



Experience the Best in Asia

21. - 25.05.2014

IMPACT Exhibition and
Convention Center
Bangkok, Thailand

International Trade Exhibition for
Food & Beverages, Food Technology
and Retail & Franchise in Asia

Presents



Online visitor pre-registration is open till 15 May 2014

ADVANCE BUYERS' GUIDE

Endorsed by



Jointly organized by



The Thai Chamber
of Commerce



10 great years of delivering business 2004 - 2014

An impressive line-up of events awaits you at the 11th edition of THAIFEX – World of Food Asia.

THAIFEX – World of Food Asia celebrates its 10th anniversary with yet another milestone - a record-breaking showcase and an impressive international line-up. With more than 60,000 square metres of food, beverage and hospitality products and services, you will experience for yourself why this is Asia's most influential food & beverage, food technology and retail & franchise trade show.

Sample new and innovative products from more than **1,400 Exhibitors** from **40 Countries**

Network and meet more than **28,000 Trade Visitors** from **135 Countries**



MAKE A PLAN

1-stop

sourcing platform at THAIFEX - World of Food Asia, which includes 3 sub-shows - The World of Seafood, World of Coffee & Tea and World of FoodService.

WITNESS

500

and more competitors pitting their best skills against each other in the culinary and coffee competitions. Catch the nail-biting and exciting action at The Thailand Ultimate Chef Challenge and the Roasters' Choice Award.

BE INFORMED

25

and more industry experts will congregate for a dynamic exchange of ideas and innovative solutions at the ASEAN Food Industry Thought Leaders Panel and the World of Food Safety conference. Be prepared for ideas that will change and enhance the food and beverage industry.

GET INVOLVED

40%

increase in exhibition space for the Fine Food segment means a more sumptuous promise of quality products, from countries such as Brazil, Italy, Cambodia, China, Japan, Korea, Philippines, Singapore, Taiwan and Vietnam.



2014 Partner Country



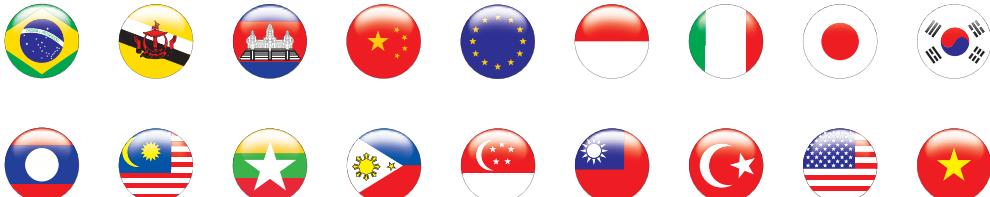
Japan - the second Partner Country at THAIFEX – World of Food Asia proudly presents the renowned spectrum of quality produce from Japan. Discover its celebrated artisan specialties, from fine foods, sake and wine, beverages and more.

Visit JAPAN PAVILION at **HALL 2, GG-02**.

Strong International Growth

THAIFEX – World of Food Asia 2014 presents a stronger international line-up of 25 country and province pavilions. Our five new groups are: Japan (Kyusyu Trade Promotion Organisation), Korea (aT Gyeongnam Branch Office, Small & Medium Business Corporation Jeju Regional Headquarters, Incheon Center of Korea International Trade Association & Chungcheong Nam-do), Scotland (Scottish Development International), Taiwan (Taiwan Canners Association) and Turkey (Central Anatolian Exporters Union)

Country Pavilions



Log on to www.worldoffoodasia.com to view the exhibitor list.

Sub-shows Highlights



WORLD OF SEAFOOD



WORLD OF COFFEE & TEA



WORLD OF FOODSERVICE

2014 presents a power pack of sub-shows designed for the needs of the industry. **World of Seafood**, a professional trade fair catering to the seafood and frozen seafood industry returns with stronger offerings. Look forward to two new sub-shows - the **World of Coffee & Tea** and **World of FoodService**. Look forward to a professional coffee and tea trade fair, poised to be Asia's leading sourcing, trading and knowledge platform for the coffee and tea industry, and a stellar international trade exhibition for the food service, catering and hospitality in Asia.

