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FHA-Food & Beverage will reopen in March 2022

[FHA-Food & Beverage](#), Asia's leading industry event serving the global food and hospitality community, will no longer take place physically in 2021. Instead, the event will reopen in 2022 from 28 – 31 March at its original location **Singapore EXPO & MAX Atria**.

Within any challenging decision, there is an opportunity. Come 2021 we will launch [FHA MATCH](#), a sector-focused series of virtual events, opening doors to new growth opportunities for the industry. Powered by [Saladplate.com](#), the virtual event will kick off with an F&B (food & beverage) Series running six times throughout 2021.

Each edition of FHA Match will bring two days packed with AI-driven and bespoke meetings to match businesses, enabling them to form new connections and unlock new opportunities across markets. Attendees can also catch demonstrations to discover new and breakthrough products, and join lively sessions that will discuss the hottest trends impacting their businesses.

Designed to be sector-focused, the first edition of FHA Match will centre on Meat, with subsequent editions spotlighting Dairy, Frozen Food, Drinks, Sweets & Snacks and Fine Food respectively.

The launch of FHA Match is just one example of our commitment to creating fresh and meaningful opportunities for our community in a number of ways, so that individuals can continue to stay engaged and businesses can thrive all year long.

The FHA team will be contacting all exhibitors, visitors and partners to discuss their future participation in FHA Match in 2021, and FHA-Food & Beverage in 2022.

Yours sincerely,



Martyn Cox

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Informa Markets