

# FHA-HoReCa Online Platform: User Guide for Visitors



EXPERIENCE THE  
**BEST IN HOSPITALITY**  
AT **FHA-HoReCa**

# About FHA-HoReCa Event App

FHA-HoReCa is returning from **22-25 October 2024** to connect the World's Best at Singapore Expo. This is your ultimate platform for you to meet the largest gathering of leading hospitality and foodservice manufacturers and emerging brands under one roof.

The **Online Platform & Event App** will provide you a handy guide to explore the exhibition grounds and connect with industry professionals at your fingertips. Get started planning your visit to this mega event now!

## IMPORTANT!

- Pre-schedule onsite meetings on the **Online Platform** now!
- Download the **Mobile App** by **mid-Sept** as your onsite handy guide!



## KEY DATES

 (UTC +8)



3 Sept - 21 Oct

**Online Platform opens!** Browse Exhibitors and Products List



18 Sept - 21 Oct

**Mobile App goes live!** Download and access your onsite meeting schedule



22 Oct - 25 Oct

Meet with Exhibitors onsite at FHA-HoReCa 2024 as scheduled!

## Online Platform Navigation

P.5	Receive Access Link / Login Passcode via Email
P.6	Main Screen Navigation: Homepage
P.7	Main Screen Navigation: Explore
P.8	Main Screen Navigation: Meet
P.9	Main Screen Navigation: Planner

## Set Up Your Profile

P.11	Update User Profile
P.12	Set Meeting Time Availability
P.13	Set Notification Channels & Sync Calendar
P.14	Set Email Notification Frequency

## Start Browsing & Schedule Meetings

P.16-17	Search for Exhibitor Profiles
P.18-19	Search for Companies / Products
P.20	Send Meeting Requests
P.21	View & Accept Meeting Requests
P.22	Reschedule / Cancel Meetings
P.23	No Common Meeting Time Slots?
P.24	Review Your Performance

## Stay Connected

P.26-27	Message Chatbox ( <i>Available 22-25 Oct</i> )
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# Online Platform Navigation



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**BEST IN HOSPITALITY**  
AT **FHA-HoReCa**

# Receive Access Link / Login Passcode via Email



Visitors can access the FHA-HoReCa Online Platform from **3 Sept 2024** onwards

- Eligible visitors will receive an email with your unique access link\*
- Click on **“Activate My Account”** to enter the Online Platform and start browsing Exhibitor list to pre-schedule meetings
- Alternatively, you can login with your **unique passcode** via the Online Platform website: <https://event.fhahoreca.com/>

*\*Your unique access link is linked to your registration and is **not transferrable**. Please **do not forward** the email to other business partners.*



## Activate Your Account for the FHA-HoReCa 2024 Online Platform!

Dear Preview Account,

Welcome to FHA-HoReCa 2024! We're thrilled to announce the launch of our exclusive **Online Event Platform**, designed to **supercharge your trade show experience**.

With just a few clicks, you can **connect and pre-schedule onsite meetings** with potential business partners, maximising your time at the event.

To ensure you get the most out of this powerful tool, take a moment to explore our **Platform User Guides** located below for instructions on setting up your account and exploring all the features available.

**Platform User Guide: For Exhibitors | For Visitors | For Hosted Buyers**

Activate My Account

Here's your passcode:

2002111111

For manual access, visit <https://event.fhahoreca.com> or scan the QR code below:



### Once logged in:

1. Update your profile and showcase your products to attract potential business partners.
2. Explore recommended profiles based on your interests and select "Meet" to initiate connections.
3. Keep track of your availability and meeting requests under "My Schedule."

**Need help?** We've got you covered! Check out our [FAQ](#) or reply to this email for assistance.

# Main Screen Navigation: Homepage

Welcome to the  
FHA-HoReCa 2024  
Online Platform!

EXPLORE MEET PLANNER



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AT **FHA-HoReCa**



**22-25** OCTOBER  
**2024**  
— SINGAPORE EXPO —

What you will see after clicking  
the activation link in the email

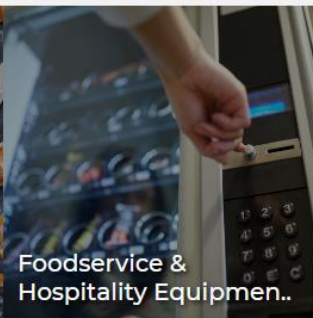
## FHA-HoReCa 2024

📅 22 Oct 24 - 25 Oct 24 (UTC+8)

📍 Singapore Expo



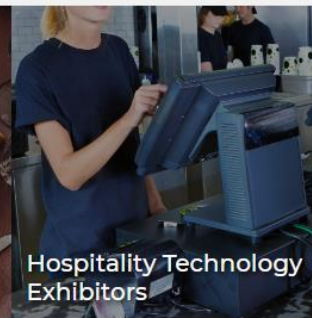
Bakery, Pastry & Gelato  
Exhibitors



Foodservice &  
Hospitality Equipmen..



Hospitality Style  
Exhibitors



Hospitality Technology  
Exhibitors



Speciality Coffee & Tea  
Exhibitors



Online Platform User  
Guide

FAQs

## What can I find in each tab?

### EXPLORE

Homepage

Quick Links

Event Information

Featured Brands

### AGENDA

*\*Available from Oct 2024*

Event Schedule

Bookmark Sessions

### MEET

Browse Exhibitor list with specific filters (company, people, products)

