



The 19th International Food & Drinks, Hotel, Restaurant, Bakery & Foodservice Equipment, Supplies & Services Exhibition and Conference with FHA Culinary Challenge
www.foodnhotelasia.com



The 13th International Exhibition of Wine & Spirits
www.winespiritsasia.com

8 – 11 APRIL 2014 | SINGAPORE EXPO

FOR IMMEDIATE RELEASE

An increase in Indian participation in the largest edition of the Food&HotelAsia2014

New Speciality Show at - Asia's Most Established Food and Hospitality Trade Event

NEW DELHI, 12 February 2014 - The 2014 edition of Food&HotelAsia (FHA) and Wine&SpiritsAsia (WSA), the region's most established and comprehensive food and hospitality trade show, has made its mark by becoming the first event to max out the Singapore Expo – Singapore's largest exhibitions venue. Occupying all 10 exhibition halls and Max Atria, FHA and WSA, organised by Singapore Exhibition Services (SES), will be held from 8 – 11 April this year.

The event spans a total of 100,000 sqm, an eight per cent increase in size from 2012. It is the largest edition in the event's illustrious 37 year history. This year, industry buyers can expect to source from a gathering of 2,800 exhibitors from 70 countries/regions and 54 group pavilions at FHA. Offerings span across all aspects of the food and beverage (F&B) and hotel industry, such as food products, bar and kitchen equipment and supplies, food processing equipment, hotel amenities, tableware and hospitality technology, among many others.

Mr. Stephen Tan, Chief Executive of show organiser SES, who has nurtured the show over the last 30 years says, "As industry pioneers we wanted to create a platform where local and regional food and hospitality businesses could benefit from what was available in the global market place as it was not easily accessible back then. Over the years, FHA has grown with the development of the region's hotel and F&B industry to become its top sourcing platform, and pinnacle trade event. This year is a milestone for FHA and WSA as it has maximised the available exhibition space of Singapore's largest exhibition venue. Moving forward, the event will only continue to grow as new markets in the region become more developed, and demand increases."

New speciality show at Food&HotelAsia – SpecialityCoffee&Tea

Tea isn't simply tea in India. It is a staple beverage and a day without it is incomplete for the average consumer in India. Tea is indigenous to the Eastern and Northern parts of India, but the tea industry has grown tremendously over the years, making India the largest grower and producer of tea in the world.

The tea production in India was 979,000 tonnes as of 2009. India is the world leader in terms of consumption, export and production of tea – it accounts for 31 per cent of the global tea production¹. The total turnover of this industry is approximately Rs.10,000 crores. Estimated domestic tea consumption has also increased from 838 million kilograms in 2009-2010 to 890 million kilograms in 2012-2013².

¹ <http://www.tea.in/industry>

² http://www.teaboard.gov.in/pdf/stat/Estimated_Consumption.pdf



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The 19th edition of FHA will see the launch of SpecialityCoffee&Tea, bringing the total number of speciality shows to six. Set against the backdrop of a booming café culture in Asia, SpecialityCoffee&Tea will integrate all aspects of the industry in a single platform featuring a comprehensive range of equipment, coffee beans, tea leaves and accessories from across the globe. SpecialityCoffee&Tea is the largest, most comprehensive and international show of its kind in the region.

Prominent international exhibitors at the show include renowned local and international industry brands such as Bunn-O-Matic, Bravilor, Cimballi, Diedrich, Dilmah, Ebenezer, Empire Tea, Expolanka Teas, Giesen, illycaffé, La Marzocco, Nestlé, Rancilio, Santino Coffee, Santos and many more. In addition, the event will also host the FHA Barista Challenge and first-ever FHA Latte Art Challenge, alongside a number of courses, workshops and fringe activities.

Ms. Lindy Wee, Director of Public Relations at SES says, “Rising affluence and changing lifestyles in the region has created greater demand for gourmet coffee and tea. The launch of SpecialityCoffee&Tea throws a spotlight on the industry and highlights its development, and caters to the region’s booming café culture. In addition to the exhibits at SpecialityCoffee&Tea, visitors from India can also source from the offerings at HospitalityStyleAsia and Bakery&Pastry for all their coffee and tea needs.”

The other five specialised shows are FoodAsia, HotelAsia, Bakery&Pastry, HospitalityStyleAsia, and HospitalityTechnology.

The Indian Food Industry

The Indian food market is estimated at over US\$18 billion, accounting for about two thirds of the total Indian retail market. According to consultancy firm McKinsey & Co, the retail food sector in India is likely to grow from around US\$70 billion in 2008 to US\$150 billion by 2025, accounting for a large chunk of the world food industry which is expected to grow from US\$175 billion in 2008 to US\$318 billion by 2020, and up to US\$400 billion by 2025. The food processing industry is one of the largest industries in India – it is ranked fifth in terms of production, consumption, export and expected growth. The Confederation of Indian Industry (CII) has estimated that the foods processing sector has the potential to attract US\$33 billion worth of investments in 10 years and generate employment of 9 million persons – days.

