

FHA 05^{TO} 08
**FOOD &
BEVERAGE** **SEP**
2022
SINGAPORE EXPO

www.fhaFnB.com

DIGITAL PLAYBOOK



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WHO WE ARE

For more than 40 years, FHA-Food & Beverage is recognised as the platform of choice for global suppliers to meet distributors, importers, manufacturers and retailers from across Asia-Pacific, to look for high quality, new-to-market food, beverages, foodservice equipment, restaurant supplies, disposables and consulting services. FHA-Food & Beverage virtual events are powered by Saladplate, the preferred Online B2B Marketplace for sourcing F&B products from across the globe.



Inspiring the Food & Beverage community to find new ways to collaborate, engage, build brand awareness and do business in the digital world since 1978.

OUR BUYERS NETWORK

Our buyers come from 100 countries and regions, some of which are from:-

- > Australia
- > China
- > Hong Kong S.A.R
- > India
- > Indonesia
- > Japan
- > South Korea
- > Malaysia
- > Myanmar
- > Philippines
- > Singapore
- > Taiwan
- > Thailand
- > Vietnam
- > Middle East
- > Africa
- > Europe
- > Americas
- > Oceania

**Visitors by Country / Region are extracted from FHA2018 post show report*



134,000+

Average annual website visitors



93,000+

E-Newsletter subscribers



28,000+

Social media followers

OUR GLOBAL COMMUNITY



informa markets
Hospitality, Food & Beverage

GLOBAL
HOSPITALITY,
F&B NETWORK

28

Events
Physical, Virtual
and Hybrid

LOCATIONS

14

Cities / Regions
in 9 Countries

Informa Markets' Hospitality, Food & Beverage portfolio includes a series of global in-person, virtual and hybrid trade events aimed at fostering business relationships, enable learning, and enhancing trade opportunities for the industry. With several established events within the portfolio such as Hotelex Shanghai, Food&Hotel Asia, HOFEX, Fispal Food Service, and Abastur, the portfolio together offers an unparalleled audience reach across the world. Staging 28 live events in major cities including Shanghai, Hong Kong, Singapore, Ho Chi Minh City, Seoul, Kuala Lumpur, Mumbai, Bangkok, Sao Paulo, and Mexico City. Together the portfolio aims at bringing companies, individuals, and the industry to the forefront of global business innovation, by offering solutions that meet today's business needs.

OUR GLOBAL EVENT NETWORK Hospitality, Food & Beverage | Portfolio

CHENGDU-CHINA

Hotelex & Finefood
Chengdu

TIANJIN-CHINA

Hotelex & Finefood
Tianjin

SHANGHAI-CHINA

Hotelex & Finefood Shanghai
Hotel & Shop Plus Shanghai

Food & Hospitality China
ProWine Shanghai

SOUTH KOREA

Seoul Food & Hotel

GUANGZHOU-CHINA

HOTELEX & Finefood
Guangzhou

Expo Food Guangzhou

Food & Hospitality
South China (Guangzhou)

SHENZHEN-CHINA

HOTELEX Shenzhen

HONG KONG-CHINA

HOFEX

ProWine Hong Kong

Restaurant & Bar
Hong Kong

Gourmet Asia

Natural & Organic Asia

MEXICO

Abastur

BRAZIL

Fispal Food Service

Fispal Sorvetes

THAILAND

Food & Hotel Bangkok

VIETNAM

Food & Hotel Vietnam

Food & Hotel Hanoi

MALAYSIA

Food & Hotel Malaysia

SINGAPORE

FHA-Food & Beverage

FHA-HoReCa

ProWine Singapore

INDONESIA

Food & Hotel Indonesia

Food, Hotel & Tourism

Hotelex Indonesia

Specialty Food Indonesia

WHY PARTNER US

From AI-powered to bespoke business matching, to virtual networking and 24/7 product sourcing, FHA-Food & Beverage offers a comprehensive suite of customisable solutions to help boost your opportunities in lead generation, customer conversions and product awareness in the digital space.