View AI-Powered **Smart Recommendations** tailored to your interests

Schedule, Send, and Accept Meeting Requests

Bookmark & Archive Profiles

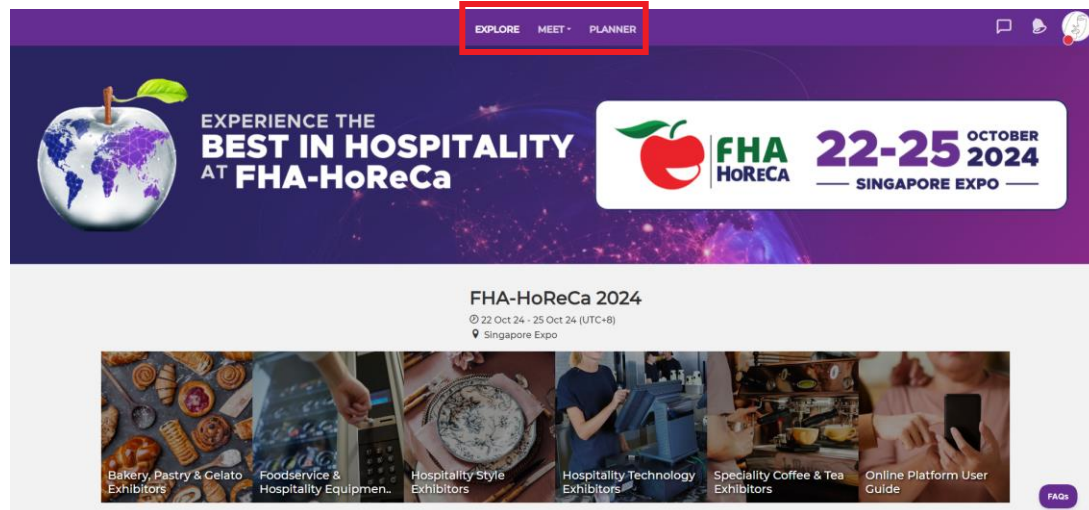
### PLANNER

Set Meeting Time Availability

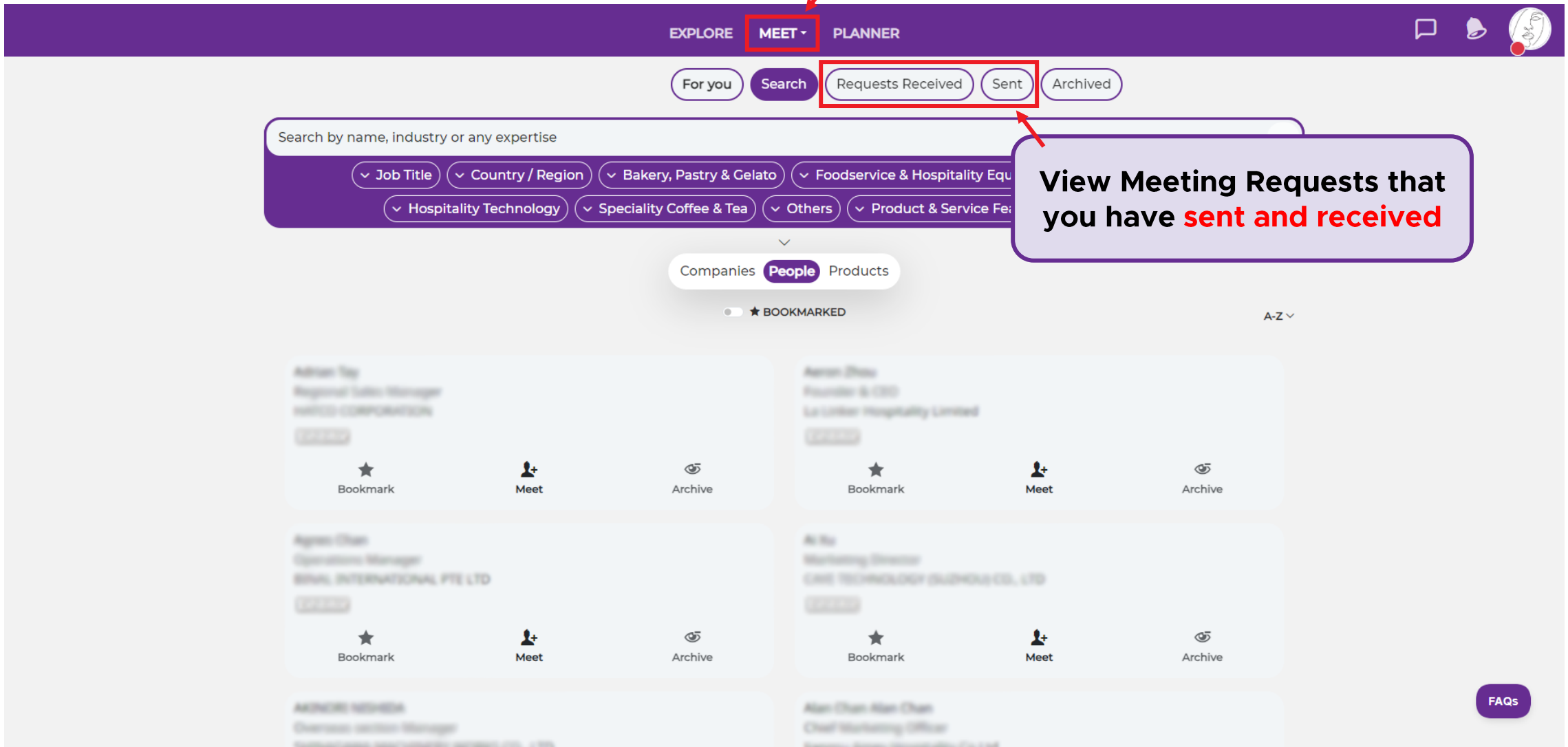
View Meeting Schedule

Set Notification Channels

Sync Calendar



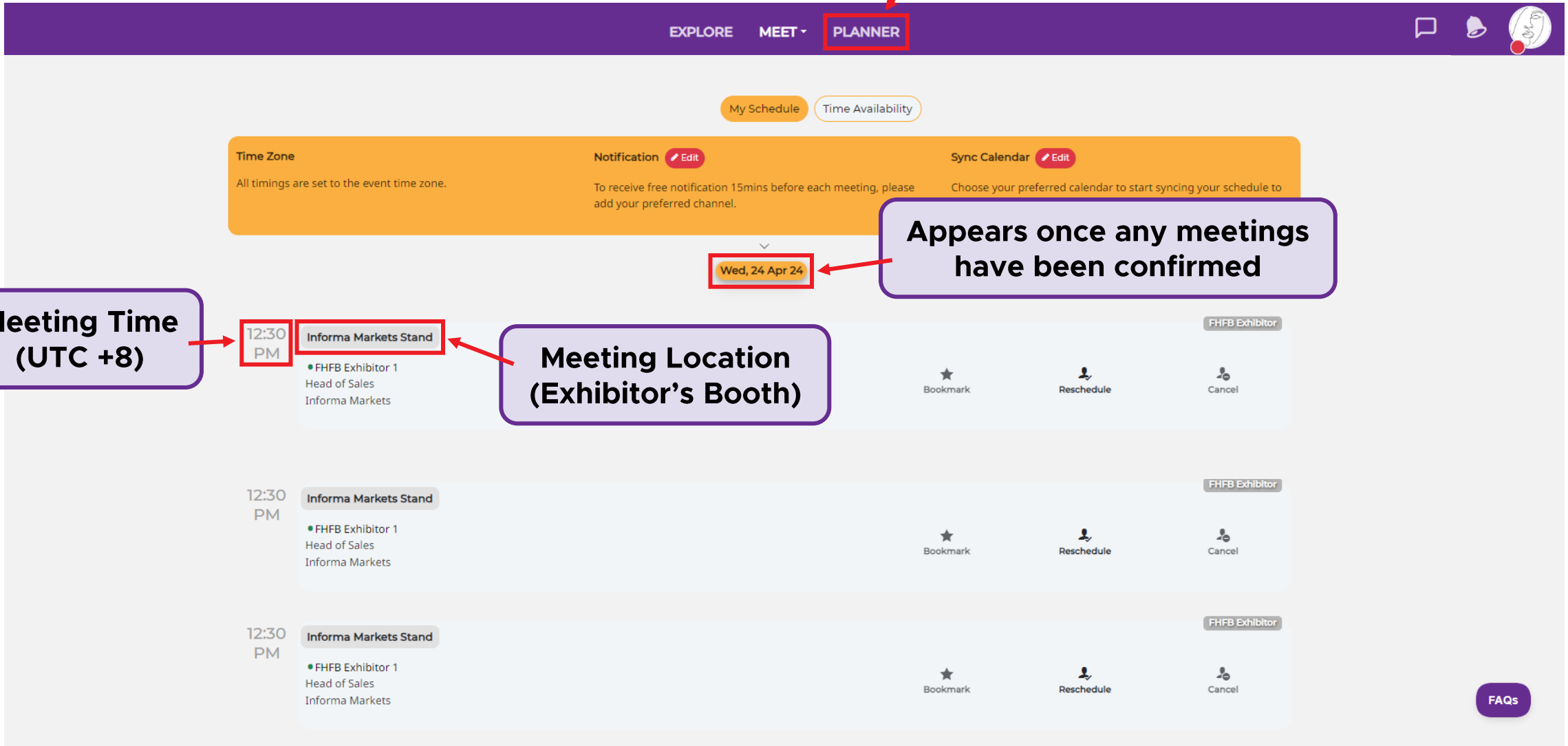
# Main Screen Navigation: Meet



The screenshot shows the 'MEET' navigation screen. At the top, there are three main tabs: 'EXPLORE', 'MEET', and 'PLANNER'. The 'MEET' tab is highlighted with a red box and an arrow. Below the tabs, there are five filter buttons: 'For you', 'Search', 'Requests Received', 'Sent', and 'Archived'. The 'Requests Received' and 'Sent' buttons are highlighted with a red box. A callout box with a purple border and white background points to these buttons, containing the text: 'View Meeting Requests that you have **sent and received**'. Below the filters, there is a search bar with the placeholder text 'Search by name, industry or any expertise'. Underneath the search bar, there are several filter categories: 'Job Title', 'Country / Region', 'Bakery, Pastry & Gelato', 'Foodservice & Hospitality Equ', 'Hospitality Technology', 'Speciality Coffee & Tea', 'Others', and 'Product & Service Fe'. Below these filters, there are three tabs: 'Companies', 'People', and 'Products'. The 'People' tab is selected. At the bottom of the screen, there is a list of profile cards. Each card displays a person's name, title, and company name. Below each card, there are three icons: a star for 'Bookmark', a person icon with a plus sign for 'Meet', and an eye icon for 'Archive'. A 'BOOKMARKED' toggle is visible at the bottom of the list. In the bottom right corner, there is a purple button labeled 'FAQs'.



# Main Screen Navigation: Planner



The screenshot shows the 'PLANNER' section of the application. At the top, there are navigation tabs for 'EXPLORE', 'MEET', and 'PLANNER', with 'PLANNER' being the active tab. Below the navigation, there are two buttons: 'My Schedule' (highlighted in orange) and 'Time Availability'. A callout box points to the 'PLANNER' tab with the text 'Appears once any meetings have been confirmed'. Below the buttons, there are three sections: 'Time Zone' (with text 'All timings are set to the event time zone.'), 'Notification' (with text 'To receive free notification 15mins before each meeting, please add your preferred channel.'), and 'Sync Calendar' (with text 'Choose your preferred calendar to start syncing your schedule to'). A date selector shows 'Wed, 24 Apr 24'. Below this, there are three meeting cards for 'Informa Markets Stand' at '12:30 PM'. Each card lists 'FHFB Exhibitor 1', 'Head of Sales', and 'Informa Markets'. To the right of each card are three icons: 'Bookmark', 'Reschedule', and 'Cancel'. A callout box points to the '12:30 PM' time slot with the text 'Meeting Time (UTC +8)'. Another callout box points to the 'Informa Markets Stand' text with the text 'Meeting Location (Exhibitor's Booth)'. At the bottom right, there is a 'FAQs' button.

Meeting Time  
(UTC +8)

Appears once any meetings  
have been confirmed

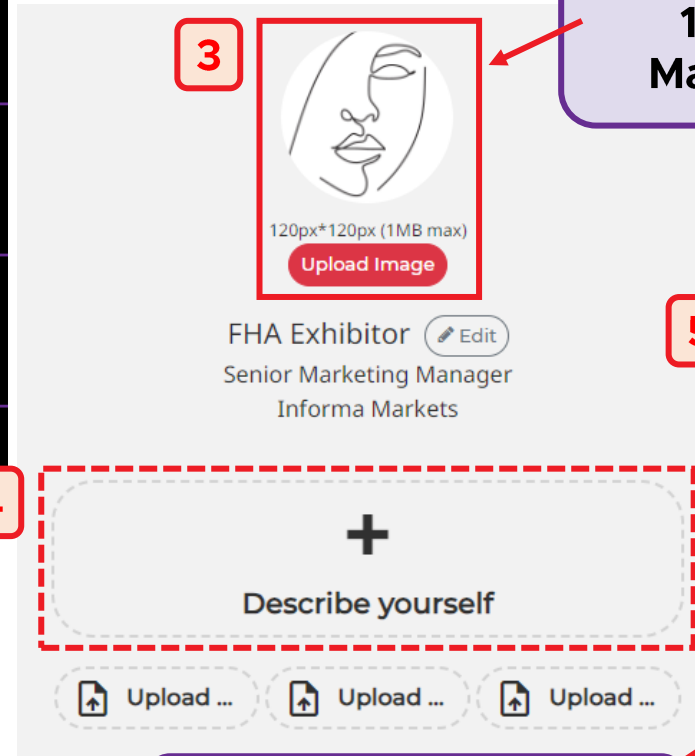
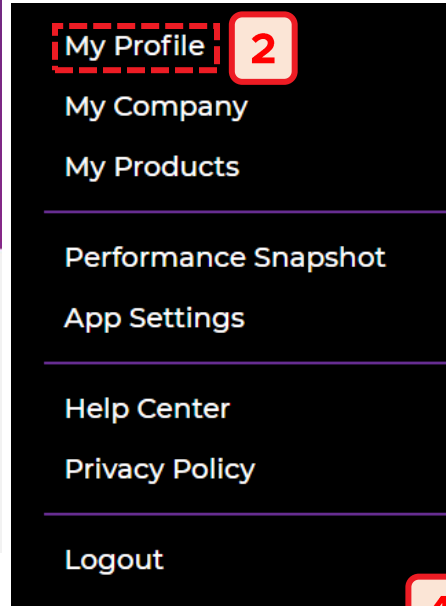
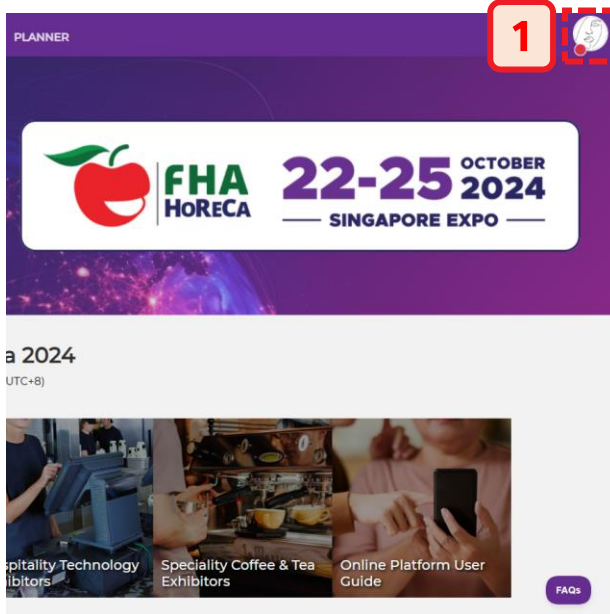
Meeting Location  
(Exhibitor's Booth)