Additionally, over the next three years India’s hospitality sector is likely to see investment of over US\$200 billion with investors’ shifting their focus to Asia’s growing economies.

Mr J Shanker, Director, CII commented, “FHA2014 and WSA2014 provide an ideal platform for Indian companies to discuss the latest food and hospitality industry trends and issues. We have seen the event growing bigger and have benefitted greatly from the exposure the show has offered. Today, the event is a world class show with visitors from the region and beyond.”

This edition of FHA and WSA sees an 80 per cent increase in participation compared to 2012 from Indian companies like Allanasons Limited, Confederation of Indian Industry, Mitora Machinex Pvt. Ltd, Pentair Water India, Elite Global Products and many more.

Organiser:



Singapore Exhibition Services Pte Ltd

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Food&HotelAsia and Wine&SpiritsAsia attracts an international audience

FHA is a perfect platform for local manufacturers and distributors to expand their regional client base. With the internationality of the show, FHA sees visitors from more than 100 countries/regions each edition. The 2012 edition welcomed a record total of more than 42,000 trade visitors, an increase of 10.4 per cent over 2010. Notably, overseas visitors increased by 14.5 per cent and made up 41.6 per cent of the total visitors.

Wine&SpiritsAsia – the region’s premier industry trade event

Increasing disposable income, wine tourism, wine clubs & festivals and a growing preference for wine amongst women has led to a dramatic increase in wine consumption in India. According to an analysis by the Indian Wine Industry it is expected to grow at a CAGR of around 25% during 2011 to 2014.

Since 2010, WSA has been held alongside FHA to give it the space and distinction to grow into a premium trade exhibition of spirits and wines for regional buyers. Spread over 5,000sqm the show has 200 exhibitors from 20 countries/regions and seven group pavilions. This year’s show has the most number of group pavilions, representing the world’s top producing wine regions, with Spain leading the charge with the biggest pavilion. Adding to the buzz on the show floor is a series of talks and masterclasses highlighting wines from countries such as Austria, France, Italy and Spain.

All-rounded experience at FHA and WSA

Come April 2014, a combination of the shows’ exhibition, conference, competitions and fringe activities will deliver a holistic experience to all attendees.

Competitions - The FHA Culinary Challenge (FCC) will see 856 chefs from all over the world battle it out in the Individual Challenge, Dream Team Challenge and Gourmet Team Challenge. Returning this year to the FCC is the National Team Challenge. Held once every four years, 11 national teams will compete, but only the top three will qualify for the Battle of the Lion, with one emerging victorious. SpecialityCoffee&Tea will play host to the FHA Barista Challenge and the first FHA Latte Art Challenge, while the Asian Pastry Cup will be held in conjunction with Bakery&Pastry.

Competitions at WSA include the RIPE-WSA Cocktail Challenge as well as the WSA Wine Challenge. Entries from across the globe will be judged by a panel of Asia’s top wine buyers and writers for the WSA Wine Challenge. Awards for the winning wines will be presented at the first MAGNUM NIGHT, an exclusive networking event for the international wine scene, on 8 April 2014. The winning labels will also be displayed at an exclusive tasting lounge at WSA.

Conference - The FHA International Conference this year has more than 90 speakers and will throw the focus on key issues currently affecting the industry, paramount among them is the manpower crunch and ways to ease it. In view of this, the conference will feature a plenary session and an in-depth master-class to provide the industry with practical solutions on how to deal with the manpower shortage.

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Other topics that will be covered include managing hotel operations and revenue optimisation strategies; managing F&B operations and food concepts; latest technologies for the hotel and F&B; food Safety, covering latest food regulations and contamination detection methods and food product innovation and development.

“Overall, FHA and WSA deliver a comprehensive, holistic and meaningful event for the whole industry,” added Mr Tan. “Providing businesses with the latest innovations, new food products and unique amenities to choose from, as well as sharing ideas, knowledge and best practices will in turn translate to an enhanced experience for the consumer.”

-End-

Food&HotelAsia and Wine&SpiritsAsia 2014 At A Glance

Date: 8 - 11 April 2014 (Tuesday – Friday)
Venue: Singapore Expo
Opening Hours: 10:00am – 6:00pm (8 - 10 April, Tuesday – Thursday)
10.00am – 4:00pm (11 April, Friday)
Admission: Business and trade professionals only
Official website: www.foodnhotelasia.com
www.winespiritsasia.com

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