

# FHA-Food & Beverage to be rescheduled

**Singapore, 4 November 2020** - Informa Markets today announced that [FHA-Food & Beverage](#), Asia's leading industry event serving the global food and hospitality community, will be rescheduled with new dates to be announced in the coming weeks. The event was originally taking place from 2–5 March 2021 at **Singapore EXPO & MAX Atria**.

Singapore, where FHA-Food & Beverage is held, announced in July that it has developed a risk management framework to allow small-scale business events to take place. This momentous move is intended to pave the way for bigger events to be allowed in the coming months, as government authorities collaborate with industry to plan for the safe resumption of large-scale events in tandem with recovery of global travel.

Staying true to its core mission to deliver events in the best possible way, where participants can interact physically in a safe environment and drive maximum return of investment without compromising on a high-quality event experience, Informa Markets, after consulting government stakeholders and industry partners, concluded that it would be in the best interests of participants if FHA-Food & Beverage is held after the first quarter of 2021.

**Mr Martyn Cox, Event Director, Hospitality, Food & Beverage - Singapore, Informa Markets**, said, "The move will aim to ensure a sufficient period of recovery for global economic conditions, and for us to provide our customers with a robust environment to do business. We are grateful to our global community for their steadfast support throughout this unprecedented period."

The next edition of FHA-Food & Beverage will see the latest, new-to-market products, services and equipment across key profiles – Food & Beverage, Food Ingredients, FoodTech and Restaurant, Bar & Café. Other event highlights include seminars and workshops such as the NYP Learning Studio and Halal Theatre.

The event will be implemented in accordance with AllSecure – Informa's health and safety standards framework for its events, as well as heed the guidelines of the Event Industry Resilience Roadmap (IRR). The IRR, created by Singapore Tourism Board, Enterprise Singapore in partnership with SACEOS – the trade association for MICE and Events in Singapore, is a resource guide for industry players to help them run events in Singapore safely and sustainably post-pandemic.

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By Informa Markets

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**About FHA-Food & Beverage**

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, fresh produce, services and equipment across four key profiles – Food & Beverage, Food Ingredients, FoodTech and Restaurant, Bar & Café. Majority of exhibitors participating in FHA-Food & Beverage are renowned manufacturers and brands hailing from 100 countries and regions. For more information, please visit [www.fhafnb.com](http://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. We provide marketplace participants around the globe with opportunities to engage, experience and do business through face-to-face exhibitions, targeted digital services and actionable data solutions. We connect buyers and sellers across more than a dozen global verticals, including Pharmaceuticals, Food, Medical Technology and Infrastructure. As the world's leading market-making company, 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](http://www.informamarkets.com).

**Media contacts:**

June Seah

Tel: +65 9852 6756

Email: [june.seah@informa.com](mailto:june.seah@informa.com)