# Set Up Your Profile

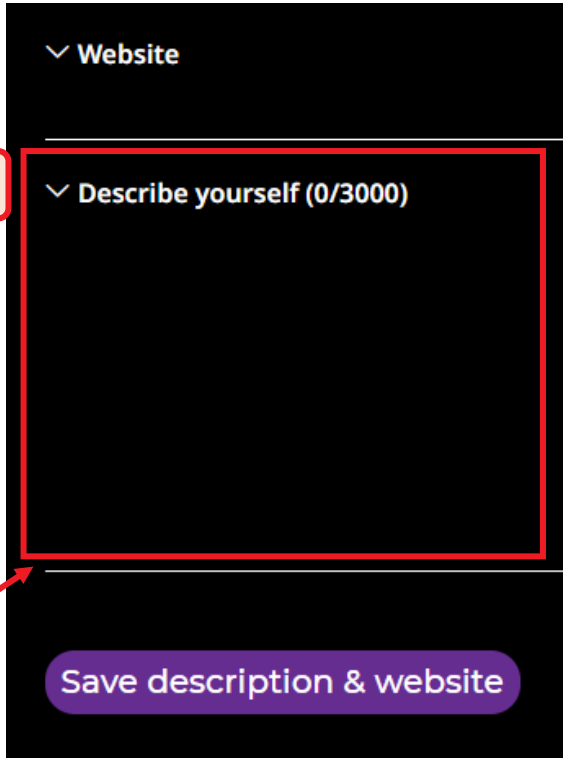


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# Update User Profile



**User Profile Picture**  
120x120 px  
Max. size 1 MB



**Profile Description**  
Max. 3000 characters

You can update your profile picture, position, company, website, and description

# Set Meeting Time Availability

Meeting Requests can only be sent **AFTER** confirming your Meeting Availability

EXPLORE MEET **PLANNER** 1

My Schedule **Time Availability** 2

Time Zone

All timings are set to the event time zone.

Notification [Edit](#)

To receive free notification 15mins before your meeting, add your preferred channel.

Sync Calendar [Edit](#)

Select your preferred calendar to start syncing your schedule to

**IMPORTANT!**

Make sure to **CONFIRM** your availability to save your selection!

Cancel out the timings that you are unavailable for meetings below and click 'CONFIRM'. Responders will see your availability based on your selection.

meeting time based on your availability. Each

Green

Select your available times for **ONSITE** meetings (Duration: 30 min/meeting)

ed at the timeslot.

Yellow: Available

Grey: Blocked

Green: Meeting Confirmed

3

4 CONFIRM

Tuesday, 23 Apr 2024 (UTC+8)

Onsite	Onsite	Onsite	Onsite
✓ 11:00 AM	✓ 11:30 AM	✓ 12:00 PM	✓ 12:30 PM
✓ 01:00 PM	✓ 01:30 PM	✓ 02:00 PM	✓ 02:30 PM
✓ 03:00 PM	✗ 03:30 PM	✗ 04:00 PM	✓ 04:30 PM
✓ 05:00 PM	✓ 05:30 PM		

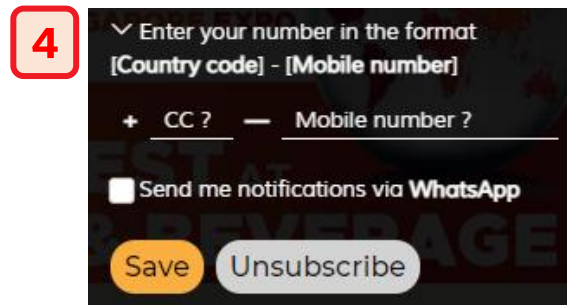
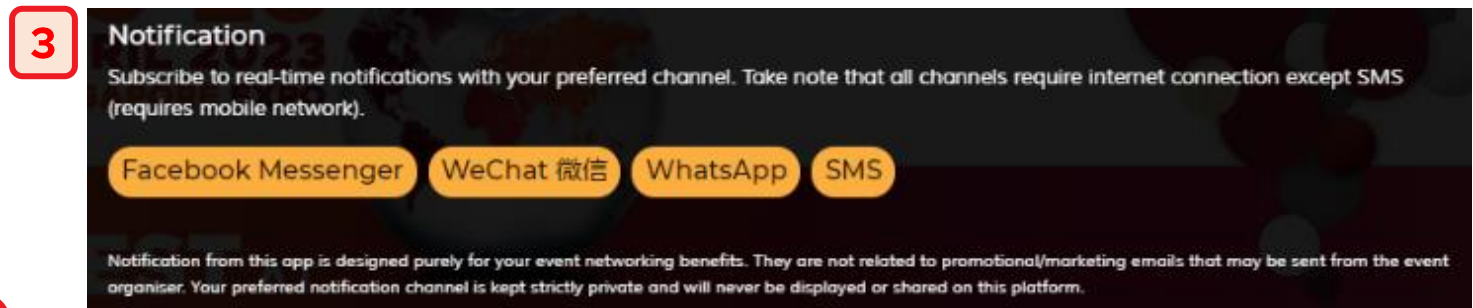
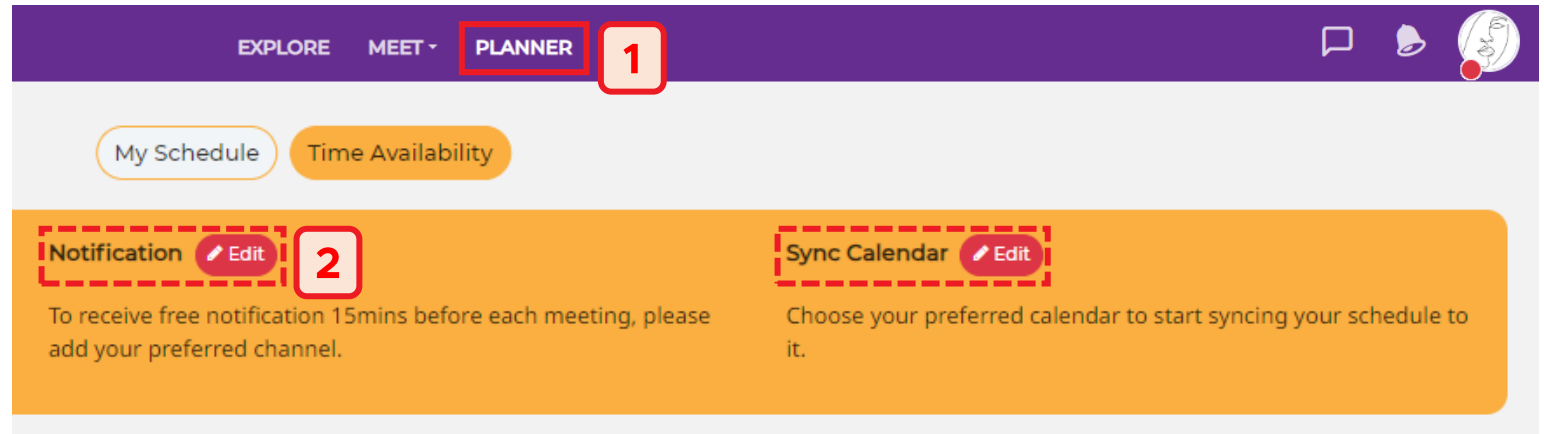
FAQs

# Set Notification Channels & Sync Calendar

- **Time Zone (UTC +8)** – following event time zone
- **Notification Channel:** On top of Email Notification, select one extra channel between WhatsApp or SMS
- **Sync your Meeting Schedule** to your personal calendar applications

