

FOR IMMEDIATE RELEASE

Asia's leading tradeshow FHA-HoReCa 2024 returns with a Green Focus on Sustainable Foodservice and Hospitality

- *FHA-HoReCa will take place 22-25 October in Singapore with an expected turnout of over 45,000 attendees.*
- *First time ever, Singapore plays host to the Global Chef Challenge Finals, the biggest competition for chefs worldwide!*
- *This premier event will also welcome a series of new competitions alongside the new Future of Hospitality Seminar.*



*Mr. Alvin Tan (Minister of State, Ministry of Culture, Community and Youth & Ministry of Trade and Industry)
at FHA-HoReCa 2022*

Singapore, 11 September 2022 – FHA-Food & Beverage, Asia's top F&B trade show, brings back its initiative for the HoReCa market with **FHA-HoReCa 2024**, happening from **22-25 October 2024** at the Singapore EXPO. Asia's premier foodservice and hospitality event will also, for the first time, host the highly anticipated Global Chef Challenge Finals in Singapore!

Over **45,000 trade attendees** from **70 regions** are expected to visit **800+ exhibitors** from more than **30 countries and regions**, including international pavilions from China, France, Germany, Hong Kong, Italy, Japan, Portugal, Spain and Taiwan Region.

Spanning across 50,000 square metres, FHA-HoReCa will see **five core segments** – Bakery, Pastry & Gelato, Foodservice & Hospitality Equipment, Hospitality Style, Hospitality Technology, and Speciality Coffee & Tea - plus four days of competitions, seminars, and workshops led by industry experts.

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This year's event will feature a 30% increase in new exhibitors across all five segments. Companies to keep an eye out for include:

- A leader in the foodtech industry, *Codemax* will be exhibiting at FHA-HoReCa for the first time, showcasing automation and data exchange to enhance productivity and traceability.
- *Tsuboichi Tea Manufacturing*, a long-established company since 1850, will be bringing Japanese-crafted Kombucha to Singapore for the first time.
- *Molton Brown*, a luxury British brand with a Royal Warrant from Her Late Majesty Queen Elizabeth II, is showcasing its newest haircare collection encased in 100% post-consumer recycled aluminum.
- Creating world-class dairy products for foodservice businesses, *Anchor Food Professional* will also launch its newest product, Infiniti Cream, at the trade event.
- *Lynns Limited*, a leading ceramics manufacturer, will exclusively bring BoneChina tableware made with 45% bone ash to Singapore,
- "*Normann Srl*, a family-owned company from La Croce, Italy, will unveil an innovative modular blast chilling system, capable of transforming cold rooms into blast chillers or creating adaptable, large-scale chilling solutions for any space and more.

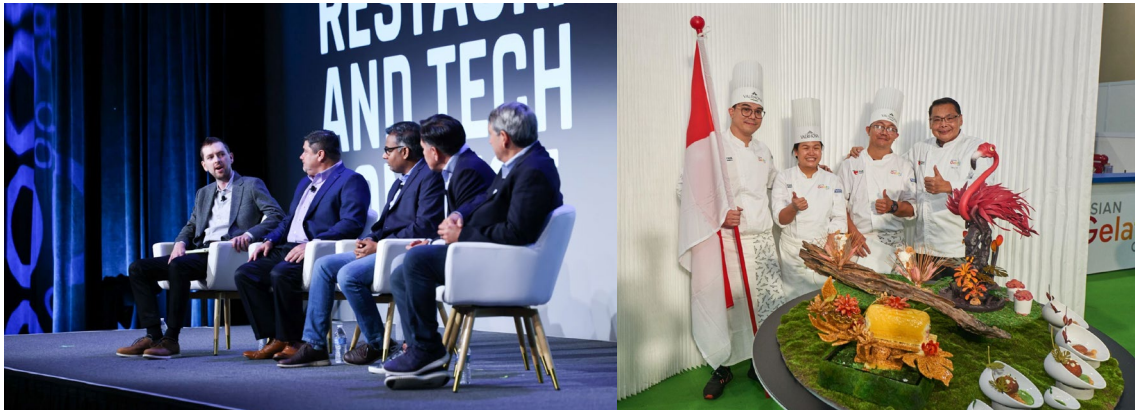
Spotlighting Future of Hospitality and FoodService

Sustainable tourism in the Asia-Pacific region is increasingly gaining momentum as both a necessity and an opportunity within the hotel sector. Previously limited to superficial measures like opt-in linen changes and glass water bottles, properties are now moving towards integrating more rooted, innovative measures in their infrastructure.

This is most evident in Singapore, where over 40% of hotels are steadfastly test-bedding new technologies and innovations while pursuing Global Sustainable Tourism Council (GSTC) certification. To support these efforts, **FHA-HoReCa** debuts the **Future of Hospitality Seminar**, gathering hospitality industry leaders to discuss key themes shaping the sector.

Focused on fostering innovation and sustainability, this seminar will feature speakers from *Hotel Associations of various countries (Singapore, Malaysia, Philippines, Indonesia and Thailand)*, *Singapore Institute of Technology*, *Global Sustainable Tourism Council®*, and *SPORE Gardens*, cover **three themes**: Envisioning the Future of Hospitality, Sustainability and Hotel Design, and Technology & Innovation.

