

18 May 2022

## **Asia's Leading F&B Tradeshow Goes Annual**

**Singapore, 18 May 2022** – Driven by the industry's demand for a quality annual sourcing platform in Asia and Informa Markets commitment to explore new ways to create value for the industry to deliver top-notch event excellence and business performance for our customers, [FHA-Food & Beverage](#) with immediate effect will take place **annually**. Following its 2022 edition taking place this September, FHA-Food & Beverage alongside with ProWine Singapore - the international trade fair for wines and spirits, will return in 2023 from **25th – 28th April 2023** at the Singapore Expo.

“We realise the need to embrace change more dramatically to address the impact felt by the food and beverage sectors. By pivoting FHA-Food & Beverage to an annual platform, we can better cater to our community who need ‘year-round’ solutions for growing audiences and ever-changing markets. It is a very exciting development, and we look forward to working closely with our partners and customers as FHA-Food & Beverage evolves into its new calendar cycle,” said **Ms Janice Lee, Event Director, Food, Hong Kong & Singapore, Informa Markets**.

“I am very pleased that we are able further intensify our cooperation with FHA – Food & Beverage. That the co-location of the fairs is ideal and offers the Southeast Asian market a complete range of top-quality products. We are sure that also the wine and spirits industry will welcome the new rotation”, said **Michael Degen, Executive Director, Messe Düsseldorf**.

“Singapore is delighted to host FHA – Food & Beverage annually from 2023. This exciting development could not have come at a better time, as industry players grow their businesses and find new ways to address the customers’ needs as markets recover from the pandemic. We are certain that the food and beverage industry, both local and abroad, will benefit from the rich discussions and vibrant connections made annually during FHA – Food & Beverage,” said **Mr Poh Chi Chuan, Executive Director, Exhibitions & Conferences, Singapore Tourism Board**.

In the last 21 months FHA-Food & Beverage pivoted to digital offerings to engage customers no matter where they are, including the launch of the [FHA Match](#) - a series of sector focused virtual platforms for business matching and product discovery. As part of the event's commitment to adapting to the evolving landscape and keep pace with customers' needs in the phase of business recovery and resumption.

Preliminary exhibitor bookings for FHA-Food & Beverage 2023 are now open, and an early booking promotion will be running until the final day of the FHA-Food & Beverage 2022 edition. More information on visitor registration will be shared closer to the show date.



By Informa Markets

FHA-Food & Beverage's sister show [FHA-HoReCa](#) will remain biennial. The upcoming FHA-HoReCa will be held 25-28 October 2022 and the next edition will be in 2024.

Yours sincerely,

**Janice Lee**

Event Director

Hospitality, Food & Beverage – Hong Kong & Singapore

Informa Markets