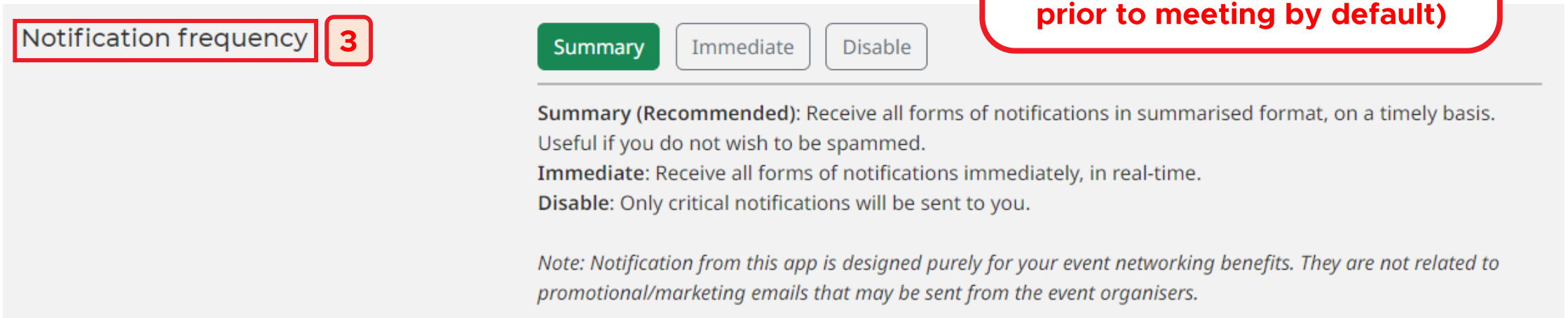
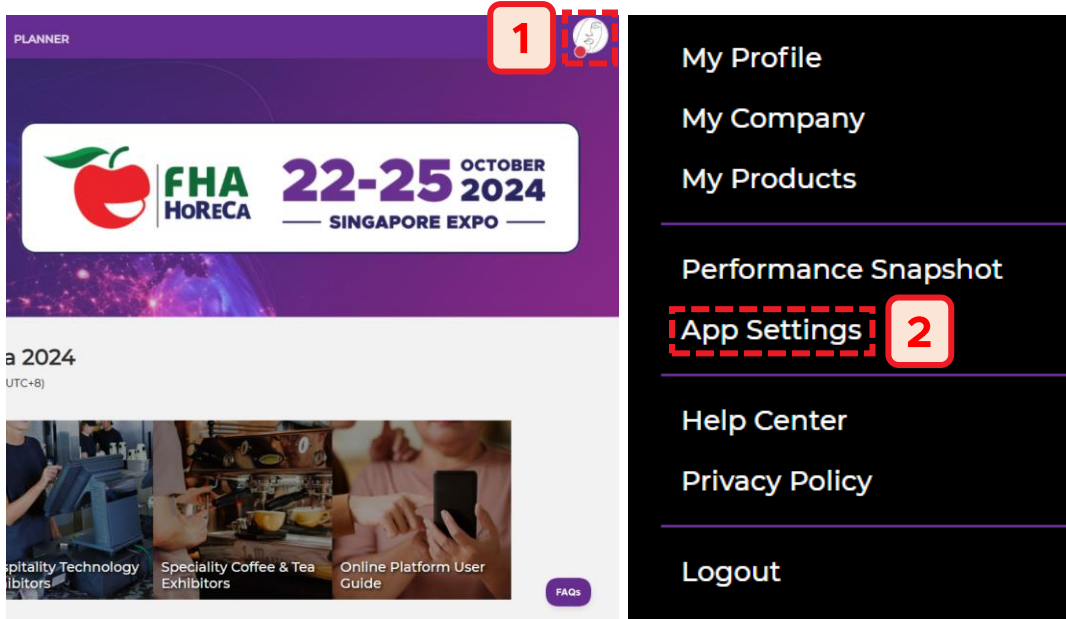
## IMPORTANT!

**Online Platform, Email, and other notifications will all follow the event time zone (UTC +8)**



**Mobile number is required for WhatsApp and SMS**

# Set Email Notification Frequency



The screenshot shows the 'Notification frequency' settings screen. A red box with the number '3' highlights the 'Notification frequency' title. Below the title are three buttons: 'Summary' (highlighted in green), 'Immediate', and 'Disable'. The 'Summary' option is selected. Below the buttons, there is a description for each option: 'Summary (Recommended): Receive all forms of notifications in summarised format, on a timely basis. Useful if you do not wish to be spammed.', 'Immediate: Receive all forms of notifications immediately, in real-time.', and 'Disable: Only critical notifications will be sent to you.' A note at the bottom states: 'Note: Notification from this app is designed purely for your event networking benefits. They are not related to promotional/marketing emails that may be sent from the event organisers.'

## IMPORTANT!

**This setting is ONLY for Email Notification (Extra Notifications for WhatsApp / SMS is 15 mins prior to meeting by default)**

# Start Browsing & Schedule Meetings



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AT **FHA-HoReCa**

# Search for Exhibitor Profiles

Get AI-Powered  
**Smart Recommendations** based on  
your interested and search history

EXPLORE

**MEET**

PLANNER

For you

Search

Requests Received

Sent

Archived

Search by name, industry or any expertise

Job Title

Country / Region

Bakery, Pastry & Gelato

Foodservice & Hospitality Equipment

Hospitality Style

Hospitality Technology

Speciality Coffee & Tea

Others

Product & Service Feature

New Exhibitor

Search with free text

Use filters to narrow  
your search results

Companies

**People**

Products

★ BOOKMARKED

A-Z

Sort results in  
alphabetical order

Regional Sales Manager  
HONG KONG COMPANIES

★  
Bookmark

+  
Meet

👁  
Archive

Area Chan  
Founder & CEO  
La Colombe Hospitality Limited

★  
Bookmark

+  
Meet

👁  
Archive

Area Chan  
Operations Manager  
BISAL INTERNATIONAL PTE LTD

★  
Bookmark

+  
Meet

👁  
Archive

Ally Ho  
Marketing Director  
LIFE TECHNOLOGY (SHANGHAI) CO., LTD

★  
Bookmark

+  
Meet

👁  
Archive

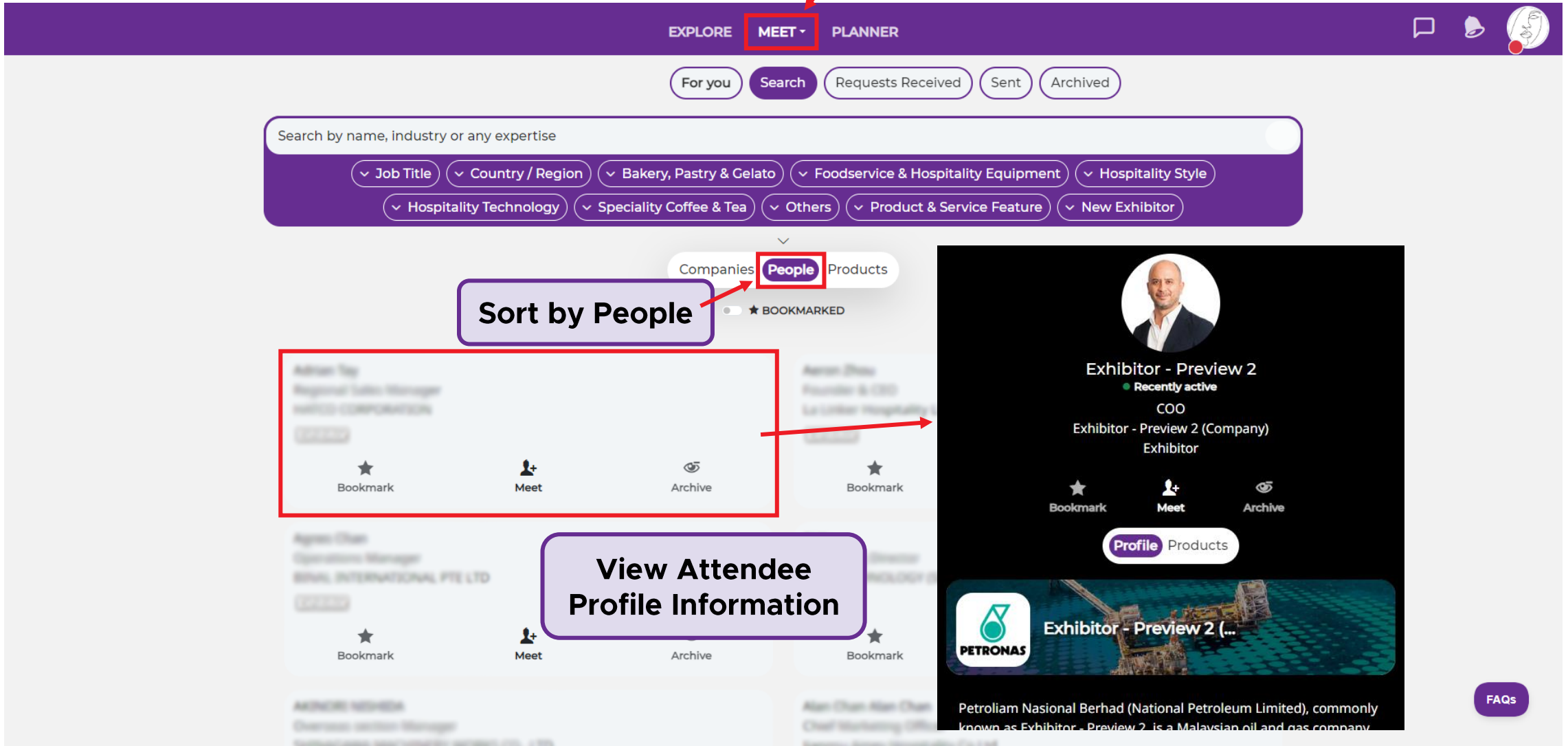
ANDREW SIEWIDA  
Business Development Manager  
SINGAPORE AIRPORT SECURITY SERVICES CO., LTD

Alan Chan Alan Chan  
Chief Marketing Officer  
SINGAPORE AIRPORT SECURITY SERVICES CO., LTD