Expansive reach

To regional decision makers in the F&B



Digital networking opportunities

To regional decision makers in the F&B industry



Knowledge content & insights

About the latest trends and hottest topics within the community



365

365 days a year of sourcing, powered by Saladplate.com

OUR DIGITAL SERVICES

Strategic

- > Audience Definition
- > Business Growth Strategy
- > Industry Insights

Sales

- > Digital Networking
- > Virtual Event
- > 365 Selling

Marketing & Communications

- > Advertising
- > Content Marketing
- > Direct Mail Campaigns
- > Social Media
- > Media Engagement

VALUED CUSTOMERS AND PARTNERS

Some of our exhibitors and partners that we've previously worked with



DIGITAL EVENTS:



FHA Match, a virtual business matching series consisting of sector-focused events serving players in the F&B and Hospitality sectors. The next edition of FHA Match will be held on 5 July 2022 as a prelude to the physical event in September 2022. This one-day special event is packed with full of exciting content and networking opportunities. Get a head start in establishing connections virtually, then further build relationships via a face-to-face meeting on-site.

FHA Match at a Glance



1,228

Connections Delivered



4,743

Chat Messages



1,841

Logged in Buyers



18,435+

Agenda Views

TARGET BUYER PROFILE

Attendees at FHA Match are carefully selected and targeted based on the Buyers Engagement Programme and Surveys conducted.



Catering



Café / Restaurant / Bistro



Fast Food /
Quick Service Operator



Hypermarket /
Supermarket



Food
Manufacturers



Hotel /
Resort



Food & Beverage /
Hospitality Trade Associations

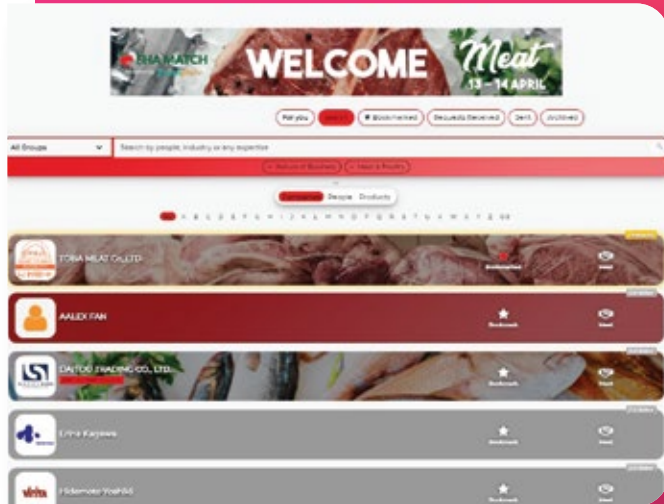


Retailers /
e-Retailers



Importer / Distributor /
Wholesaler

DIGITAL EVENTS: FHA MATCH | EVENT FEATURES



VIRTUAL EXHIBITION

Present your company profile and clearly display your array of products and solutions. Launch a video demo, upload e-brochures and chat with attendees to promote your products.



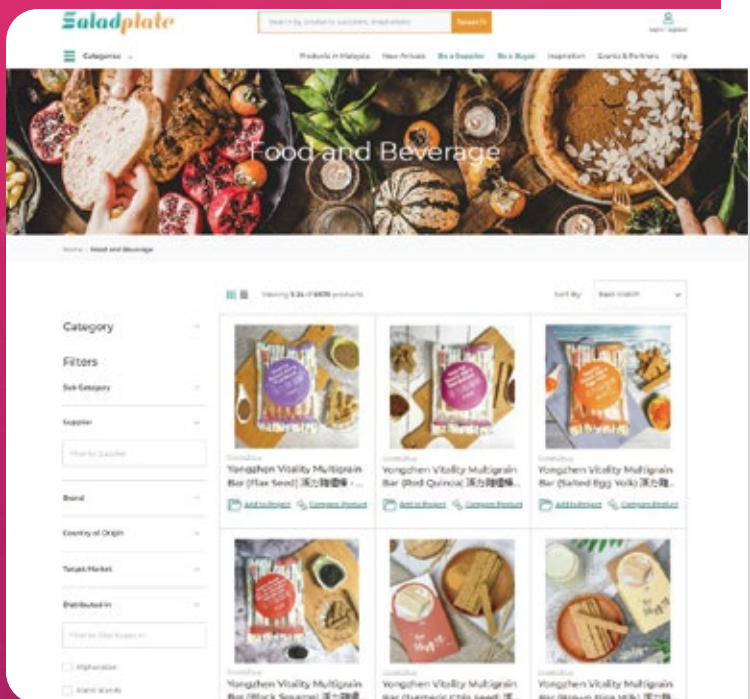
KNOWLEDGE TRANSFER

Educate as a thought leader and speak in interactive webinars. Gather buyer feedback through live polls and connect with your audience in dedicated breakout sessions.



