhibition facilities are good and the organization is very professional. Our exhibitors have met their target visitors from the region.'

Gwang-Don, Sung  
Deputy Director, Overseas Marketing Team  
Korea Agro-Fisheries Trade Corp.

'This is our first time participating and the show has left a good impression on our exhibitors. There are many business opportunities and the show is professionally organized. We will definitely be back next year.'

Sunny Chen  
Secretary General  
Taiwan Confectionery, Biscuit and Floury Food Industry Association

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'The feedback is good, we will return next year to take up bigger space.'

Jennifer T. Torred  
Market Promotion & Development Division  
Department of Agriculture, Philippines

Press pictures can be downloaded from  
<ftp://www.koelnmesse.com.sg/TF-WOFA08/Press-Pics/>

For further information: [www.worldoffoodasia.com](http://www.worldoffoodasia.com)

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