FAQs

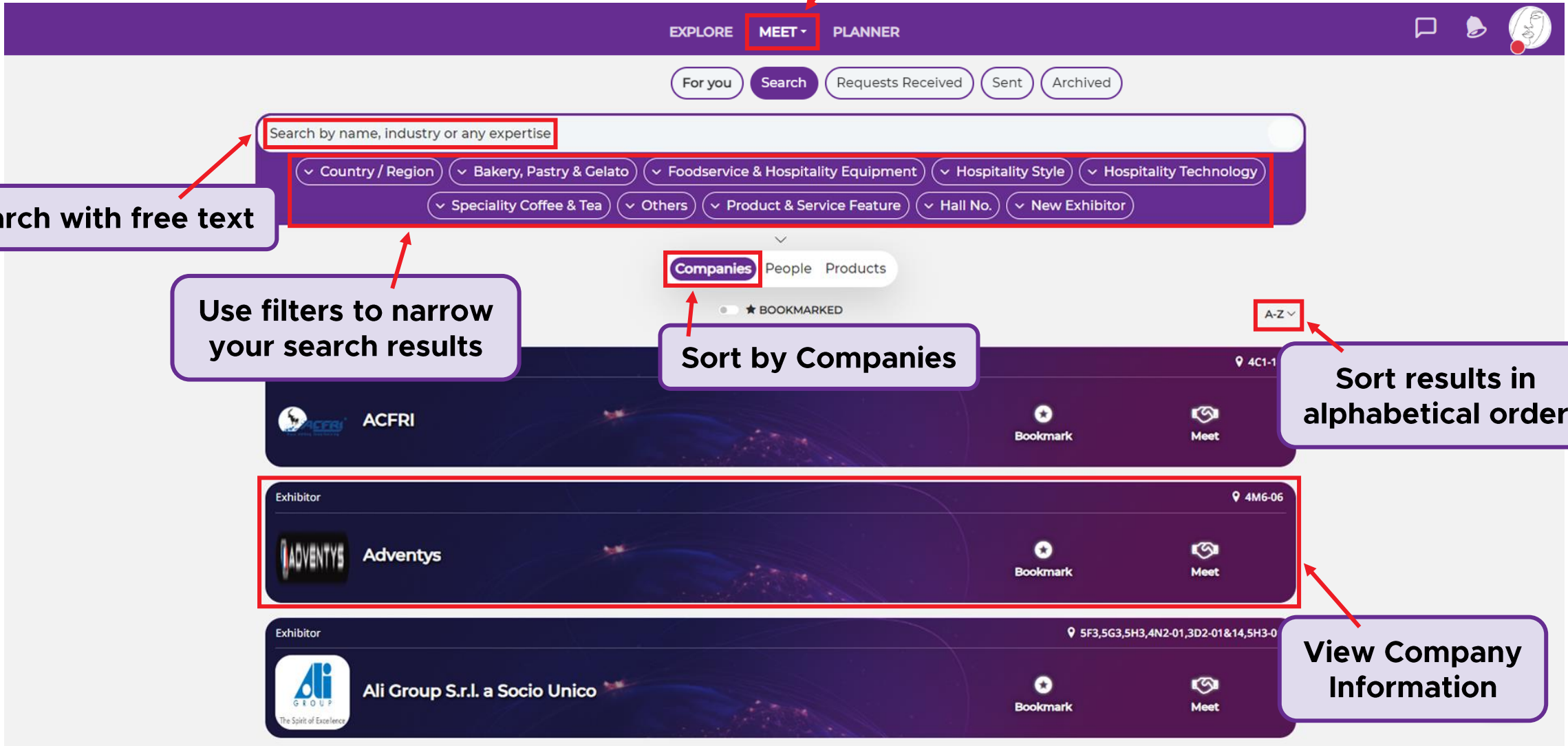


# View Exhibitor Profiles



The screenshot displays the 'MEET' section of the FHHA HORECA app. At the top, navigation tabs include 'EXPLORE', 'MEET', and 'PLANNER'. Below these are filter buttons for 'For you', 'Search', 'Requests Received', 'Sent', and 'Archived'. A search bar prompts users to 'Search by name, industry or any expertise'. Filter categories include Job Title, Country / Region, Bakery, Pastry & Gelato, Foodservice & Hospitality Equipment, Hospitality Style, Hospitality Technology, Speciality Coffee & Tea, Others, Product & Service Feature, and New Exhibitor. A 'Sort by People' callout points to the 'People' filter tab. A 'View Attendee Profile Information' callout points to the 'Meet' button in the exhibitor list. The detailed profile for 'Exhibitor - Preview 2' shows a 'Recently active' COO, 'Exhibitor - Preview 2 (Company) Exhibitor', and a 'PETRONAS' logo. A description identifies the company as 'Petroleum Nasional Berhad (National Petroleum Limited), commonly known as Exhibitor - Preview 2, is a Malaysian oil and gas company'. A 'FAQs' button is visible at the bottom right of the profile.

# Search for Companies



The screenshot shows a search interface with a purple header. The 'MEET' tab is selected. Below the header are buttons for 'For you', 'Search', 'Requests Received', 'Sent', and 'Archived'. A search bar contains the text 'Search by name, industry or any expertise'. Below the search bar are several filter categories: 'Country / Region', 'Bakery, Pastry & Gelato', 'Foodservice & Hospitality Equipment', 'Hospitality Style', 'Hospitality Technology', 'Speciality Coffee & Tea', 'Others', 'Product & Service Feature', 'Hall No.', and 'New Exhibitor'. Below the filters are tabs for 'Companies', 'People', and 'Products'. A 'BOOKMARKED' toggle is visible. A dropdown menu shows 'A-Z'. The search results list three exhibitors: ACFRI, Adventys, and Ali Group S.r.l. a Socio Unico. Each exhibitor card includes a logo, name, location, and 'Bookmark' and 'Meet' buttons.

Search with free text

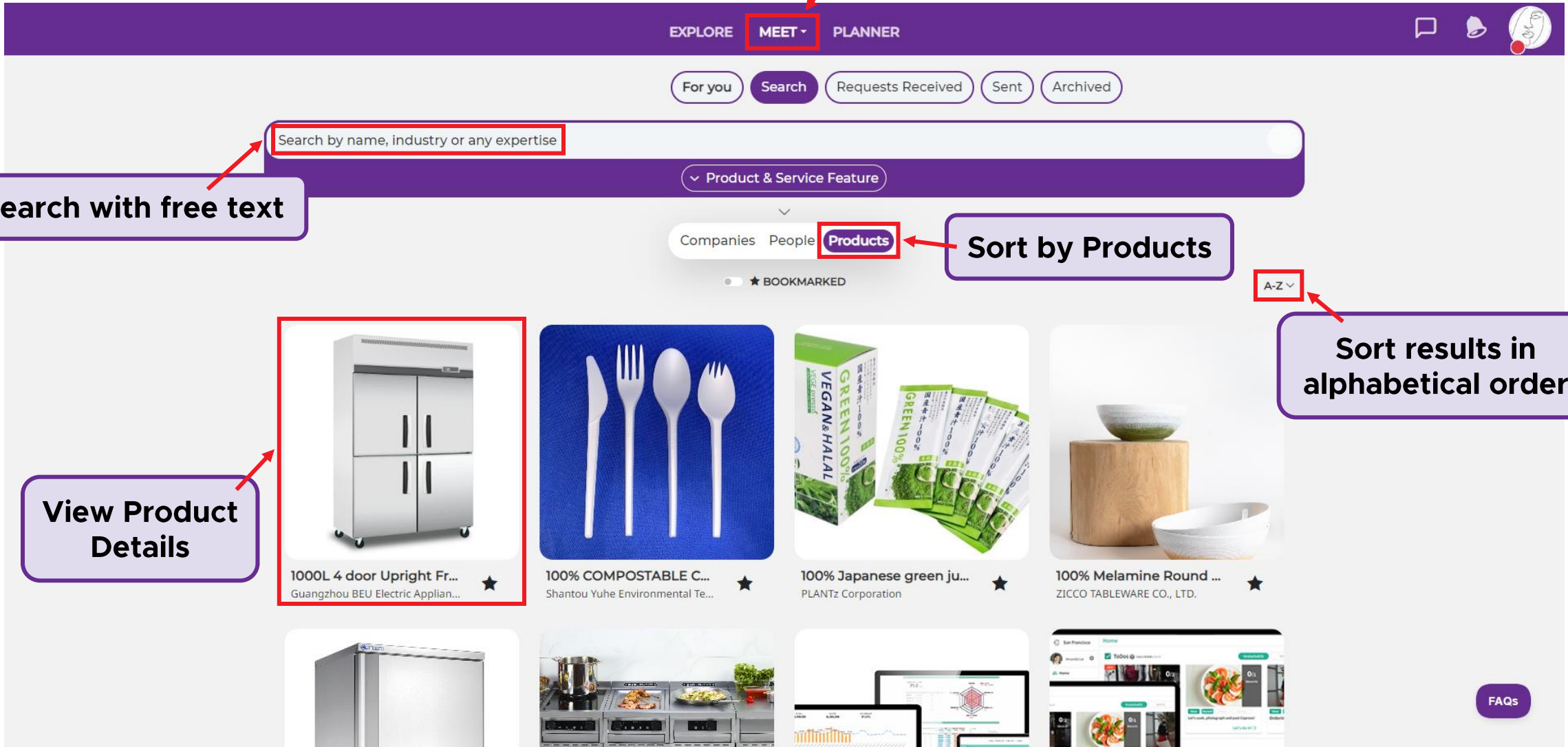
Use filters to narrow your search results

Sort by Companies

Sort results in alphabetical order

View Company Information

# Search for Products



The screenshot shows a navigation bar with 'EXPLORE', 'MEET', and 'PLANNER' options. Below it are filters for 'For you', 'Search', 'Requests Received', 'Sent', and 'Archived'. A search bar contains the text 'Search by name, industry or any expertise'. A dropdown menu is open, showing 'Product & Service Feature' and 'Products' selected. A 'Sort by Products' callout points to the 'Products' option. Another callout 'Sort results in alphabetical order' points to an 'A-Z' dropdown. A 'View Product Details' callout points to a product card for a '1000L 4 door Upright Fr...'. An 'FAQs' button is visible in the bottom right corner.