NETWORKING & MEETINGS

Find new business partners in Asia and schedule Video Calls with our AI-Powered Matchmaking or arrange Meetings with a targeted buyer profile in mind.



365 SOURCING

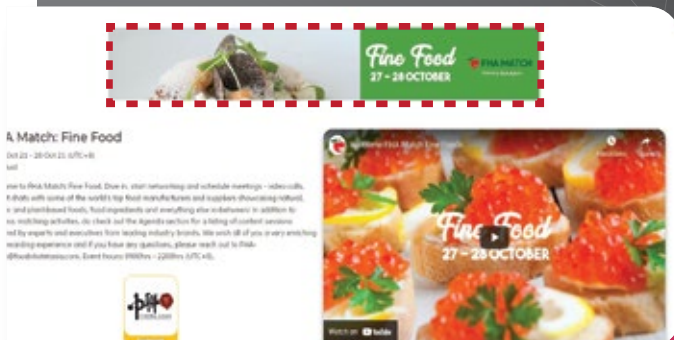
Gain access to Saladplate.com, a purpose-built B2B Online Marketplace for the food & beverage industry. List your products, connect with buyers and generate quotes all in one platform

ADVERTISING PLATFORM BRANDING

PLATINUM
(x1 AVAILABLE)
Maximum branding and recognition across platform

GOLD
(x2 AVAILABLE)
Prominent branding and recognition across platform

SILVER
(x5 AVAILABLE)
Enhanced branding and recognition across platform



TOP BANNER ADVERTISEMENT*

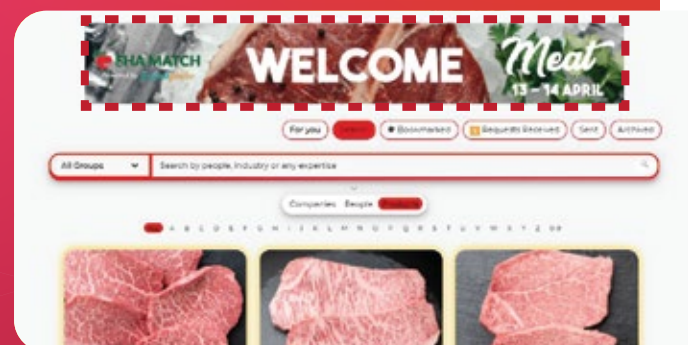
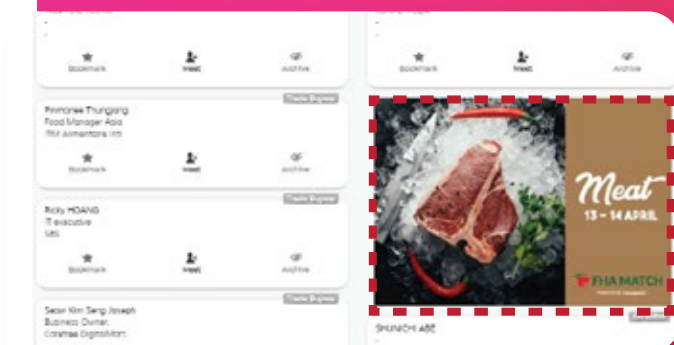
- Banner includes a hyperlinked URL
- Banner will be in rotating GIF format

