



@thaifexhorecasia

thaifex
HOREC
ASIA

THAIFEX - HOREC Asia

Shaping the future of HORECA

11 to 13 March 2026 • Bangkok, Thailand • IMPACT Muang Thong Thani

Post Show Report 2026



KEY FACTS



CAFÉ & BAR



DINING



WELLNESS



FURNISHING



SERVICES



CLEANING &
LAUNDRY



KITCHEN



BAKERY &
ICE-CREAM



TECH

**9 HORECA segments, 6 trends,
7 supporting programmes**

– Across **35,000 SQM** of exhibition space



664 EXHIBITORS

from 35 countries/regions
(+28% from 2025)



**21,305 UNIQUE
TRADE VISITORS**

from 70 countries/regions
(+10% from 2025)



**448 TRADE MISSION &
HOSTED BUYERS**

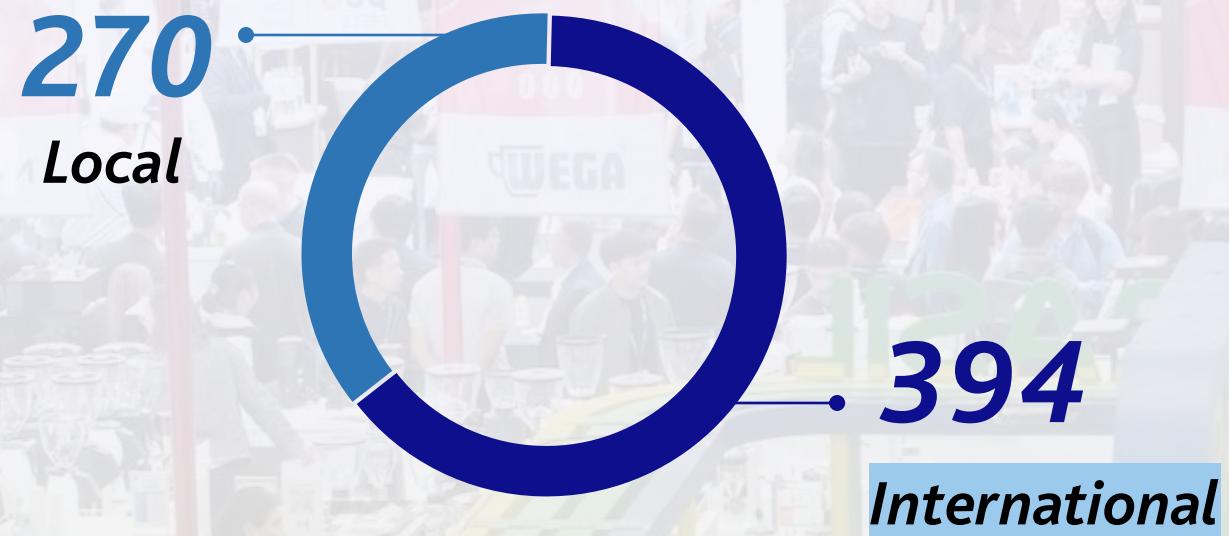
from 29 countries/regions, **1,926
MEETINGS** recorded



118.31 MILLION USD
estimated **TOTAL TRADE VALUE**

EXHIBITORS

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**From 35
Exhibiting
Countries/
Regions:**