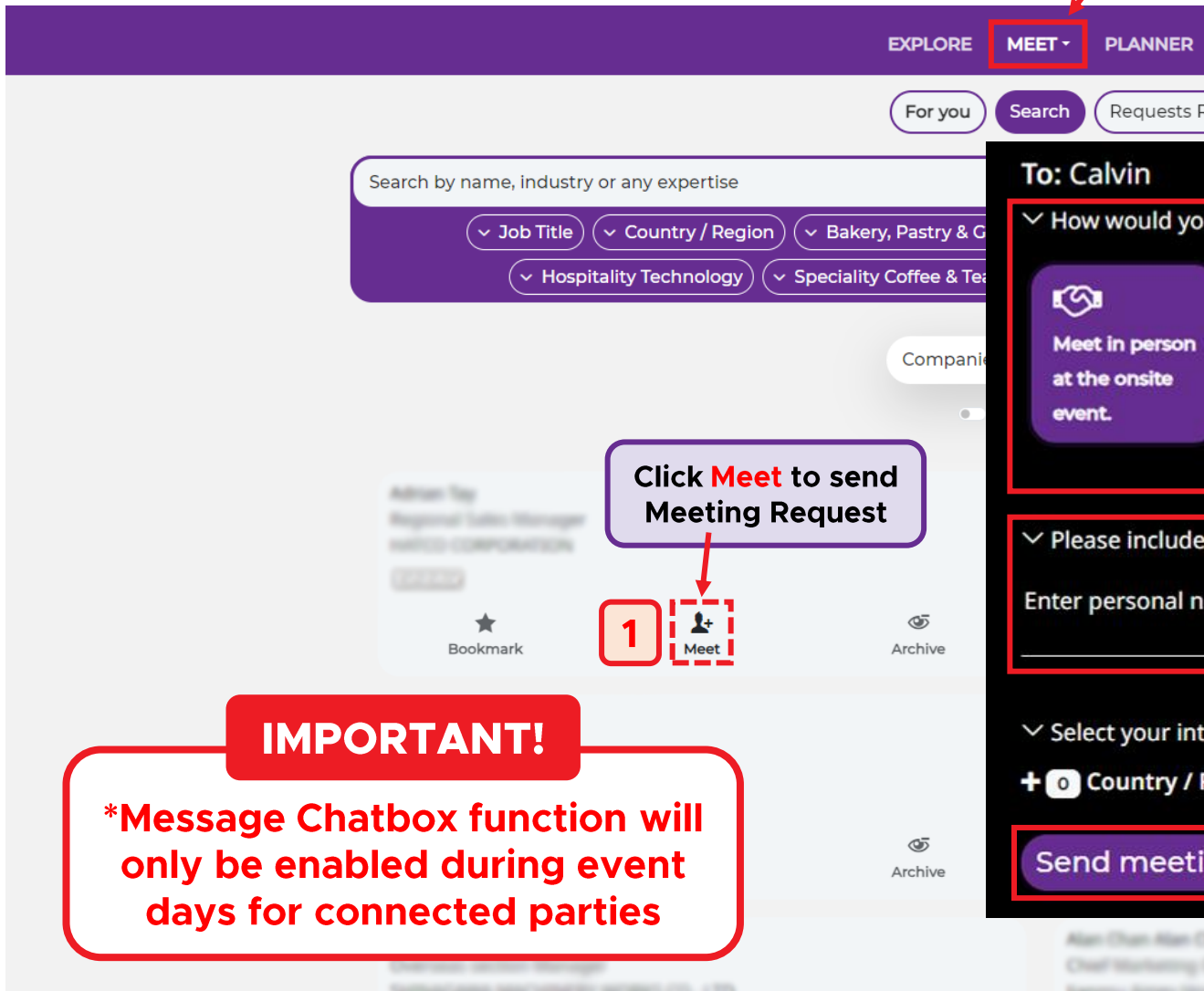
Search with free text

Sort by Products

Sort results in alphabetical order

View Product Details

# Send Meeting Requests

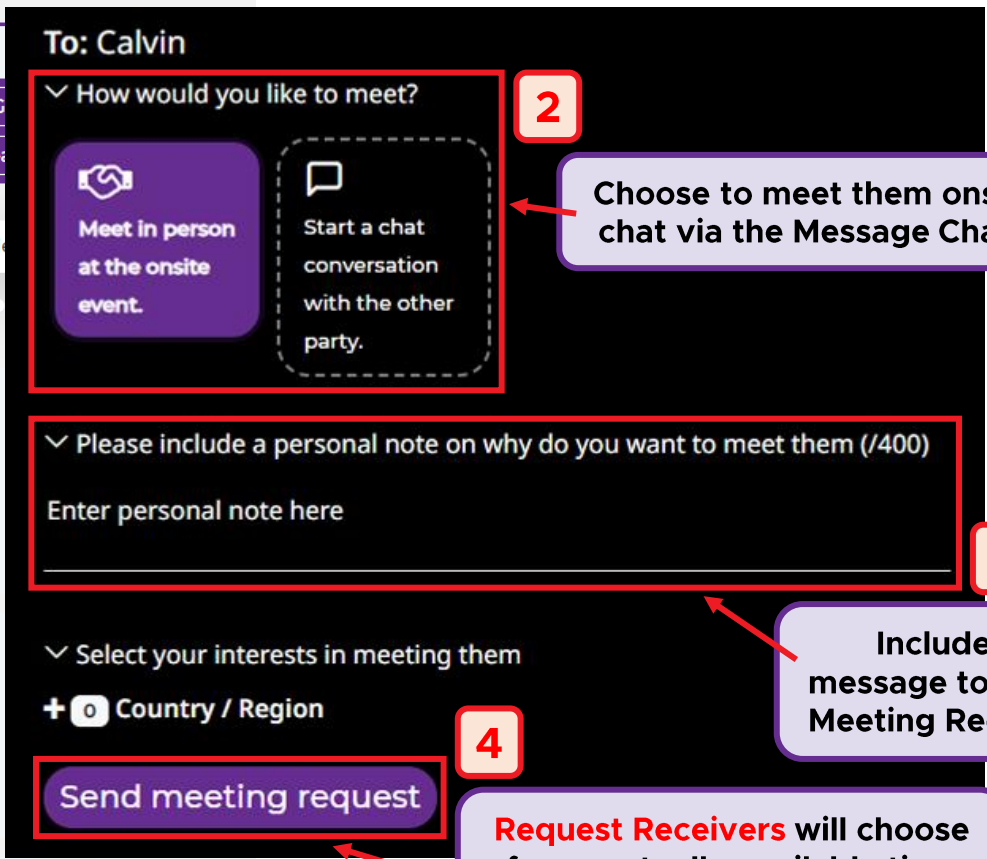


Click **Meet** to send Meeting Request

1

**IMPORTANT!**

**\*Message Chatbox function will only be enabled during event days for connected parties**



2

Choose to meet them onsite, or chat via the Message Chatbox\*

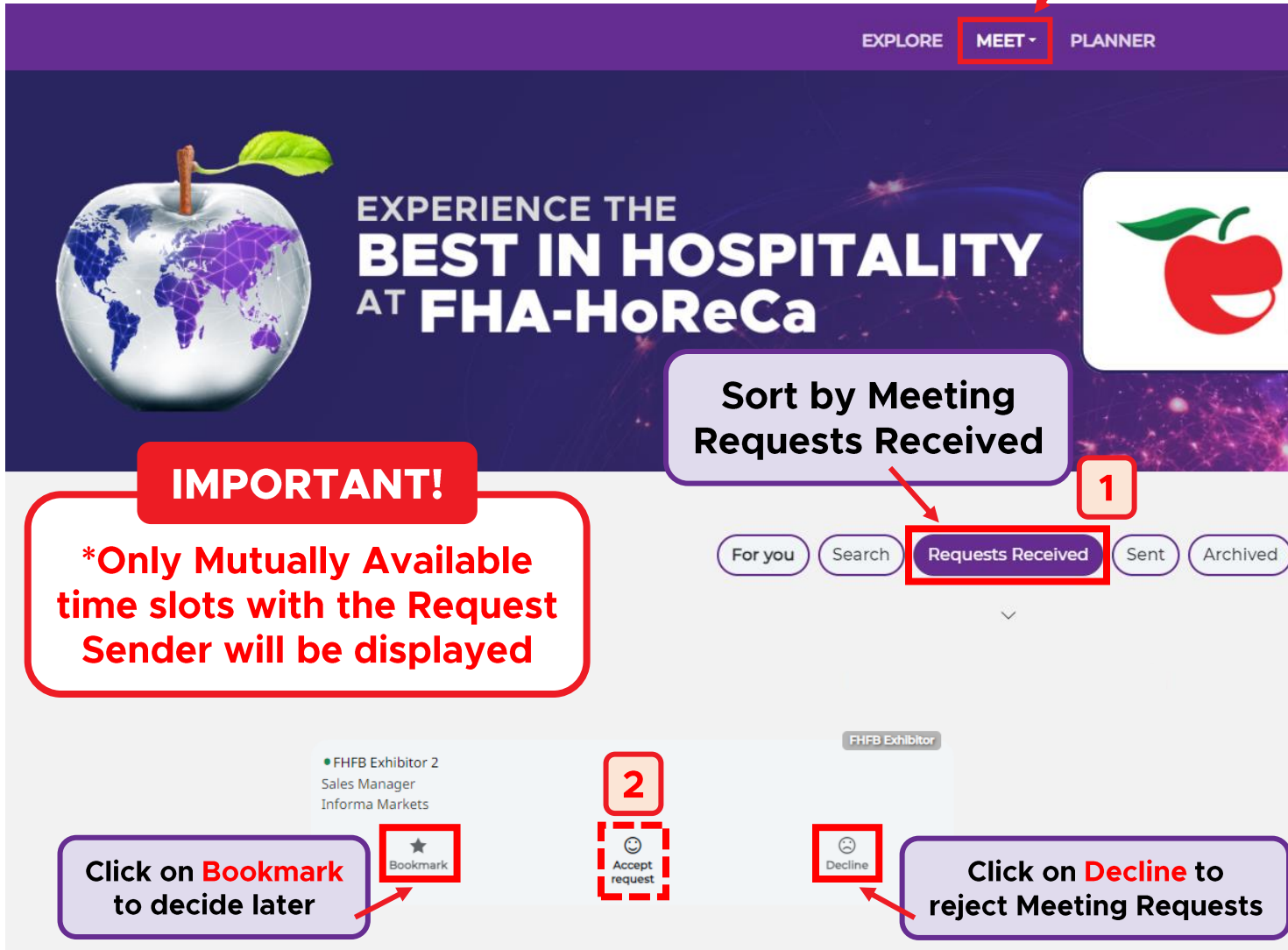
3

Include a personal message to send with your Meeting Request Invitation

4

**Request Receivers** will choose from mutually available time slots and confirm the meeting!

# View & Accept Meeting Requests



EXPLORE **MEET** PLANNER

EXPERIENCE THE **BEST IN HOSPITALITY** AT **FHA-HoReCa**

**Sort by Meeting Requests Received**

For you Search **Requests Received** Sent Archived

**IMPORTANT!**

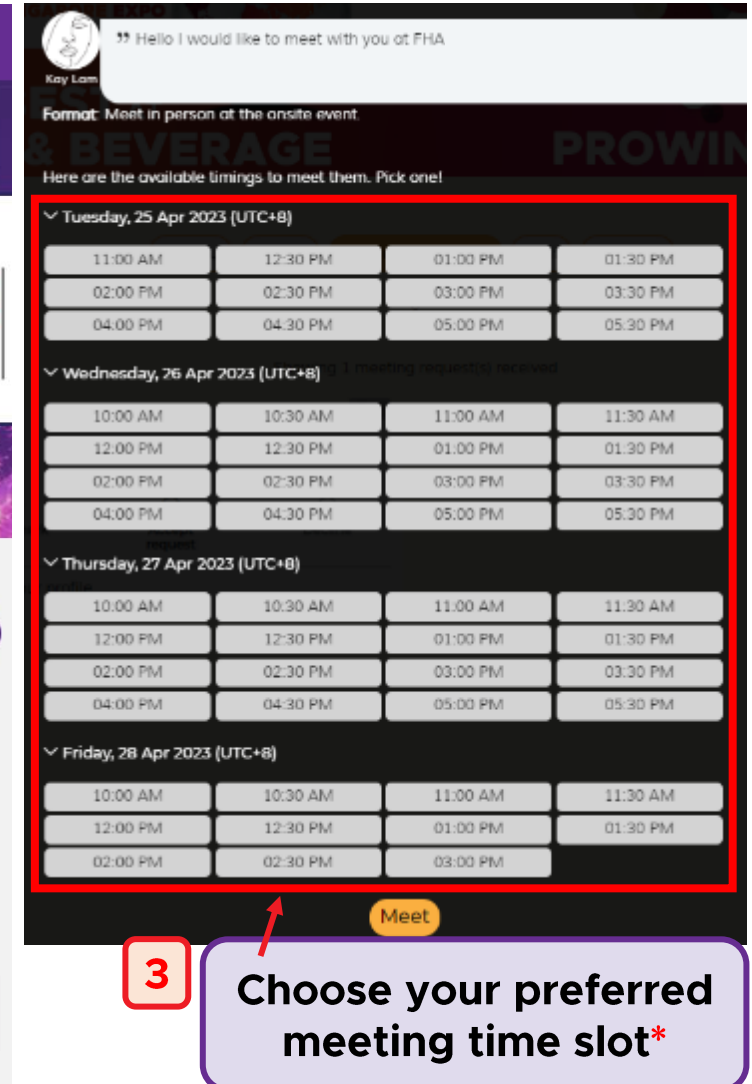
**\*Only Mutually Available time slots with the Request Sender will be displayed**

Click on **Bookmark** to decide later

