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## FHA-HoReCa 2024 Wraps Up after Four Days of Business Exchange, Seminars, Cooking Demonstrations, and Competitions

*This year's edition shone the spotlight on hospitality-driven sustainability and saw a total of 32,000 attendees from more than 30 countries and regions!*



**SINGAPORE, 28 OCTOBER 2024** – FHA-HoReCa 2024, Asia's leading foodservice and hospitality event, concluded with great success following four dynamic days of business exchange, seminars, cooking demonstrations, competitions, and workshops.

This year's edition saw a total of 32,000 attendees from 30+ countries and regions. Spanning across 50,000 square metres, the four-day premier event featured 800+ exhibitors from more than 30 countries and regions, including 11 group pavilions from China, France, Germany, Hong Kong SAR, Indonesia, Italy, Japan, Portugal, Spain, Singapore and Taiwan Region.

**Ian Roberts, Vice President, Informa Markets (Asia)** said: "It's heartening to see FHA achieves its goal of being the catalyst for advancements and trends that shape the industry's future once more with this 2024 edition. FHA-HoReCa has long played a pivotal role in driving growth and innovation within the food and hospitality industry; this year, we aimed to play that role with an added commitment to sustainability, moving beyond superficial measures to deeper, more impactful changes—and we have definitely succeeded."

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**Janice Lee, Event Director - Food, Hong Kong & Singapore, Informa Markets,** said: “We are thrilled to host FHA-HoReCa 2024 again in Singapore, and over the years, we’ve witnessed its growth into the foremost international food trade fair. This year, we have partnered with WorldChefs to bring the Global Chefs Challenge to Singapore, greatly strengthening the event’s global impact. This collaboration not only highlights our shared passion for food but also further cements FHA's reputation as the world's best Food and Hospitality event, where culture, innovation and hospitality thrive.”

**Thomas Gugler, President, Worldchefs,** said: “It has always been our mission to provide a stage for new talents entering the industry and lead them to achieve greatness on a global scale. We are thrilled to have successfully achieved that through this important partnership with FHA and the Singapore Chefs Association, and we will continue to foster camaraderie between industry leaders and future talents.”

### *Competition Highlights at FHA-HoReCa*



In a celebration of rising stars, prestigious competitions scouted and recognized the culinary industry's most promising talents. From sizzling cook-offs that push boundaries to innovative presentations that redefine the art of food and beverage, these showdowns celebrate innovation, skill, and passion. The winners for the respective categories are:

#### Worldchefs’ Global Chefs Challenges

- Global Chefs Challenge: Ale Mordasini, Switzerland
- Global Pastry Chefs Challenge: Luca Bnà, Italy
- Global Vegan Chefs Challenge: Steve Lentz, Luxemburg
- Global Young Chefs Challenge: Andreas Enger Fjellheim, Norway

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#### Asian Gelato Cup

- Team Japan will be headed to Italy for the Gelato World Cup

#### Asian Pastry Cup

- Team Japan to head to Coupe du Monde de la Pâtisserie aka World Pastry Cup in Lyon

#### FHA Bakery Challenge:

- Chinese Taipei

#### FHA Barista Challenge

- Barista Speed Challenge: Ong Li Ping
- Cafe Menu Challenge: Edward Chui Yuen Chien & Evan Chui Yuen Zhen
- Coffee Brewing Challenge: Lukas Tan Yu Wei
- Coffee Mixology Challenge: Tanpong Songpanich

#### FHA Dessert Challenge

- Timothy Ray A. Faller, Philippines

### *Hosted Buyer Hots Up with Over 5,000 Business Meetings*

Introducing a slew of new innovations to novel buyers, the hosted buyers segment conducted over 5,000 business meetings in the last four days at the fair ground and connected high value buyers with a range of goods and services to great buying success.

#### **Testimonials from our hosted buyers**

*“FHA is more than just an exhibition - It is a catalyst for growth and innovation. The event offered a comprehensive overview of the latest trends and advancements in the F&B and Hospitality industry from state-of-the-art kitchen equipment to innovative software solutions, there is something for everyone. I left the event with a renewed sense of purpose and a roadmap for taking my business to the next level.” - Neil Zachary Alquiro, Corporate Operations Officer, Giligans Holdings Corporation, Philippines*

### *FHA-Food & Beverage Returns In 8-11 April 2025; Look Forward to FHA 2026*

Building on the success of its 2024 edition, FHA eagerly anticipates welcoming both returning and new guests to the 2025 Food & Beverage event, scheduled for April 8–11, 2025. Returning to the spotlight is the FHA Culinary Challenge (FCC), co-organized by Informa Markets and the Singapore Chefs’ Association. This prestigious competition will showcase the talents of global chefs, with their skills evaluated by internationally renowned judges under a judging system endorsed by the World Association of Chefs Societies (WorldChefs).

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Starting in 2026, FHA-HoReCa and FHA-Food & Beverage will merge into one unified event, **FHA**, utilising the complete capacity of Singapore EXPO with all 10 halls available.

For full press kit, access <https://bit.ly/FHAHoReCaPostEvent>

For FHA-HoReCa 2024's opening ceremony press kit, access <https://bit.ly/Horeca24OC>

For FHA-HoReCa 2024's pre-opening press kit, 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)
Time	10.00am – 6.00pm 10.00am – 4.00pm (Last Day)
Venue	Singapore Expo, 1 Expo Drive, Singapore 486150
Website	<a href="https://www.fhahoreca.com">https://www.fhahoreca.com</a>

**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](http://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.

For more information, please visit [www.informamarkets.com](http://www.informamarkets.com).

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