

FOR IMMEDIATE RELEASE

FHA-Food & Beverage spotlights tech innovation and industry transformation in new FoodTech Zone

Singapore, 9 January 2020 – From novel farming methods to connected kitchens, the [technological and investment potential in the food tech space](#) has grown dynamically in recent years. In Singapore, the government, in building a [food tech startup ecosystem](#) as part of the nation’s plan to become an innovation hub for Asian food and agriculture sectors, is encouraging companies, from food and beverage corporations, to agri-food entrepreneurs and start-ups to invest in the development of innovative solutions from food production to distribution.

To showcase local capabilities and set an exemplary model for the industry in the region, the new [FoodTech Zone](#) at the upcoming [FHA-Food & Beverage](#), held 31 March to 3 April 2020 at Singapore Expo will underline best-of-breed agriculture and food innovations that have been making waves across and beyond Singapore.

Visitors at the FoodTech Zone will get to see latest innovations in agri-tech, aqua-tech, food science, process, packaging and automation technologies, refrigeration and air-conditioning technology, transport storage, logistics, sustainable packaging and food waste, from exhibitors such as [BioPak Sustainable Solutions](#), [Detpak Packaging](#), [D-Logic Refrigeration](#), [Epromas International](#), [Japan Seiko Glass](#), [Mill Powder Tech](#), [Multivac](#), [Newtech Machinery](#), [SEPA Korea Corp](#) and [TUV SUD PSB](#), amongst others.



Detpak, FHA-Food & Beverage exhibitor, to launch new sustainable packaging range (Photo credit: Detpak Packaging)



Multivac's best-selling compact thermoforming packaging machine will also be showcased at FHA-Food & Beverage (Photo credit: Multivac)

Beyond the exhibits, visitors can stay on to catch additional features such as specialised showcases and seminars to keep engaged throughout. These features include:

- **FoodTech 4.0 Pavilion** – showcasing the leading products and services for digitalisation, automation, aquaculture, sustainability, food waste, urban farming and more. Also housed within is the **Dreamcatcher Theatre**, a creative seminar space for thought leaders from [Feed9B](#), [GS1](#), [Impossible Foods](#), [Sustenir](#), [The Good Food Institute](#), [WWF](#) and many others to share their insights and perspectives on agri-tech, blockchain, food tech, investments, start-up ecosystem and market opportunities for the industry.
- **FoodTech Start-up Village** – Located within the FoodTech 4.0 Pavilion, the FoodTech Start-Up Village is a community gathering of innovative and cutting-edge solution providers supported by venture capitalists such as [AgFunder](#), [Atlas Ventures](#), [Big Idea Ventures](#), [DSG Consumer Partners](#), [GROW](#) and [Innovate360](#), among others. These young entrepreneurs will get to network with the pioneers in the food tech space and will be invited to pitch new ideas to a panel of experts on the Pitching Floor.
- **NYP Learning Studio** - Aimed at promoting continuous learning and reskilling, the NYP Learning Studio will focus on developing manpower capabilities, enhancing skills and competencies, and improving productivity for the food & hospitality sector.

“With the accelerated need for countries and regions in Asia to produce enough food in order to sustain rising populations, comes the demand for new and innovative ways to produce food locally, and preferably in an environmental-friendly way. In Asia we have already witnessed some instances of sustainable food production and packaging, and the new FoodTech Zone is therefore designed with the sole purpose of underlining some of the recent innovations and best practices by the industry for our attendees at FHA-Food & Beverage,” said Mr. Martyn Cox, Event Director, FHA-Food & Beverage.

“A great brand should resonate with the ethos of today’s modern consumer. Alternative protein, food waste, and environmental sustainability are more than just fads. These are relevant topics modern consumers truly care about, creating potential for tremendous growth in the food tech space,” said Mr. Nadim Muzayyin, Analyst at DSG Consumer Partners – a leading Southeast Asian & Indian



By Informa Markets

consumer focused venture fund. “We are especially excited to be speaking at the Food Innovation Theatre and participating in the pitching panel at the FoodTech 4.0 pavilion at FHA-Food & Beverage. This is a great opportunity for everyone in the industry as we get to engage with new startups and young entrepreneurs who need the exposure and experience for their future growth.”

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Event At A Glance

FHA-Food & Beverage	
Date:	31 March – 3 April 2020
Venue:	Singapore Expo
Website:	https://www.fhafnb.com/
Featuring:	Food & Beverage; Food Ingredients; Food Processing & Packaging Technology; Wines & Spirits [co-located with ProWine Asia (Singapore)]
Visitor Pre-registration:	https://fhapwa.com/
Media re-registration	https://www.foodnhotelasia.com/media-registration

About FHA-Food & Beverage, 31 March – 3 April 2020, Singapore Expo

The platform of choice for industry professionals, including distributors, importers, manufacturers and retailers from Asia to see and source for high quality, new-to-market food ingredients, drinks and fresh produce. More than 80 per cent of the 2,000 exhibitors participating in FHA-Food & Beverage are renowned manufacturers and brands hailing from 70 countries and regions. ProWine Asia (Singapore), a satellite event of the highly successful ProWein in Düsseldorf, Germany, will return for its third edition alongside FHA-Food & Beverage.

FHA-Food & Beverage is expanded from FHA – a mega event globally recognised for setting benchmarks as the leading authority and trendsetter for the food and hospitality markets in Asia. The event in 2018 drew 3,500 exhibitors, 72 international group pavilions and 82,000 trade attendees from 100 countries and regions. For more information, please visit www.fhafnb.com.

About Informa Markets

FHA-Food & Beverage is organised by Informa Markets, a division of Informa plc. Informa Markets creates platforms for industries and specialist markets to trade, innovate and grow. Our portfolio is comprised of more than 550 international B2B events and brands in markets including Healthcare & Pharmaceuticals, Infrastructure, Construction & Real Estate, Fashion & Apparel, Hospitality, Food & Beverage, and Health & Nutrition, among others. We provide customers and partners around the globe with opportunities to engage, experience and do business through face-to-face exhibitions, specialist digital content and actionable data solutions. As the world’s leading exhibitions organiser, we bring a diverse range of specialist markets to life, unlocking opportunities and helping them to thrive 365 days of the year. For more information, please visit www.informamarkets.com.

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