* Platinum sponsors only

HIGHLIGHTED VIDEO SHOWREEL EXPOSURE*

- Available video durations: 30 secs | 15 secs

* Platinum sponsors only

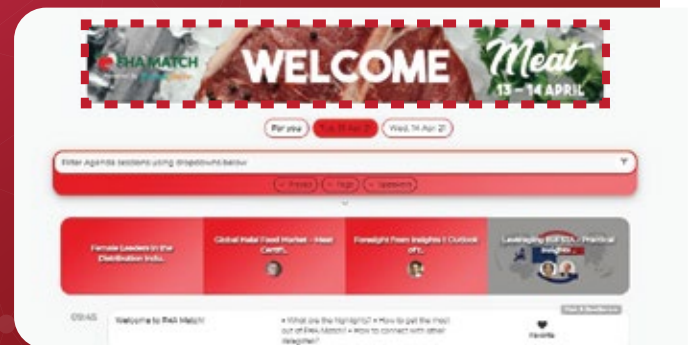


RUNNING BANNER ADVERTISEMENT

- Banner includes a hyperlinked URL
- Banner will be in rotating GIF format
- Up to 2 banners maximum at the organiser's discretion

PRODUCT UPRANKING

- Featured products to be shown on top position
- Up to 6 products maximum at the organiser's discretion



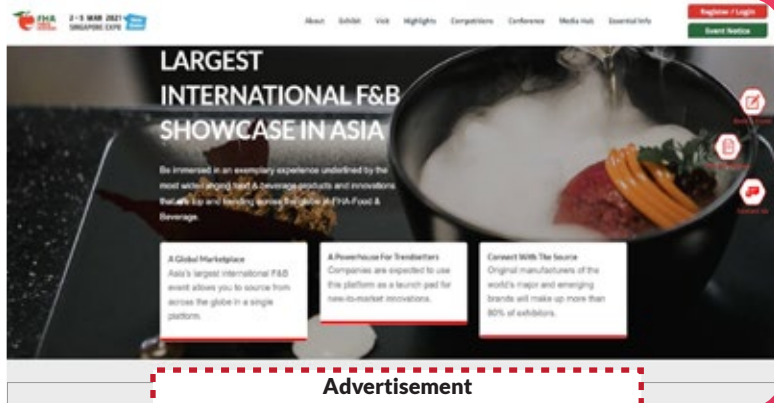
SPONSORED SESSION

- Self-generated video content
- Private roundtables or public ones

HIGHLIGHTED AGENDA SPONSORED SESSION

- Includes a hyperlinked URL
- Banner will be in rotating GIF format
- Up to 3 sponsored sessions maximum at the organiser's discretion

ADVERTISING | ONLINE & SOCIAL MEDIA

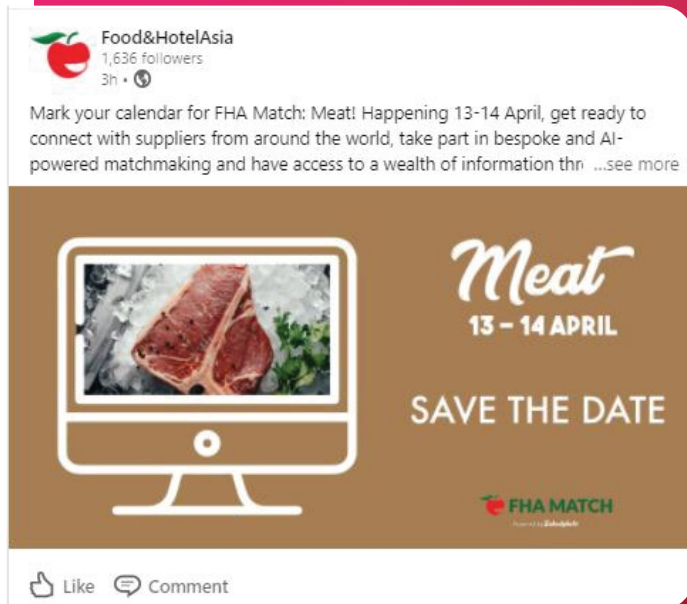


OFFICIAL WEBSITE - FHA-FOOD & BEVERAGE

- › Home Page Banner (Top of page)
- › Home Page Banner (Bottom of page)
- › Other Page Banner (Top of page)
- › Other Page Banner (Bottom of page)