International Trade Fair for the Seafood Industry Asia

Seafood suppliers & traders:

- Chilled seafood
- Dried seafood
- Fresh seafood
- Frozen seafood
- Processed seafood
- Ready-to-eat seafood



International Trade Fair for the Coffee and Tea Industry in Asia

Coffee and tea producers, manufacturers, suppliers & traders:

- Cleaning & filtration
- End products
- Machinery & equipment
- Packaging material
- Processing



International Trade Fair for the Food Service, Catering and Hospitality Industry in Asia

Food service suppliers, equipment producers & machinery:

- Appliance & amenity
- Bakery equipment & materials
- Buffet equipment & tableware
- Catering & cooking equipment
- Consulting services
- Dishwashing
- Hotel decorative art & craft

- Raw materials
- Specialty coffee & tea products
- Supplier & services
- Tools & accessories



- Hotel IT & security supply
- Hotel supply & auxiliary
- Ice cream equipment & supply
- Refrigeration equipment
- Textile & uniform
- Sport, spa & entertainment equipment

“With a specialized segment within the show, we know that the visitors we meet are either working in or are interested in the coffee sector. By being here, it allows us to reach out to a more targeted audience.”

Ms. Pavinee Khetphansant, General Manager, Boncafe (Thailand) Ltd

PRODUCT HIGHLIGHT: THAIFEX – WORLD OF FOOD ASIA



Baehaejung-Doga Co., Ltd (BHD Co., Ltd)

Product Name: Buja Rice Wine

BUJA wine is brewed with 100% Gyeonggi-do rice without using any artificial additive. It is produced through a natural fermentation process using a Korean yeast called "nuruk". A revived traditional Korean rice wine, BUJA was loved and enjoyed by royal families and aristocrats in the past.



Hanaro Bio Co., Ltd

Product Name: Bamboo Grass (Leaf) Tea

Wild bamboo grass in clean areas are processed into tea using patented processes which remove the smell of grass and its astringent taste. The tea has a lovely green-gold color and the sweet, subtle scent of Bamboo Grass. You will enjoy the light and mild taste.



Long Kow Foods Enterprise Corporation

Product Name: Long Kow Sesame Sauce

Long Kow Sesame Sauce can be mixed in noodles, vermicelli or salad, and is delicious. It contains a good amount of sesame which is good for the body.



Rudolf Keller srl

Product Name: Nera Lacrima Balsamic Glazes

An ideal accompaniment for raw and cooked foods. The Balsamic Vinegar is NON GMO and gluten free.



Sanotact



Product Name: Blink Mints

Blink Mints are high quality products made in Germany in state-of-the-art facilities and produced in accordance to BRC and IFS certification. It is sugar-free, low in calories and have superb flavors.



Zott SE & Co. KG

Product Name: Zott Jogolé Yoghurt

Zott Jogolé is a low-fat yet creamy premium yoghurt with succulent fruit pieces. It is made with premium, fresh German milk. The entire range is free of preservatives and is halal certified.



PRODUCT HIGHLIGHT: WORLD OF SEAFOOD



Sure Marketing Company, Inc.

Product Name: DOX 60F System

The DOX System is a quick and accurate bacterial-testing method that can be used in fish, seafood, meat and poultry, ready-to-eat foods, and frozen foods, etc.

Kuang Pei San Food Products Public Co., Ltd

Product Name: Fried Mackerels in XO Sauce

The product contains nutrients that are beneficial to the body including Omega-3, Omega-6 and Omega-9.



Sea Wealth Frozen Food Co., Ltd

Product Name: Rice Paper Shrimp

The shrimp is marinated in a herb and garlic sauce and wrapped in a white crispy spring roll skin. It is delicately hand-wrapped with yellow noodles all around.

Surapon Foods Public Company Limited

Product Name: Vannamei Cooked Peel Tail on (Alive)

Made from live Vannamei shrimp, the taste is most suitable for cocktails.



Tuna Paradise Co., Ltd

Product Name: Japanese Yellowtail - Hamachi/Buri

All our Hamachi/Buri are airfreight into Thailand straight from one of the best Hamachi/Buri farms in Japan. The farm is HACCP certified and is very popular in the Japanese local market.

Choen Frozen Foods, Co., Ltd

Product Name: Frozen Shrimp Spring Roll Tom Yum Flavour

Chen Dim Sum with 80 years of legendary, delicious Dim Sum from Yaowarat (Thailand's Chinatown) proudly presents "Frozen Shrimp Spring Roll Tom-Yum Flavor". Delicious Tom Yum flavor makes the shrimp spring roll tasty with the exotic Thai aroma.



