



# BEYOND FOOD EXPERIENCE

27 - 30 MAY  
**2025**

**IMPACT**  
MUANG THONG THANI  
BANGKOK, THAILAND  
www.thaifex-anuga.asia



## PRESS COVERAGE

629 journalists from 347 publications



PR value: US\$ 23,895,147

News: 2,117+ clippings

## DIGITAL AUDIENCE

Facebook Page Visits **349,739**

Facebook Followers 37,644

LinkedIn Followers 5,596

Instagram Followers 4,705

## future FOOD EXPERIENCE+

27 talks & panel sessions over 5 days

61 guest speakers, 13 startup presenters

4,966 unique registrants from 86 countries



57 judges from 12 countries/regions

452 contestants from 9 countries/regions

719 entries for 25 categories

## THAIFEX-ANUGA START-UP

30 startups from 4 countries/regions



1,362 investors and buyers from 67 countries/regions registered to meet startups

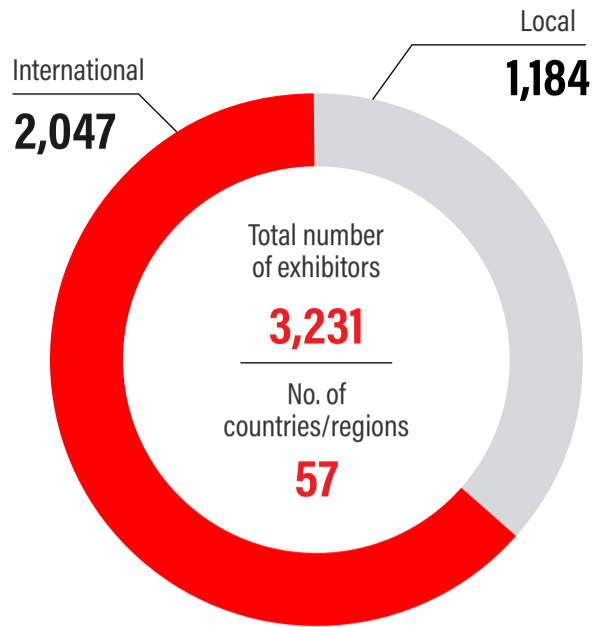
## THAIFEX-ANUGA taste INNOVATION SHOW

2,676 product innovation submissions



10 winners and 50 finalists across 9 trade shows + THAIFEX - Anuga Startup

## EXHIBITORS



## TOP EXHIBITORS' COUNTRIES/ REGIONS OF ORIGIN FROM ABROAD:

- China
- Republic of Korea
- Vietnam
- Malaysia
- Taiwan
- Japan
- Türkiye
- Singapore
- Italy
- United States of America

## EXHIBITORS LISTED BY TRADE SHOWS

THAIFEX – Anuga Fine Food	1,822
THAIFEX – Anuga Sweets & Confectionery	393
THAIFEX – Anuga Drinks	220
THAIFEX – Anuga Seafood	206
THAIFEX – Anuga Food Technology	188
THAIFEX – Anuga Frozen Food	184
THAIFEX – Anuga Fruits & Vegetables	121
THAIFEX – Anuga Meat	49
THAIFEX – Anuga Rice	48

**97% of the Exhibitors** are very satisfied / satisfied with the quality of the visitors

## EXHIBITORS LISTED BY TREND TOPICS:

Halal Food	1,156
Ready-to-eat	1,038
Private Labels	876
Sustainably Produced or Packaged	471
Organic Products	420
Plant-based Proteins or Foods	366
Clean Label	317
Superfoods	280
Functional & Free-From Products	272
Franchise	138
Alternative Meat Proteins	133

## VISITORS



## VISITORS' REGION OF ORIGIN FROM ABROAD:

East Asia	7,304
Southeast Asia excl. Indochina	4,923
Indochina	2,867
Europe, USA & Rest of the World	2,569
South Asia	1,413
Middle East	938
Oceania	552

## TOP VISITORS' COUNTRIES/REGIONS OF ORIGIN FROM ABROAD:

- China
- India
- Indonesia
- Japan
- Malaysia
- Philippines
- Republic of Korea
- Singapore
- Taiwan
- Vietnam

**95% of the Visitors** are satisfied

## VISITORS LISTED BY INDUSTRY:

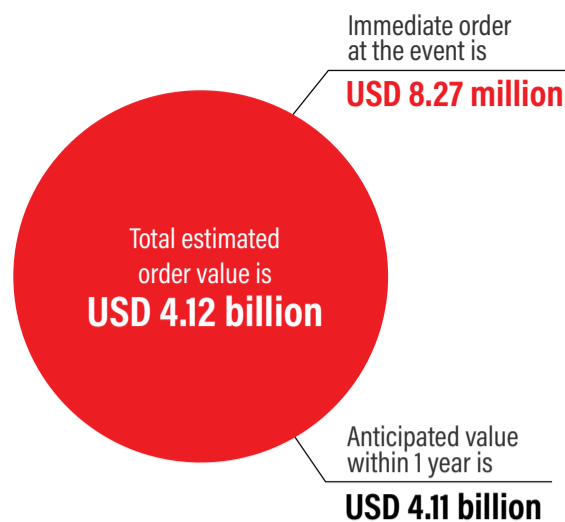
Importer/Wholesaler	34,316
Manufacturer/Processor	26,712
Retailer/Department Store/Convenience Store/ Grocery Store/Supermarket	24,375
Café/Restaurant/Catering	22,283
Online Shop/Mail Order	10,258
Others	9,142
Bakery	8,711
Food Delivery	8,189
Service Provider	6,332
Hotel & Resort	3,876
Media/Publication	3,034
NGO/Association	1,121