Australia
Brazil
Canada
Chile
China
Chinese Taiwan
France

Germany
Hong Kong SAR
India
Indonesia
Italy
Japan
Laos

Macao SAR
Malaysia
Mexico
Myanmar
The Netherlands
New Zealand
Philippines

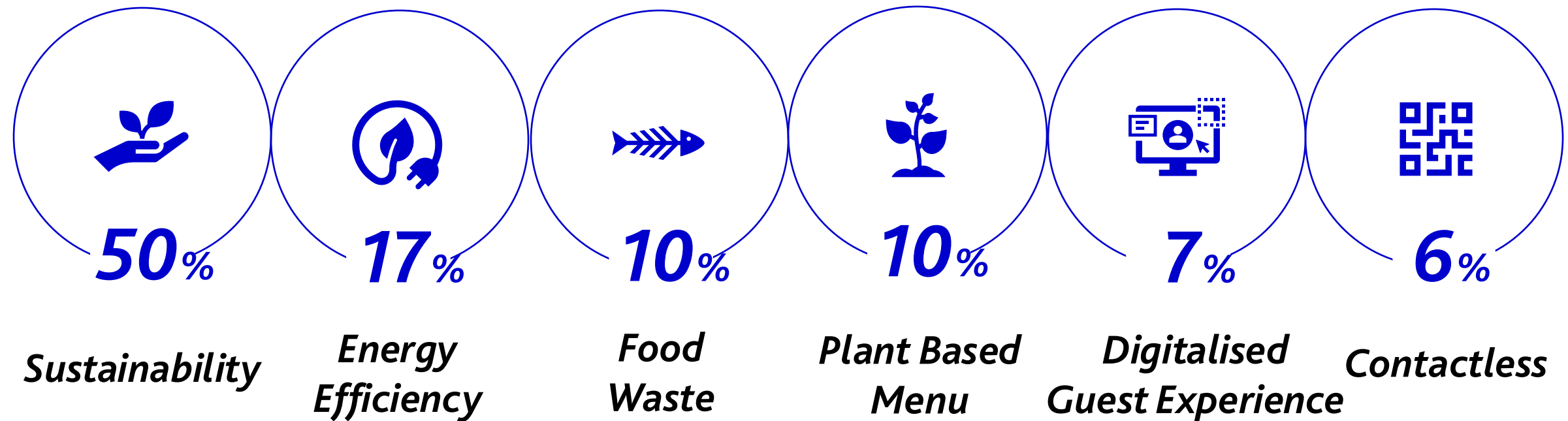
Poland
Portugal
Republic of Korea
Scotland
Singapore
Slovakia
South Africa

Spain
Sweden
Switzerland
Thailand
United Kingdom
USA
Vietnam

EXHIBITORS

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ASIA

Exhibitors' breakdown by 6 trends topics:



AROMA
GROUP

ECOLAB

fujimak

GIRBAU
BEYOND LAUNDRY

GO
WHOLESALE



Kimberly-Clark
PROFESSIONAL

SIMMONS

UNOX

WELBILT
an Ali Group Company

**Selected exhibitors at
THAIFEX - HOREC Asia**

[Click here for full exhibitors' list!](#)

Testimonials



[Listen to what other partners have to say!](#)



”

"THAIFEX – HOREC Asia is a strategic platform that brings together influential decision makers from across the hospitality industry. It's the perfect place to launch our latest innovation and showcase how sustainable and intelligent technology is transforming the foodservice industry.



Ricardo Boarotto

Chief Executive Officer

GO WHOLESALE by Central Food Wholesale

”

"It's our third year in a row at THAIFEX – HOREC Asia, and it has been incredible. In just two days, we've connected with over 100 key decision makers, hoteliers, restaurant owners, and suppliers, not only from Thailand, but also from Vietnam, Indonesia, and India. It's exactly the kind of audience we're looking for, and the engagement has been overwhelmingly positive, opening up exciting new opportunities for us across the region."



Tristan Soh

Marketing Director

Ecolab

”

"THAIFEX – HOREC Asia is a platform for learning and discovery. It gives us the opportunity to see the latest trends, new products, and innovative solutions, all while exchanging ideas that help us grow our business and better support our people, who remain at the heart of retail operations."