PRODUCT HIGHLIGHT: WORLD OF COFFEE & TEA



PT Sinar Sosro



Product Name: TEBS Tea with Soda

TEBS Sosro ready-to-drink tea are of the highest quality. It uses all-natural ingredients and has a unique taste that makes it the best selling product of Sinar Sosro.



White Café Sdn Bhd

Product Name: Old Town 3 IN 1 Instant Premix White Coffee, Natural Cane Sugar

Also available in Hazelnut White Coffee, White Coffee & Creamer and White Milk Tea.



K2 Company Limited



Product Name: Mazzer New Kold Coffee Grinder

Mazzer NEW Kold Coffee Grinder is of the highest quality. It grinds coffee beans with minimum heat.



FUSO International

Product Name: Hand "Tea" Bag

A large-capacity teabag with string that can hold up to 20g of tea. The long teabag is also designed to fit into the mouths of personal beverage bottles such as plastic bottles and thermos stainless-steel bottles.



Namyang Dairy Products Co., Ltd (Namyang Coffee)

Product Name: Freeze Dried Coffee

High quality instant coffee with the most cutting-edge and highest technology facilities including Aroma recovery.

Lion 3 Star Ltd

Product Name: Faema Teorema Coffee Machine

Eco-Friendly (saves 21% energy)

Automatic milk steam control system, so the milk foam is very even quality.



PRODUCT HIGHLIGHT: WORLD OF FOODSERVICE



Wise Promotion (Thailand) Co., Ltd

NEW PRODUCT

Product Name: Electrolux 4 door Freezer/Chiller

Each piece of refrigeration equipment is produced using the latest innovative technologies to keep food fresh. They have low energy consumption and ergonomic designs.

Atlantic Chef International Co., Ltd

Product Name: Knife

Our products are made of blades that are sharp, durable and with great re-sharpening ability. It is designed to strictly comply with ergonomic technology and are very comfortable to hold.



The Toki City Wholesale Pottery Association (SAIKI Ichiyama Touen)

Product Name: Minoyaki Porcelain Tableware

"Minoyaki" (produced in the Mino area, Gifu Prefecture, Japan) items are suitable for all kinds of cuisines – Japanese, Chinese, French, Italian, Spanish, Asian, American, etc.

NEW PRODUCT

ITA Developing Co., Ltd

Product Name: Starlight Adjustable Infared BBQ Grill

It is 100% made-in-Taiwan with top-of-the-line 204 stainless steel.



Maiden House Appliances Co., Ltd

NEW PRODUCT

Product Name: Professional Blender - for commercial use Model MD-206A

Maiden's professional blenders possesses four main characteristics. They are user-friendly, multi-functional, power-saving, and they retain the nutrients in ingredients.

C.L. Foods Co., Ltd

Product Name: Rôtissoires Grandes Flammes Millenium Luxe.

A modern and redefined design for fast and efficient roasting! These rotisseries feature a host of new features to make operation and cleaning simple and quick.





Supporting Programs



THAILAND ULTIMATE CHEF CHALLENGE



ROASTERS' CHOICE AWARD



SEMINARS, TRAINING & CERTIFICATION PROGRAMS

One of the key highlights at THAIFEX - World of Food Asia, the Thailand Ultimate Chef Challenge will see participants from mostly Thailand and Indochina pit their culinary skills against each other over 5 days. Endorsed by WORLDCHEFS, the competition will be judged by a panel of internationally certified judges. The 3rd Thailand Ultimate Chef Challenge will focus on:

- Education
- Thai ingredients
- Professional, modern and creative presentation of Thai dishes

Official Chef Apparel Official Poultry



Official Knife



Official Meat & Seafood



Official Seasoning



The Roasters' Choice Award returns in 2014 as the key event at the World of Coffee & Tea. Supported by the Barista Association of Thailand, this is the perfect platform for visitors to get insights of Asia's coffee culture. Visitors can look forward to:

- Up to 20 participants from Southeast Asia
- An international cast of coffee experts for the judging panel
- A tasting bar featuring over 40 varieties of coffee beans

Official Coffee Machine



Official Grinder



Official Roasting Machine



Boncafe and the Specialty Coffee Association of Europe (SCAE) presents an in-depth program of trainings, certifications and workshops for the coffee industry. Held at the World of Coffee & Tea, the classes include:

- How to open a coffee shop by Boncafe, followed by coffee and frappe recipes
- Roasting Curriculum by SCAE
- Green Bean Curriculum by SCAE

Supported by

BONCAFE



For more information on supporting programs, log on to www.worldoffoodasia.com.

