

11 November 2021

### **FHA-Food & Beverage Move to 5-8 September 2022**

**Singapore, 11 November 2021** – Informa Markets today announced that Asia's leading industry event for food & beverage [FHA-Food & Beverage](#) will be moving from original date in March 2022, to 5-8 September 2022. Singapore Expo remains as the venue for the event.

The 3rd edition of [ProWine Asia Singapore](#), jointly organised by Informa Markets and Messe Düsseldorf Asia will move from May 2022 to join FHA-Food & Beverage on 5-8 September 2022, providing the region's food, beverage and hospitality sectors a chance to intersect with producers, importers, distributors and retailers of wine and spirits, delivering additional value for all participants – under one roof.

FHA events have been regarded across the world as platforms of choice for global suppliers to meet distributors, importers, manufacturers and retailers in Asia. With the best experience of our community right at the heart of every decision made regarding the events, it is imperative that they must resume in an environment that is optimal for participants to maximise opportunities to bring new products to market, nurture knowledge and accelerate growth.

Moving FHA-Food & Beverage to the second half of 2022 will offer FHA stakeholders, including buyers, sellers, global government representatives, industry leaders, competition judges and participants, and all other professionals involved in the food, beverage and hospitality scenes, the opportunity to reconnect and renew while taking greater advantage of further easing of community measures such as social distancing perimeters and caps on groups sizes.

FHA-Food & Beverage's sister show, [FHA-HoReCa](#) will also be moving from its original date of 10-13 May 2022. The new dates of FHA-HoReCa will be announced soon.

#### **FHA Match – a virtual business matching and sourcing platform**

In addition to the physical show floor, FHA-Food & Beverage 2022 will be accessible in the digital space on [FHA Match](#), a virtual business matching platform launched by Informa Markets in 2021 to bring suppliers and buyers a 'barrier-free' space where they can continue to connect and do business year-round. By combining the live event with FHA Match, participants will be able to

connect and prearrange meetings on the virtual platform to ensure both their time and investment at the physical shows are optimised.

What happened in 2020 was unprecedented but we remained resilient with the successful launch of FHA Match in 2021. It gives us great confidence to see trade shows returning in many areas of the world and following extensive discussions with our stakeholders, the latter part of 2022 is the optimal time for FHA-Food & Beverage to play a pivotal role in boosting growth throughout Asia. We look forward to welcoming everyone in person, but for people who can't attend in person, FHA Match is well placed to connect both physical and virtual attendees through video calls and instant chats.

The FHA team will contact all exhibitors, visitors and partners to discuss their participation in FHA-Food & Beverage in 2022.

Yours sincerely,

**Martyn Cox**

Event Director | Hospitality, Food & Beverage – Singapore

Informa Markets