Click on **Decline** to reject Meeting Requests

Accept request

Decline



Hello I would like to meet with you at FHA

Kay Lam

Format: Meet in person at the onsite event.

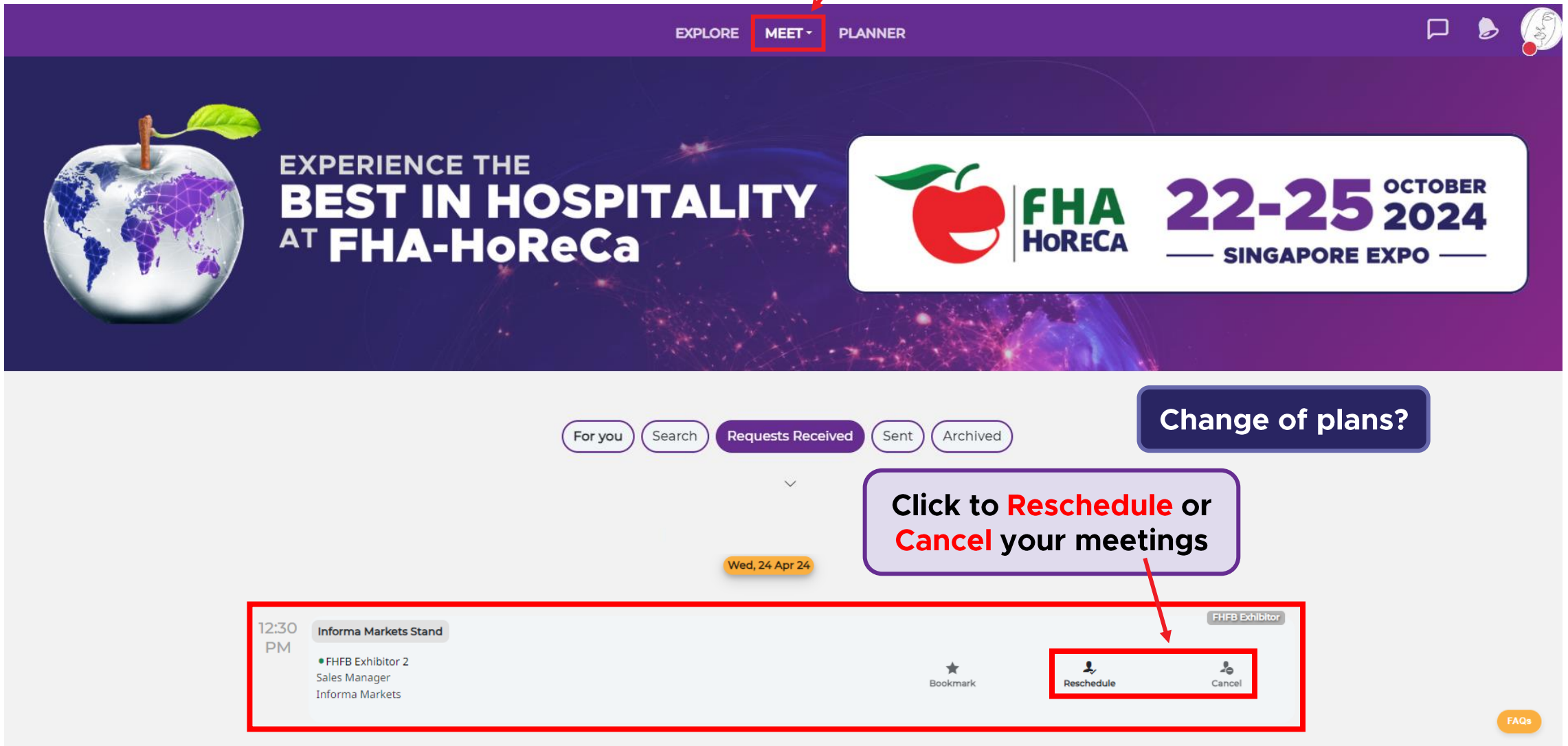
Here are the available timings to meet them. Pick one!

**Choose your preferred meeting time slot\***

Day	11:00 AM	12:30 PM	01:00 PM	01:30 PM
Tuesday, 25 Apr 2023 (UTC+8)				
Wednesday, 26 Apr 2023 (UTC+8)				
Thursday, 27 Apr 2023 (UTC+8)				
Friday, 28 Apr 2023 (UTC+8)				

Meet

# Reschedule / Cancel Meetings



EXPLORE **MEET** PLANNER

EXPERIENCE THE **BEST IN HOSPITALITY** AT **FHA-HoReCa**

**FHA HOReCA** **22-25** OCTOBER 2024  
— SINGAPORE EXPO —

For you Search **Requests Received** Sent Archived

**Change of plans?**

Click to **Reschedule** or **Cancel** your meetings

Wed, 24 Apr 24

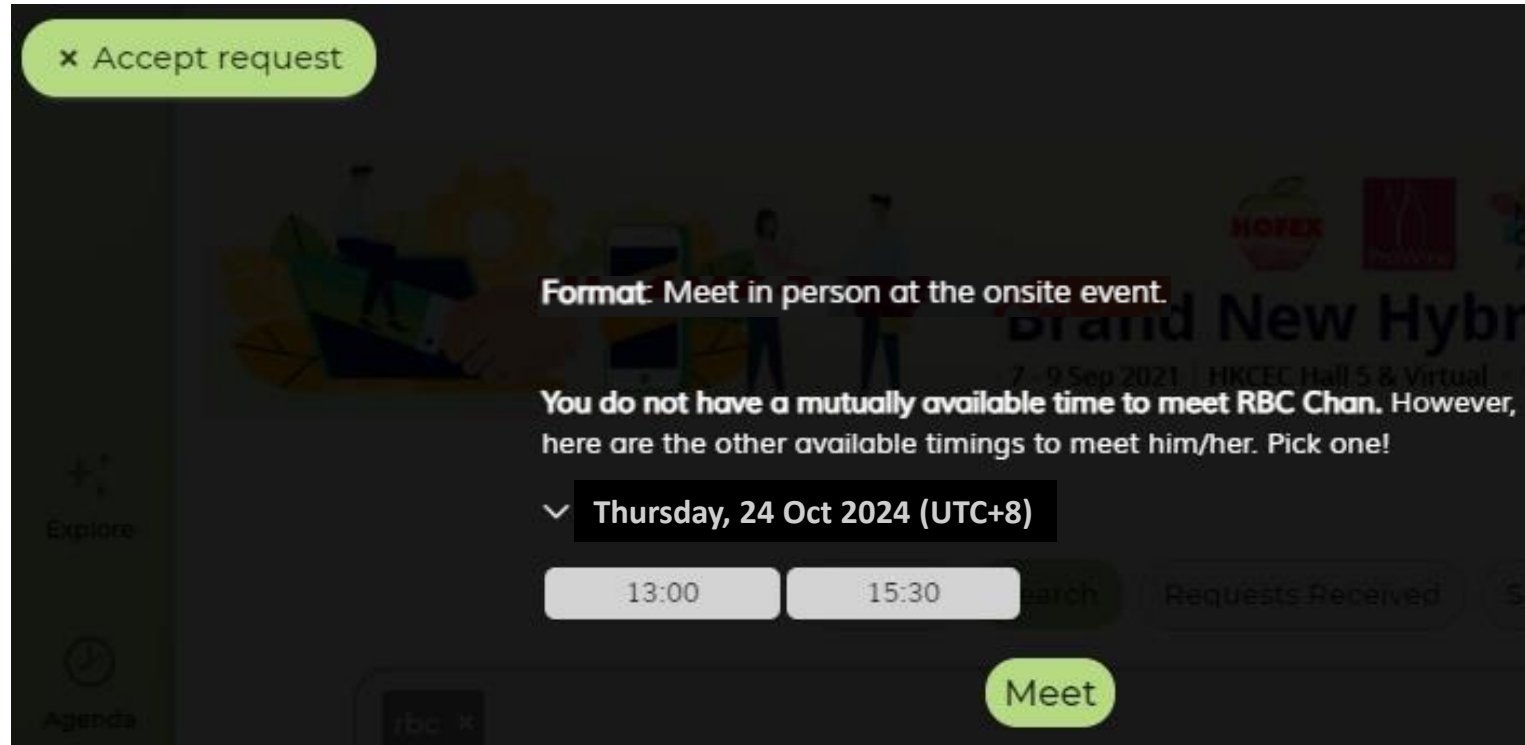
12:30 PM **Informa Markets Stand** FHFb Exhibitor