THAIFEX – World of Food Asia 10th Anniversary



Ensuring Total Food Safety in a Global Economy

2nd WORLD OF FOOD SAFETY CONFERENCE

22 - 23 May 2014 | IMPACT Exhibitions & Convention Centre, Bangkok, Thailand

Following the success of the conference in 2013, we are proud to announce the 2nd World of Food Safety Conference at THAIFEX - World of Food Asia 2014.



WELCOME TO THE 2ND EDITION OF WORLD OF FOOD SAFETY CONFERENCE



FOOD OF FOOD SAFETY EXCELLENCE AWARDS 2014



ASEAN FOOD INDUSTRY THOUGHT LEADERS PANEL

Review the latest strategies with industry leaders to achieve higher standards for your business, recognize potential regional and international food safety threats, recent food safety incidents, and the approaches used to tackle the issues head on. Stay ahead and ensure a safe and secure supply chain by effectively managing food safety through globally competitive operations and safety practices.

The inaugural World of Food Safety Excellence Awards - a platform that recognizes and celebrates the achievements of those who have made exceptional contributions to food safety and consumer satisfaction with a positive impact on business results. We welcome you to nominate the individuals and companies whom you feel influenced the industry.

ASEAN Food Industry Thought Leaders Panel brings together C-level executives of leading F&B organizations based in the ASEAN region, to address advancing food security and expediting food trade and investment in the light of AEC 2015. Industry leaders will share their thoughts on building capabilities to overcome food safety challenges, both domestically and internationally.

Meet Renowned International Food Safety Experts Including:

YVES REY



Chairman, Global Food Safety Initiative (GFSI)
Corporate Quality General Manager
Danone Group, France

HIROYUKI KONUMA



Assistant Director-General and Regional Representative
FAO Regional Office for Asia and the Pacific, Thailand

BIZHAN POURKO -MAILIAN



Director Food Safety & Supplier Workplace Accountability
McDonald's Europe, United Kingdom

AWILO OCHIENG PERNET



Vice-Chair, Codex Alimentarius Commission
International Affairs Division
Federal Food Safety and Veterinary Office, Switzerland

CHONG NYET CHIN



Director, Food Safety & Quality, NTUC FairPrice Co-operative Limited, Singapore

MARTIN SLAYNE



Chief Food Safety Officer and Head of Global Scientific & Regulatory Affairs
Mondelez International, USA

ARNEL CABUNGGAL



Quality Director of ASEAN Business Unit
The Coca-Cola Company, Thailand

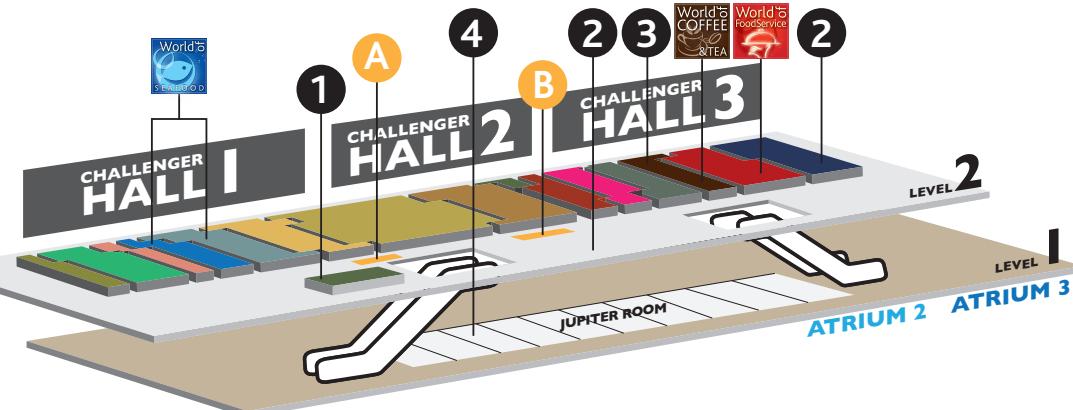
MARC DONALD -SON



Director, Cocoa Sustainability
Petra Foods Ltd, Singapore

To confirm participation at conference, contact **Ms. Jyothi Rajan** | Tel: +65 6500 6727 | j.rajan@koelnmesse.com.sg

