



Your Winning Choice in Asia

THAIFEX - World of food ASIA 2008

Trade : 21-23 May 2008
(10.00 - 18.00 hrs.)

Public : 24-25 May 2008
(10.00 - 20.00 hrs.)

Challenger 2-3
IMPACT, Muang Thong Thani
Bangkok, Thailand

"THAIFEX-World of food ASIA 2008"

Asia's ultimate food show where
the story of success lives on in style



The curtain has finally come down in great triumph for THAIFEX – World of food ASIA 2008. This annual food event in Thailand has proven to be one of Asia's most significant food expositions anticipated by food producers, exporters and consumers from around the world. This year's event was once again brilliantly organized by the Department of Export Promotion (DEP), the Thai Chamber of Commerce (TCC) and the world-class German event organizer Koelnmesse GmbH. The event took place between May 21st-25th, 2008, at the Challenger 2-3, IMPACT Muang Thong Thani.



The grand opening of the event this year was presided over by Deputy Minister of Commerce, Pol. Lt. Col. Bunyin Tangpakorn. He also led a host of honorable guests comprising food entrepreneurs from Thailand and beyond, as well as, mediafriends to visit over 1,000 exhibitors on a grand venue of 20,124 sq.m.



The event was aimed to provide visitors with a one-stop shopping experience for the very best in food products and services Thailand has to offer. The show encompasses the following five categories – 'Food and Beverage', 'Food Catering', 'Food Technology', 'Hospitality Service' and 'Retail & Franchise'. The event welcomed as many as over 100,000 international visitors. Of this figure, around 22,000 visitors came during the first three 'trade days', when orders valued as much as 87 Million U.S. Dollars were generated.

During the last two 'public days', as many as over 70,000 visitors were registered, all contributing to a total of purchases valued at over 1.09 Million U.S. Dollars. In summary, the five-day event generated a total of orders valued at over 88 Million U.S. Dollars, or approximately 2,800 Million Baht.

Highlights of this year's event included rice products which attracted buyers from around the world, as well as, ready-to-cook food, ready-to-eat food, frozen and processed shrimp, canned seafood and Thai Halal products, which were also very much in demand.



H.E. Hassan Abdullah Fakhro

H.E. Hassan Abdullah Fakhro, Bahrain's Minister of Industry and Commerce, was among the international trade delegates at this event. Seeing Thailand as one of the world's biggest food producers and exporters, Mr. Hassan led a group of Bahrain's entrepreneurs to visit THAIFEX – World of food ASIA 2008, with an aim to strengthen trade and investment relationships between the two countries.

One of the highlights not to be missed at this event was the exhibition on 'Food Safety from Thailand', with a theme focusing on the food production procedure of international standards, as well as, the environmental responsibility of Thai food entrepreneurs. The exhibition also presented their dependable traceability and efficient compartment management system to prevent disease. The emphasis is placed on products from shrimp, chicken, canned seafood, fruit and vegetables.

Additionally, the 'Halal Food' exhibition updated visitors with Halal-certified food products and promoted them even further to Halal food importing countries. There was also a special consultation service on Halal certification, as well as, how to improve production plants to the Halal standards of other countries in Asia and throughout the world.

As part of the 'Design in Thailand' exhibition, there was an award presentation ceremony to honor the winners of the 'Food Packaging Designs Contest 2007'. Visitors to this section were also presented with a range of award-winning packaging designs from the 'Packaging Development for Community Products 2007' project, as well as, from promising designers who had been on a field trip to Japan. Also, visitors benefited from a free consultancy service on product packaging designs.

Visitors were also encouraged to participate in the many seminars on various interesting topics including, 'Exporting Food Products to Overseas Markets: the U.S.A., the Middle East, Africa, Japan and Russia', and 'Market Outlook of Food Products in Canada', 'Healthy Business with Health Food', 'Food Transportation Equipment' and 'Market Outlook of Organic Products – Asia'.

Last but not least, the THAIFEX – World of food ASIA 2008 was indeed an overwhelming success. Yet, we aim ahead for the THAIFEX – World of food ASIA 2009 to be even grander and more comprehensive. You are all welcomed and please be our guests once again at next year's event scheduled to take place on May 13th-17th, 2009.

Don't miss! Just like all of its highly successful predecessors, the THAIFEX - World of food ASIA 2009 is poised to be yet another great opportunity to broaden your business vision, to establish partnerships with potential customers and partners, as well as, to keep yourself up-to-date with the ever-evolving world of food.

Department of Export Promotion, Ministry of Commerce, Royal Thai Government
22/77 Rachadapisek Rd., Bangkok 10900, Thailand
Tel: +66 2512 0093 Fax: +66 2512 2670 E-mail: thaifex@depthai.go.th
www.depthai.go.th, www.thaitradefair.com



See
You
Again

THAIFEX - World of food ASIA 2009

TRADE :
13-15 May 2009
10.00-18.00 Hrs.

PUBLIC :
16-17 May 2009
10.00-20.00 Hrs.

VENUE :
The Challenger, IMPACT,
Muang Thong Thani
Bangkok, Thailand