Other New Happenings at FHA-HoReCa



FSTEC and Asian Gelato Cup in 2022

FHA-HoReCa 2024 introduces the inaugural **FSTEC Asia**, integrating it into the bi-annual lineup, to pave the way for discussions and innovations at the intersection of hospitality and technology. This event will offer two days of global expert talks and sponsorship opportunities addressing the growing tech needs of APAC restaurant companies featuring some of the industry biggest names including *CEC Entertainment, Dave's Hot Chicken, Five Guys Enterprises, Informa Connect Food Service, Pepper Lunch, Restaurant Business, Technomic, Unlisted Collection, and more.*

In addition to being a premier trade platform, FHA-HoReCa is also poised to be 2024's pinnacle culinary showcase with a series of new high-stakes competitions.

Debuting in 2024, the **FHA Bakery Challenge** will spotlight budding bakers with a “Grand Breakfast” theme to redefine breakfast, while the **FHA Dessert Challenge**, co-organised with the prestigious Singapore Pastry Alliance, aims to elevate the artistry of 30 top pastry chefs.

Catering to the Southeast Asian region's coffee craze, this year's FHA-HoReCa also debuts **FHA Barista Challenge** featuring four competitions - Barista Speed Challenge, Cafe Menu Challenge, Coffee Brewing Challenge, and Coffee Mixology Challenge - all designed to test baristas' versatility and creativity.

Alongside these new competitions, the **Asian Gelato Cup** and **Asian Pastry Cup**, where leading chefs from across the continent compete to qualify for the Gelato World Cup in Italy and the World Pastry Cup in Lyon.

Esteemed judges assessing these remarkable creations include: French World Pastry Champion (2009 & 2017) *Marc Rivière*, WACS-approved Pastry International Judge *Kenny Kong*, and Italian Master Gelato Chef *Sergio Colalucci*.

Singapore's First Global Chef Challenge

For the ultimate showdown, FHA-HoReCa partners with Worldchefs and Singapore Chefs Association to host Singapore's first **Global Chefs Challenge Finals** in 34 years featuring 4 categories: Global Chefs Challenge, Global Young Chefs Challenge, Global Pastry Chefs Challenge, and the inaugural Global Vegan Challenge.

The competition will feature a stellar lineup of 72 chefs from 25 countries, including:

- Singaporean rising star *Joe Chong Ming Jie*, junior sous chef of one-MICHELIN-starred Speilsalen;
- Romanian *Dobre Andrei Flavian*, Best Male Pastry Chef of 2023;
- *Dinars Zvidrins*, Latvian Chef of the Year in 2021;
- Chilean *Miguel Angel Gonzalez*, reigning Campeón América Global Pastry Chef 2023 and executive chef at Brussels Chocolates;
- *Ale Mordasini*, Swiss head chef of MICHELIN-starred restaurants such as Krone and Steinhalle;
- Indonesian *Raymon Permana*, the first runner-up of the Global Vegan Chef Challenge Asia 2023, and more.

Register Now

Registration for on-site seminars is highly encouraged through a 2- step process: please 1) register for FHA-HoReCa [here](#), then 2) register for respective seminars from your profile page.

For full press kit and images, please access <https://bit.ly/Horeca24PreEvent>

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On-site and post-event

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FHA-HoReCa 2024 at a Glance

Date	22 – 25 October 2024 (Tue - Fri)
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Time	10.00am – 6.00pm 10.00am – 4.00pm (Last Day)
Venue	Singapore Expo, 1 Expo Drive, Singapore 486150
Website	https://www.fhahoreca.com

About FHA-HoReCa

FHA-HoReCa brings together the most extensive line-up of the world’s leading foodservice and hospitality suppliers through 5 specialised sectors – Bakery, Pastry & Gelato; Foodservice & Hospitality Equipment; Hospitality Style; Hospitality Technology, and Speciality Coffee & Tea. Majority of exhibitors participating in FHA-HoReCa are renowned manufacturers and brands hailing from over 30 countries and regions.

For more information, please visit www.fhahoreca.com.

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Hospitality, Food & Beverage at Informa Markets

Informa Markets’ Hospitality, Food & Beverage portfolio includes a series of global in-person, virtual, and hybrid trade events aimed at fostering business relationships, enabling learning, and enhancing trade opportunities for the industry.

With several established events within the portfolio such as Hotelex Shanghai, Food&HotelAsia, HOFEX, Fispal Food Service, and Abastur, the portfolio together offers an unparalleled audience reach across the world. Staging 28 live and digital events in major cities including Shanghai, Hong Kong, Singapore, Ho Chi Minh City, Seoul, Kuala Lumpur, Mumbai, Bangkok, Sao Paulo, and Mexico City.

Working alongside established industry partners, government bodies, and recognised professionals, the portfolio aims at bringing companies, individuals, and the industry to the forefront of global business innovation by offering solutions and opportunities that meet today’s business needs.

About Informa Markets

FHA-HoReCa 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 a year.

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