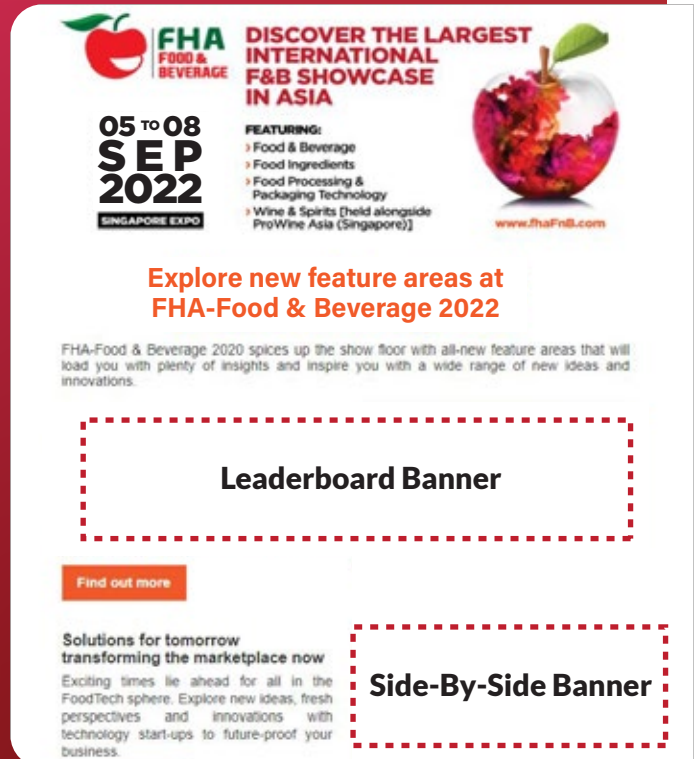
VISITOR PRE-REGISTRATION

- › Banner (Bottom of page)



FHA SOCIAL MEDIA CHANNELS

- › LinkedIn, Facebook, Twitter, Instagram, YouTube



E-NEWSLETTER

- › Leaderboard Banner
- › Side-by-side Banner
- › Lead-Gen EDM

SALADPLATE- PREMIER INTERNATIONAL WHOLESALE MARKETPLACE



We make sourcing new food and hospitality products simple for the new normal

Saladplate provides a one-stop solution for globally minded brands in Food, Beverages and Hospitality to connect with professionals across Asia. Through our extensive network of physical tradeshow and deep industry connections in major Asian markets, we cover 140 categories, including: food, beverages, foodservice equipment, restaurant supplies, disposables and consulting services.