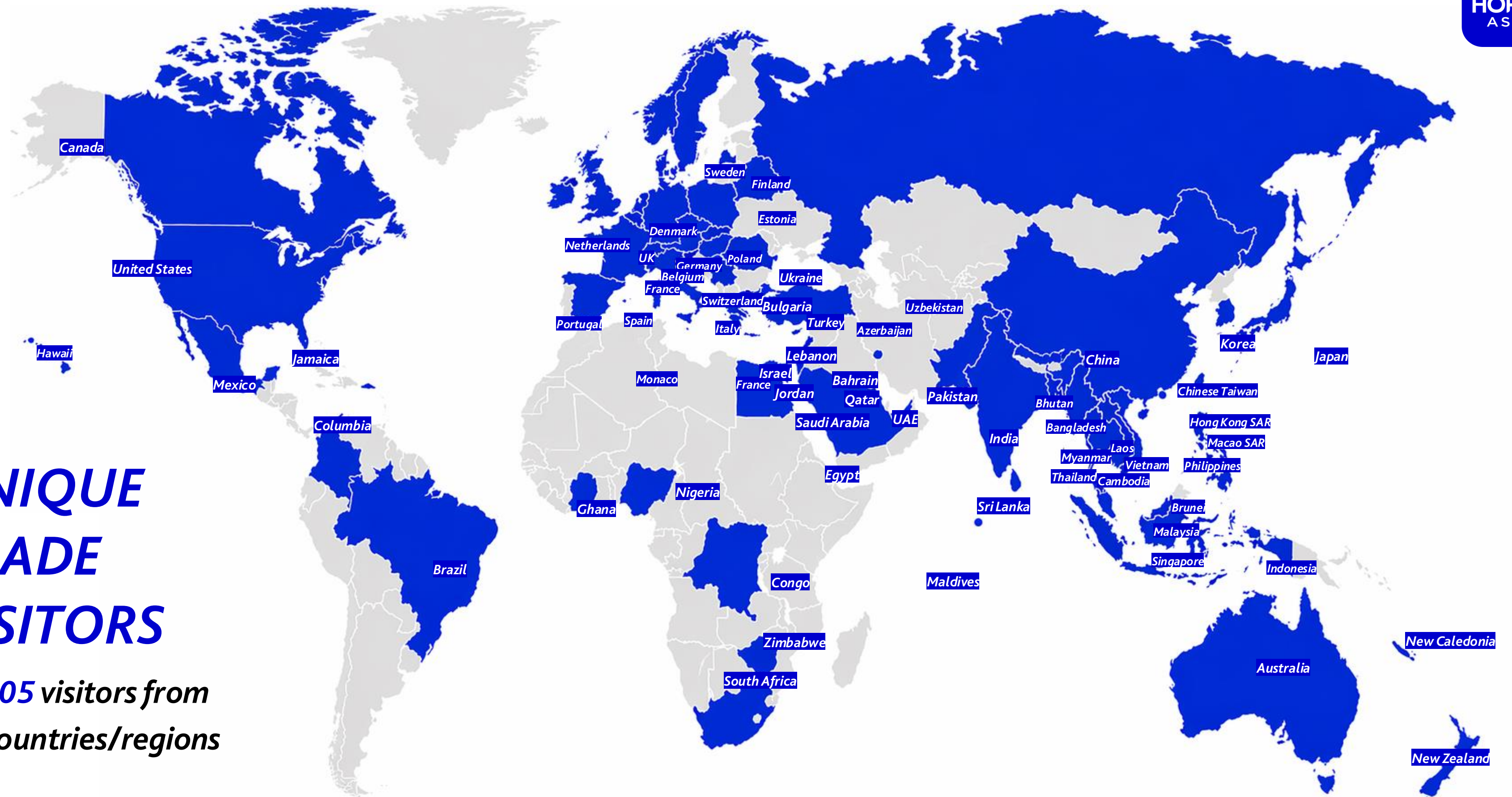
Daniel McDouall

Chief Executive Officer & Co-Founder

Squizify

UNIQUE TRADE VISITORS

21,305 visitors from
70 countries/regions



VISITORS

Visitors by job function

Management
(Owner / Proprietor / President / CEO / MD / GM)

41%

Sales / Marketing / Brand
Management / Public Relations

24%

Business Development

17%

Procurement

13%

Finance, Admin, HR

4%

IT

1%

Visitors by sector

14.04%

Importers/Wholesalers/Distributors

11.92%

Venues and Properties

36.97%

Hospitality

24.28%

Retailers

12.81%

Manufacturers

Hospitality

Restaurant / Bistro / Cafe	10.47%
Fast Food / Quick Service	7.49%
Bar / Pub / Nightspot Operator	4.78%
Hotel and Resort	6.47%
Airline / Cruise liner / Rail	3.83%
Hospital	3.01%
Institutional Catering	0.92%

Retailers

E-Retailer	2.87%
Bakery / Confectionery Retailer	14.53%
Specialty Food Retailer	2.04%
Supermarket / Hypermarket	1.98%
Convenience / Grocery Store	2.86%

Food & Drinks	7.93%
Bakery / Confectionery	2.67%
Hospitality Equipment & Supplies	2.21%

Manufacturers

Serviced Apartment	1.39%
Country Club	1.34%
Property Management	1.54%
Venue Operator	1.32%
Others	6.33%

Venues
and
Properties

Importers/
Wholesalers/
Distributors

TRADE MISSION & HOSTED BUYERS

*448 buyers from 29 countries/regions
engaged in 1,926 pre-arranged meetings.*



Some of
our buyers



[Discover more
about the programme!](#)



"This is my 3rd year attending **THAIFEX – HOREC Asia**, and it continues to be a key platform for our supermarket expansion. Over the past 3 years, we have invested nearly USD 6 million in our supermarket chain, and we are now planning to expand to 20 stores with an investment of USD 8 million in 2026. The show gives us the opportunity to meet new partners, discover the latest technologies in AI and energy efficiency, and source top-quality products — from chinaware and kitchenware to equipment from Europe, China, and Thailand — all in one place."



