

5 February 2020

Event Notice: FHA-Food & Beverage

FHA-Food & Beverage will take place from 31 March-3 April 2020 at Singapore Expo as scheduled.

FHA-Food & Beverage is truly a global event and with the fantastic support from the Singapore Government in ensuring that Singapore remains a safe travel destination, pre-registration requests from overseas buyers continue to pour in and we are on course to meet our total attendee target.

Serving a wide range of industry segments including retail, wholesale, e-commerce and foodservice, the FHA-Food & Beverage event remains robust in the current climate and we look forward to welcoming you onsite.

Informa Markets, the organiser of FHA-Food & Beverage, is closely observing the evolving novel coronavirus situation. The safety of our customers and our staff is always our top priority. In partnership with the relevant government authorities and agencies, we are putting in place measures pre-show and onsite to help to ensure the safety and confidence of our participants.

Statement from Singapore Tourism Board

“We are working closely with Informa Markets, industry stakeholders and the relevant government agencies, and are committed to supporting the continued success of both FHA-HoReCa and FHA-Food & Beverage. There is as yet no evidence of widespread community transmission of the novel coronavirus in Singapore and most of our events are still proceeding as planned with added precautions, which is in line with the latest advisory from MOH. Our MICE industry continues to operate and remains open for business. Nonetheless, we will continue to stay vigilant, strengthen our defences, and prepare for all scenarios. The health and safety of locals, visitors and industry partners remain a priority and we are monitoring the situation closely,” said **Mr Andrew Phua, Director of Exhibitions and Conferences, Singapore Tourism Board.**

Statement from Singapore EXPO & MAX Atria

Alvin Lim, Executive Director for Brand and Customer Experience at SingEx Holdings, said, “The global meetings, incentives, conferences and exhibitions (MICE)



By Informa Markets

industry is a tight-knit community that has always shown strong support for each other. Considering all aspects and that our primary concern is to ensure the safety and well-being of event participants, we at Singapore EXPO & MAX Atria fully respect the decisions made for both FHA shows. We will continue to work closely with Informa Markets and other event partners to explore the best possible solutions to support the postponement of FHA-HoReCa.

“Singapore EXPO & MAX Atria is BCM-certified with sound and robust business protocols in place. With FHA-Food & Beverage going ahead as planned, the necessary precautionary measures, in line with the Singapore Ministry of Health’s advisories, will be activated on-site and around the venue to ensure that any health and safety risks are mitigated.”

In the event that our team receives any updates from the government and health organisations that may affect FHA-Food & Beverage in 2020, we will communicate the changes promptly, inform all parties who will be affected, and assist in any arrangements. We encourage everyone to stay vigilant, monitor the news, and do not hesitate to contact us at enquiry@foodnhotelasia.com should you have any questions regarding your upcoming visit to Singapore for FHA-Food & Beverage.

Regarding our sister show FHA-HoReCa that was scheduled to be held from 3-6 March at Singapore Expo, we have decided to postpone the event to 13-16 July 2020 at the same venue. The decision was made following extensive consultations with exhibitors & industry partners and considering the knock-on effects on the wider HoReCa industry as a direct consequence of the severe drop in travel and tourism.

For the latest updates and advice from the Singapore government agencies reflecting the evolving situation:

- [Ministry of Health Singapore](#)
- [Ministry of Manpower](#)
- [Singapore Tourism Board](#)

We look forward to welcoming you to Singapore for FHA-Food & Beverage!

Yours sincerely,

Martyn Cox
Event Director | Hospitality, Food & Beverage
Informa Markets