- FHFb Exhibitor 2
- Sales Manager
- Informa Markets

Bookmark **Reschedule** **Cancel**

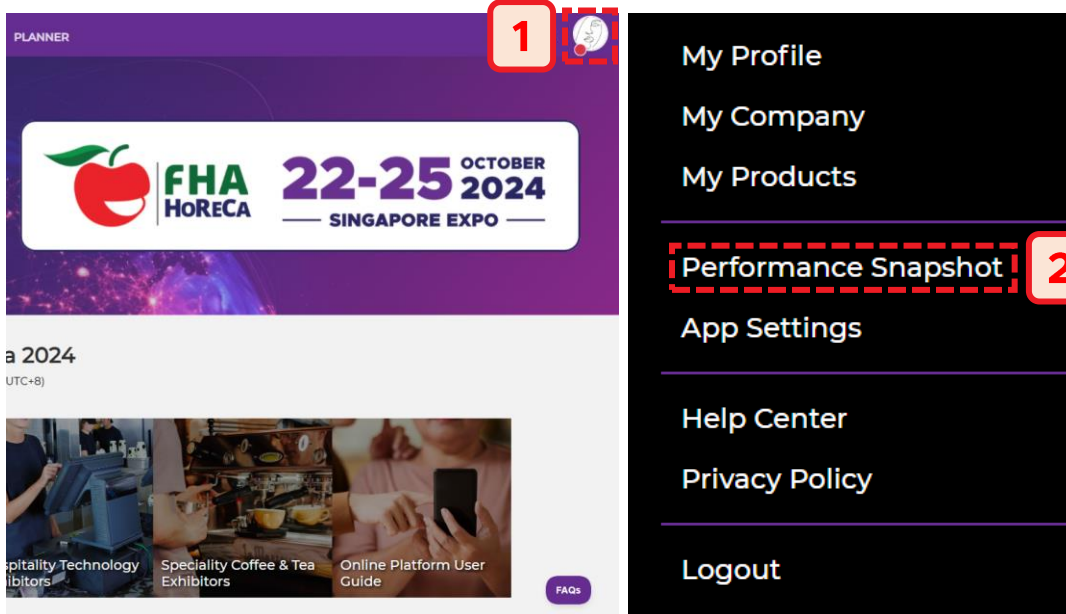
FAQs

# No Common Meeting Time Slots?



Online Platform will suggest another time to meet according to your counterparts

# Review Your Performance



## Performance Snapshot shows:

- Number of visits to your profile and product pages from other users
- Number of Meeting Requests sent / received
- Meeting Statistics



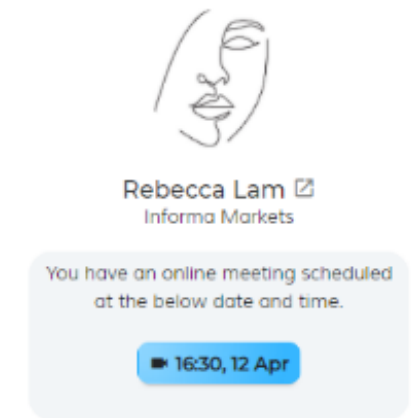
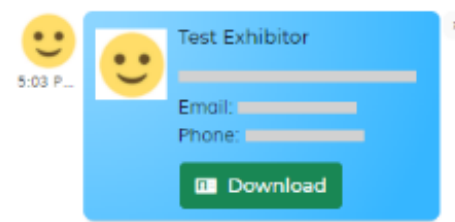
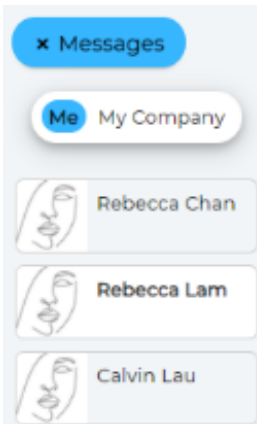
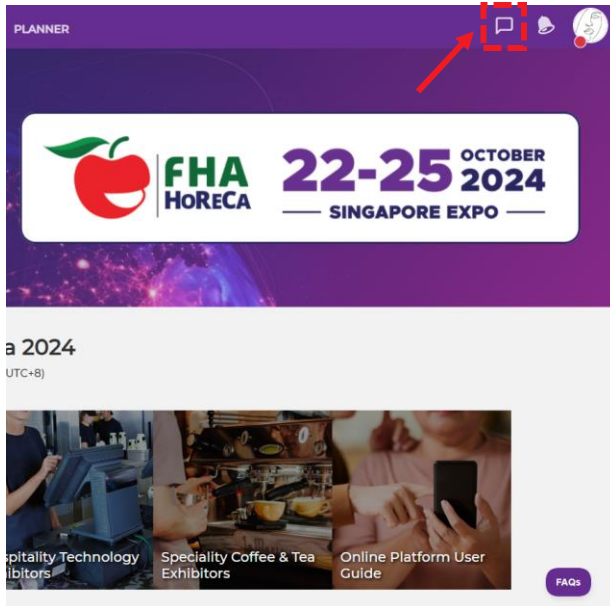
# Stay Connected

*\*Message Chatbox available from 22-25 Oct 2024*



EXPERIENCE THE  
**BEST IN HOSPITALITY**  
AT **FHA-HoReCa**

# Message Chatbox (Available from 22-25 Oct)

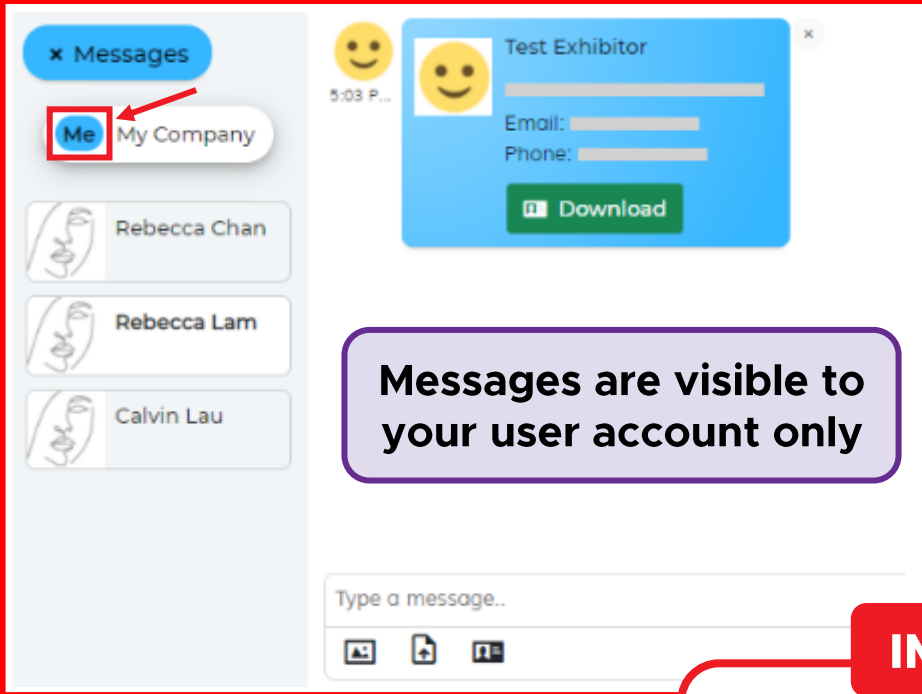


- Text Chatting
- Share Digital Name Card
- Send files (brochures, photos)

**IMPORTANT!**  
Download materials shared on the Chatbox ASAP to avoid any loss of information

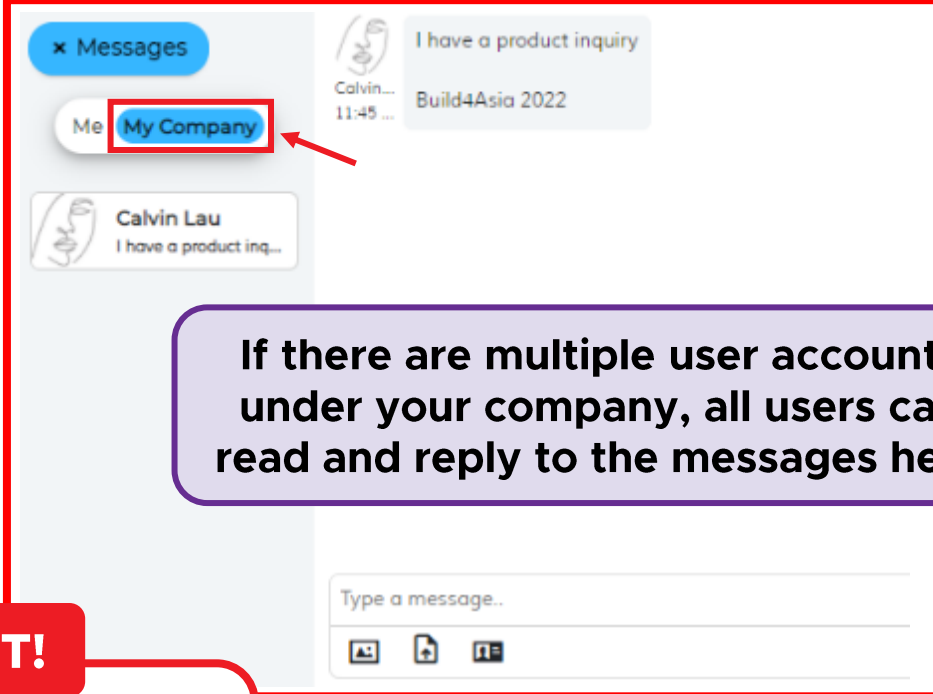
# Message Chatbox (Available from 22-25 Oct)

## Message to **MYSELF**



Messages are visible to your user account only

## Message to **MY COMPANY**



If there are multiple user accounts under your company, all users can read and reply to the messages here

### IMPORTANT!

Remember to stay active and check for new messages on the platform from time to time!

Get started and  
make valuable  
connections at this  
mega event now!



**FHA** **22-25**  
**HoRECA** **OCTOBER 2024**  
**SINGAPORE EXPO**



**Contact Us:** [hello@foodnhotelasia.com](mailto:hello@foodnhotelasia.com)



**Website:** <https://event.fhahoreca.com/>