OVERVIEW



2,000+
Suppliers

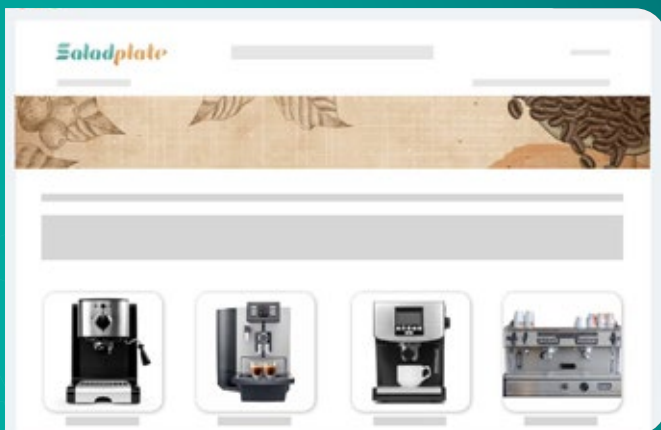


140+
Product Categories



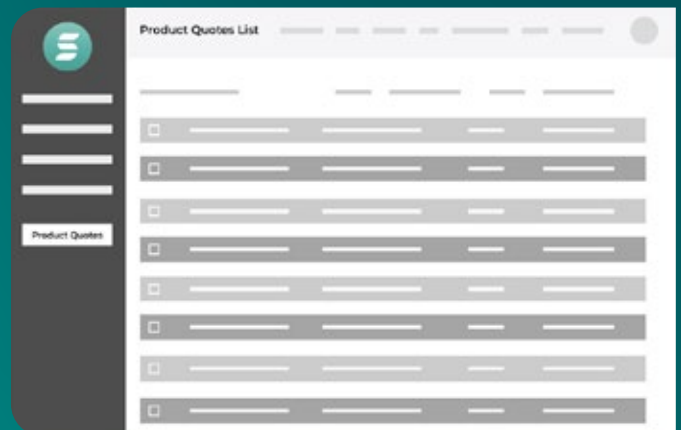
90+
Buyer Countries /
Regions

SALADPLATE FEATURES



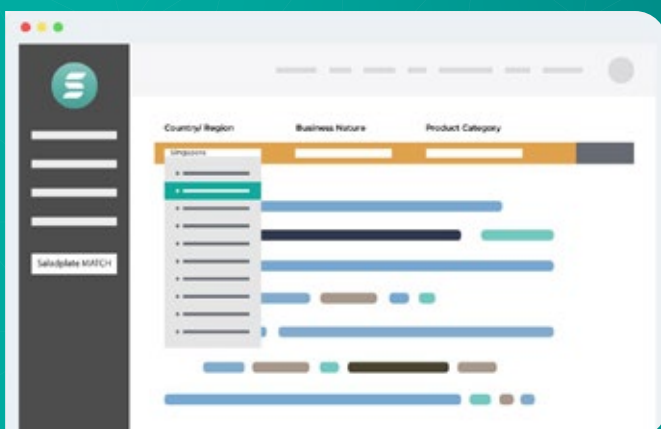
DIGITAL PRODUCT CATALOGUE & PROPOSALS

Create your company page and product catalogue. It takes just one click to share your products with professional buyers via email or social media.



QUOTES MANAGEMENT

Buyers can request quotations directly. Suppliers can view and manage quotations on a single dashboard, streamlining operational workflows.



ADVANCED BUSINESS -MATCHING SERVICES

This is an exclusive business solution to help suppliers reach buyers using our search facility and filtering targeted buyers from Saladplate's buyer database. After selecting target buyer groups, suppliers can discuss marketing services with our digital business experts.

FHA INSIDER- OUR DIGITAL CONTENT

FHA Insider



**> 240,000
professionals**
in the FHA Insider Community



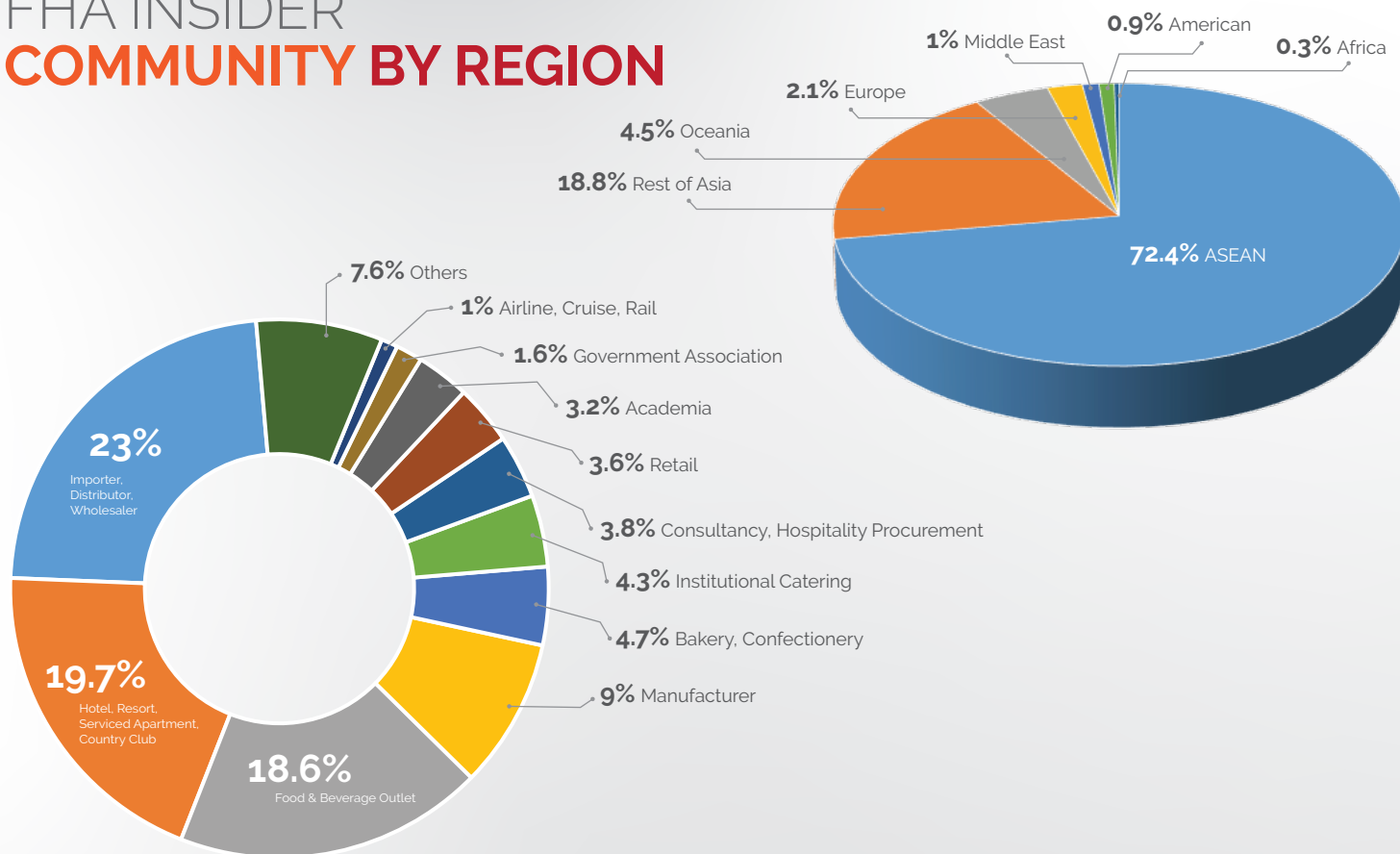
**> 28,000
followers**
on 5 social media channels