## VISITORS LISTED BY AREA OF RESPONSIBILITY:

Management	31,277
Purchase	23,462
Manufacture	22,035
Others	12,547
Finance	6,743



ESTIMATED ORDER VALUE



TRADE MISSION + HOSTED BUYER PROGRAMME

2,117 handpicked trade mission + hosted buyers from 47 countries/regions

East Asia	758
Europe, USA & Rest of the World	499
Southeast Asia excl. Indochina	296
Middle East	177
Indochina	162
South Asia	161

**2,117 TRADE MISSION BUYERS + HOSTED BUYERS OF WHICH 109 INTERNATIONAL HOSTED BUYERS HAS RECORDED A TOTAL OF 1,729 BUSINESS MEETINGS WITH EXHIBITORS:**



Fine Food	1,041
Sweets & Confectionery	261
Seafood	220
Drinks	93
Frozen Food	70
Fruits & Vegetables	18
Food Technology	11
THAIFEX - Anuga Startup	8
Meat	4
Rice	3

HEAR FROM EXHIBITORS

“ THAIFEX - Anuga Asia continues to be a high-impact platform for advancing Peru’s export strategy. We recorded nearly THB 9.5 million in projected sales this year, growing by nearly 50% over last year. The show connects us with qualified international buyers and opens clear pathways into key Asian markets.”

Erick Aponte  
Director, PROMPERÚ in ASEAN  
Peru

“ Over the last few days, we have met with more than 100 meetings and have had the opportunity to close new deals with markets in Southeast Asia, Bangladesh, Australia, India, and Israel, valued at USD 1 million.”

Daniel Do Minh Ramos  
Sales Manager, Empresas Aquachile S.A.  
Chile

“ We are very excited to be at THAIFEX - Anuga Asia this year because it allows us to showcase our products to new customers around the world. This year, we have clinched 8 new customers from West Africa, Europe and the USA, who ordered 25 containers of products valued at USD 500,000. We continue to see growing interest from new leads and expect to firm up more deals beyond the show.”

Steve Pham  
Sales Director, Nam Viet Foods & Beverage JSC  
Vietnam

“ We chose to debut Pro+inMee, our high protein noodles formulated with superfood ingredients, at THAIFEX - Anuga Asia because it’s the ideal platform to connect with buyers who are actively looking for functional, health-forward innovations. We’ve seen strong interest across our range, including a major deal with a top German company, and being recognised with a tastInnovation Award made this debut even more meaningful.”

Kelly Eng  
Sales & Marketing Director, Morning Arch  
Malaysia

HEAR FROM BUYERS/VISITORS

“ THAIFEX - Anuga Asia has always been a great meeting point for many suppliers, and a very good show for us in terms of sourcing. It’s really a one-stop shop, and I’ve found it very fruitful.”

James Kwan  
Director, Fassler Gourmet  
Singapore

“ THAIFEX - Anuga Asia has a wide range of suppliers, with many product categories to choose from. We always find what we’re looking for because there’s so much potential and so many possibilities. We typically keep about 50% of our time outside of scheduled meetings for free discovery—to explore and listen to opportunities we didn’t expect or plan for. And we always come across a few surprising and interesting things we didn’t originally intend to find.”

Sébastien Lestang  
General Manager, Annam Gourmet  
Vietnam

“ We came to THAIFEX - Anuga Asia for business meetings with our existing suppliers, and to look for innovative new products in the market. We always recommend our friends and suppliers to meet up at the show, as it’s also a great hub for gathering.”

Eric Ting  
Buyer/Merchandise Manager, Oriental Holding  
Europe  
Netherlands

“ I think THAIFEX - Anuga Asia is one of the most innovative trade shows that I’ve been to this year. There’s been a lot of fascinating combinations of trends that we’ve seen, and it’s nice to see them in action. The Future Food Experience+ sessions are insightful, and I really like the fact that most of the talks I’ve attended have drilled down into specific cohorts of the region, instead of just treating Southeast Asia as one big block. From that perspective, I really like the nuanced approach of how most of the speakers have been talking about things here.”

Ranjana Sundaresan  
Content Manager, GourmetPro  
India



**SEE YOU AT THAIFEX - ANUGA ASIA 2026!**  
**26 - 30 MAY 2026**  
**BIGGER, BETTER, BOLDER - now expanding into Hall 4!**  
 More space, more innovation, more business.