2014 Hall Plan



CHALLENGER HALL 1

HEALTH & ORGANIC

FRUITS & VEGETABLES

China Pavilion

MEAT & POULTRY

SEAFOOD

Korea Pavilion

FROZEN FOOD



READY TO EAT

FINE FOOD

Brunei Pavilion

Cambodia Pavilion

China Pavilion

Italy Pavilion

Philippines Pavilion

Turkey Pavilion

Vietnam Pavilion

CHALLENGER HALL 2

FINE FOOD

Brazil Pavilion

Europe Pavilion

Indonesia Pavilion

Japan Pavilion



Partner Country

Korea Pavilion

Malaysia Pavilion

Singapore Pavilion

Taiwan Pavilion

USA Pavilion

GROCERY

HALAL

RICE & RICE PRODUCTS

SWEETS & CONFECTIONERY

CHALLENGER HALL 3

DRINKS

COFFEE & TEA

China Pavilion



FOOD SERVICE

Korea Pavilion



FOOD TECHNOLOGY

China Pavilion

Taiwan Pavilion

1 Halal Product Showcase

A Visitor Registration

B Visitor Registration

2 Thailand Ultimate Chef Competition

3 Roasters' Choice Award

4 World of Food Safety Conference Jupiter 4, 5, 6, 7

Atrium 2

Van, Taxi, Limousine Services

Atrium 3

Impact Link (Bus Service)

Official Hotels



Courtyard by Marriott Bangkok

www.marriott.com/hotels/travel/bkkcy-courtyard-bangkok

155/1 Soi Mahadlekluang 1,
Rajadamri Road, Pathumwan,
Bangkok 10330,
Thailand

Tel: +66 2 656 7700
Email: Somchai.c@marriott.com
Distance to IMPACT:
min. 45 minutes drive



JW Marriott Bangkok

www.marriott.com/BKKDT

4 Sukhumvit Road,
Soi 2, Bangkok 10110,
Thailand

Tel: +66 2 656 7700
Distance to IMPACT:
min. 45 minutes drive



Novotel Bangkok IMPACT

www.novotel.com

94 Popular Road,
Banmai Subdistrict
Pakkred District
Nonthaburi 11120,
Thailand

Tel: +66 2 833 4888
Email: h8059-re@accor.com
Distance to IMPACT:
min. 3 minutes walk



Novotel Bangkok Platinum

www.novotel.com
www.novotelbangkokplatinum.com

220 Petchaburi Road,
Ratchatewi
Bangkok 10400,
Thailand

Tel: +66 2 160 7100
Email: h7272@accor.com
Distance to IMPACT:
min. 45 minutes drive



Novotel Bangkok Ploenchit

www.novotel.com

566 Ploenchit Road
Lumpini, Patumwan
Bangkok 10330,
Thailand

Tel: +66 2 305 6000
Email: h7176@accor.com
Distance to IMPACT:
min. 45 minutes drive



Windsor Suites Convention Hotel

www.windsorsuiteshotel.com

10/1 Sukhumvit Soi 18-20,
Sukhumvit Road,
Klongtoey,
Bangkok 10110,
Thailand

Tel: +66 2 262 1234 /
+66 2 262 1221
Email: suno@windsorsuiteshotel.com
Distance to IMPACT:
min. 45 minutes drive

For more information and downloads on booking forms for the official hotels, visit www.worldoffoodasia.com.

How to get there

Challenger Halls 1, 2, 3
IMPACT Exhibition and Convention Center
(Muang Thong Thani)
99 Popular Road, Banmai, Subdistrict, Pakkred District
Nonthaburi 11120, Thailand

Opening Times

21 - 23 May 2014 10:00 - 18:00 hrs (Trade)
24 - 25 May 2014 10:00 - 20:00 hrs (Public & Trade)

Pre-register online – www.worldoffoodasia.com

Contact:

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World of Seafood/World of FoodService

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