The new address for original content for the FHA community

The newly revamped **FHA Insider** is an online content hub created to raise awareness and drive interest to the show. Working with industry thought-leaders and renowned knowledge partners, this segment is specially curated for food, foodservice and hospitality professionals to stay connected and updated about the latest trends and technologies in the industry. Content is curated and consumed by the FHA community in the form of webinars, podcasts and articles.

Be a part of our online engagement and amplify your branding and product showcase opportunities through our digital offerings. Connect, engage, educate, network and generate new leads in the online sphere that drives value to our stakeholders.

FHA INSIDER COMMUNITY BY REGION



OUR KNOWLEDGE PARTNERS

AMBROSIA
Real insight enabled decision response

**EUROMONITOR
INTERNATIONAL**

FMCG GURUS
Consumer Experts, Insight Driven

MINTEL

Mordor Intelligence

FHA INSIDER **DIGITAL PRODUCTS**



FHA Insider Hub

- › Publish content (byline/blog/infographic/report/video/podcast) from event participants or partners
- › Featured Q&A with sponsor's senior representative or subject matter expert, OR
- › Posting on all FHA social media channels

FHA Insider Monthly eDM

- › Republish sponsored content from FHA Insider Hub
- › Banner advertisement insertion



19 February 2020 by Food&HotelAsia

Hong Kong Embraces 3 Disruptions in Instant Noodles

By: Felix Wong, Euromonitor International
Since the 1960s, instant noodles has long been a top-of-mind budget staple. Riding on its extensive retail...

[Read more](#)



12 February 2020 by Food&HotelAsia

Sophisticated Snacking

By: Asian Consumer Intelligence
Nostalgic childhood flavors that bring adults back into a more carefree, youthful moment (think S'mores flavored churros or...

[Read more](#)



10 February 2020 by Food&HotelAsia

Olympics in Japan and South Korea: The Symbiosis of Halal Food with the Travel Industry

By: Emil Fazria, Euromonitor International
Travel industry a lucrative means for firms to penetrate the halal market For travelling consumers, "discovery" is...

[Read more](#)



FHASOCIAL MEDIA CHANNELS



With a total of more than 28,000 followers across 5 social media channels, your posting will potentially reach out to new prospects, drive traffic to your website, increase brand awareness and promote your products to a wider audience.

CONTACTUS

For Sales, Advertising & Sponsorship,
Knowledge Partnerships,
Speaking and Bespoke Opportunities

enquiry@foodnhotelasia.com

