



## *Thailand: opens in Bangkok Thaifex-Anuga Asia, the world's leading food and beverage branches exhibition*

**Dal nostro corrispondente a Bangkok - 24 mag 2022 (Prima Pagina News) Ditp, Thai Chamber of Commerce and Koelnmesse**

**Announce Readiness to Grandly Host Thaifex - Anuga Asia**

**World-class Food and Beverage. Trade Show Both On Ground and Virtually from May 24 to 28.**

The Department of International Trade Promotion (DITP), Ministry of Commerce, the Thai Chamber of Commerce (TCC) and Koelnmesse (KM) Germany, announced to organize Thaifex - Anuga Asia on the full scale under the name, Thaifex-Anuga Asia 2022 "The Hybrid Edition." This Asia's largest and most comprehensive international food and beverage trade show is ready to be the ultimate connector and world-class trade platform for business operators in the food and beverage industry to meet, establish valuable business networks, create new marketing opportunities, gain new inspirations and insights into the emerging F&B breakthroughs and technology. Thaifex-Anuga Asia 2022 is taking place in the form of both On Ground Trade Show between 24th -28th May2022 at Impact Muang Thong Thani and Virtual Trade Show at [www.thaifex-vts.com](http://www.thaifex-vts.com). It is anticipated to generate a total revenue of over 10,000 million baht for the country. In addition, Thaifex-Anuga Asia 2022 is expected to welcome a total number of 75,000 on-ground visitors and over 3,500 online visitors at [www.thaifex-vts.com](http://www.thaifex-vts.com). It is forecasted that this event will generate a total purchase order of approximately 10,000 million baht, divided into orders from the physical trade event valued at 9,550 million baht and orders made via [www.thaifex-vts.com](http://www.thaifex-vts.com) valued at 450 million baht. As for the On Ground Trade Show, Thaifex-Anuga Asia 2022 "The Hybrid Edition" presents the 11 following zones, namely, Fine Food, Drinks, Sweets & Confectionery, Seafood, Meat, Frozen food, Rice, Fruits & vegetables, Coffee & Tea, Food Service and Food Technology, as well as Tools/Appliances/Equipment and various services related to the food and beverage industry. The exhibition also features special showcase zones for halal food, organic food, innovative food as well as the top selected food products from various provinces across Thailand, following the initiative of the Deputy Prime Minister and Minister of Commerce Jurin Laksanawisit for bridging cooperation among the provincial commerce offices as the provincial salesman to become the Nation's salesman. Many other highlights include the Thai tropical fruits promotion such as durian and mangosteen that visitors can pre-order directly from the farmers at the event, or the Future Food exhibition that presents a showcase of Thai entrepreneurs who are becoming known and internationally recognized across the industry. As for the Virtual Trade Show, Thaifex - Virtual Trade Show (VTS) offers a unique virtual trade show experience via [www.thaifex-vts.com](http://www.thaifex-vts.com). This ultimate platform combines Virtual Trade Fair and Virtual - Online Business Matching (V-OBM), enabling real-time virtual business matching for buyers all over the world



including China. Visitors can select the product category of their interest, visit exhibition booths, watch videos, view 3D product catalogs, and view 2D products in 360-degree which can be rotated and zoomed in to read the label details. The industry professionals can also make an appointment for an online business matching via Chat, Voice Call, Video Call or watch product presentations of various top exhibitors and innovative product startups via our digital live streaming platform. Mr.Visit Limlurcha, Vice Chairman of the Thai Chamber of Commerce and Board of Trade of Thailand revealed that the food and beverage industry in Thailand made a contribution to GDP worth, generating approximately 5.5% of the country's gross domestic product. Thailand is the 13th largest food exporter in the world, accounting for 2.3% of the world market share, and is the 4th in Asia after China, Indonesia and India. This Thaifex-Anuga Asia would enable Thai business operators, both large SMEs and new entrepreneurs to expand their products and services to both the international and domestic market, offering them the opportunities to meet with potential buyers both On Ground and Virtually, while showcasing their innovative and creative products in response to the global demands and future food trends. Thaifex–Anuga Asia is, thus, ready to support the business operators in the F&B industry to succeed and thrive.

*di Francesco Tortora Martedì 24 Maggio 2022*