Nguyen Duc Quynh
*Chairman of Danang Hotel Association,
Chief Executive Officer of MENAS Vietnam*



Andre Pierre Gentzsch
General Manager, Furama Ariyana Convention Centre

"**THAIFEX – HOREC Asia** is the closest exhibition to Vietnam offering such a wide variety of products and suppliers. As we plan a full renovation at Furama Resort Danang, this show has been incredibly informative, giving us fresh ideas, new products, and access to global suppliers, all ready to deliver to Vietnam."



SUPPORTING PROGRAMMES



ASEAN Coffee Roasting Championship

24 Teams, 19 Individuals, 10 Countries

Professional Category

Technical Champion: Team Faro Halo (Vietnam)

People's Champion: Team H&H (Vietnam)

Overall Champion : Team H&H (Vietnam)

Home Category

People's Champion: Isares Thiankul (Thailand)

1st Runner-up: John Eric P. Enopia (Philippines)

2nd Runner-up: Kong Chee Kee (Malaysia)

 [Discover the winning teams](#)



ACF Coffee Appreciation Protocol

A practical, certification-based coffee workshop using ACF's Coffee Appreciation Protocol, an integrated coffee quality framework that celebrates coffee's journey from farm to cup.

* **5-Hour Programme**

* **5 Coffee Tasting Sessions**

* **2 Workshop Sessions**

* **100 Participants from 6 ASEAN Countries**

SUPPORTING PROGRAMMES



THAIFEX - HOREC Academy

An unparalleled platform for exchange and insights from experts in the HORECA industry.

- * **3 DAYS** PROGRAMME
- * **53** INDUSTRY **SPEAKERS**
- * **32** **LIVE TALKS**
- * **1,122** **UNIQUE PARTICIPANTS**



THAIFEX – HOREC Workshop

A stage dedicated to sharpening skills and techniques for HORECA professionals.

- * **3 DAYS** PROGRAMME
- * **19** INDUSTRY **INSTRUCTORS**
- * **20** **LIVE SESSIONS**
- * **743** **UNIQUE PARTICIPANTS**

 [See the highlights](#)

SUPPORTING PROGRAMMES



Thailand Ultimate Housekeeping Challenge

A total of 100 participants

- The Best Ultimate Housekeeping Team 2026:
Cape Dara Resort Pattaya
- The Best Housekeeping Cleaning Team 2026:
Mike Garden Resort Hotel Pattaya
- The Best Towel-Folding Team 2026:
InterContinental Chiang Mai
- The Best Flower Arrangement Team 2026:
Hotel Housekeeping Executives Association Chiang Mai
- The Best Duvet Bed-Making Team 2026:
Mike Garden Resort Hotel Pattaya



 [Discover the winning teams](#)



THAIFEX – HOREC Innovation Awards

10 winners and 32 finalists from a pool of 130+ entries

“



Leonard Lam
Managing Director
Welbilt Asia Pacific

"We are extremely honored to launch the Convotherm Mini Pro in Asia at THAIFEX – HOREC Asia and to be recognized with the Innovation Award. As one of the first major shows of the year, it's the perfect platform to connect with the right crowd — bringing together great equipment, supportive organizers, and face-to-face conversations with customers that no other channel can replace."

 [Discover the winners and finalists](#)

SUPPORTING PROGRAMMES

THAIFEX - HOREC Xperiential Zone

The epitome of the HORECA world, this specially curated zone featured the [most innovative solutions](#) to address current business challenges through 3 curated routes: *Chef, Front-of-House, and Back-of-House*.



Exclusive
networking
with buyers



Guided
tours



Live products
demonstration

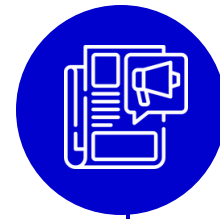


If you missed it, here's a
 [self-guided tour!](#)

THAIFEX - HOREC Asia 2026: Catalyst for Innovation, Gateway to Strategic Partnerships



DIGITAL MEDIA BITES



Press Coverage

- 163 media representatives
- PR Value (AVE): USD 4.26 million
- News: 830 clippings



Official Web App

- Total impressions on exhibiting companies: 2,645,175
- Total impressions on products: 660,238



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updates!



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SAVE THE DATES!

Evolving Excellence

Two Powerhouses. Two Key Dates. Double The Impact.



THAIFEX - HOREC Asia

2 - 5 MARCH 2027

BANGKOK, THAILAND



*Southeast Asia's Leading
Hospitality and Foodservice Trade Show*



THAIFEX - Anuga Asia

25 - 29 MAY 2027

BANGKOK, THAILAND



*Asia's Largest and Most Influential
Food and Beverage Trade Show*

CONTACT US NOW!

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