

Food and Hotel Asia 2024

Singapore retail visit & industry event - new to market



Australian Government

Australian Trade and Investment Commission

Retail visit (Two major retail chains) - meet key personnel

Date: Monday, April 22 2024

Time: 9.00am – 11.30am

Industry sharing and business connection session

Date: Monday, April 22 2024

Time: 12.00pm – 1.30pm
(lunch provided)

*Please note a bus will be provided for members joining the tour, location specifics and timings will be confirmed closer to the event. Event will conclude in time for participants to set up their FHA stands from 2pm.

Express your interest

https://austrade.microsoftcrmportal.com/FHA24_preshow_program_EOI/



Register by 20 February 2024

Once Expressions of Interest have been received and reviewed, successful applicants will be advised of next steps.

Food and Hotel Asia (FHA) in Singapore from 23 to 26 April 2024 is Asia's largest F&B showcase showcasing top trends and innovations from across the globe.

With a line-up of leading global suppliers, industry professionals can anticipate the most extensive showcase of trending F&B, hospitality solutions, catering support, cutting-edge technologies for food and beverage manufacturing and more at FHA.

To maximise your participation, Austrade is organising an FHA pre-show program on the 22nd of April; providing new to market Australian exhibitors at FHA, an opportunity to visit the two major retail chains and attend an industry event – joined by key food buyers in Singapore.

About this event

Austrade invites new to market exporters to participate in this half day pre-FHA activity designed for businesses who are new to the Singapore market.

The retail visit will include a guided tour of the store; to gain an understanding of the product categories and ranges on offer, an understanding of Australia's brand position and categories in the market.

The sharing and industry connection session will provide an opportunity to hear from the local industry players on their experiences and current food trends and the opportunity to connect with the key players in the market.

Who should participate

New to Market Australian exhibitors at Food and Hotel Asia 2024 seeking to maximise the understanding of the market and engagement with the Singaporean Agrifood sector from the following industries:

- Healthy & functional food
- Processed & packaged food
- Alcoholic and non-alcoholic beverages
- Dairy
- Meat
- Seafood

One (01) representative per company. Additional representative participation will be subject to availability of space.

Participation cost and responsibilities

Austrade

- Will organise and deliver activities in market – providing a market briefing, organise and facilitate the retail visits and the industry event;
- Will identify potential target customers and key stakeholders to attend this event;
- Will provide transport for the delegation between destinations.

This program is representative of Austrade's efforts to support Australian exporters to scale up and diversify business across international markets.

Total cost: A\$200

This package includes the following services and inclusions:

- Bus transportation between locations;
- Networking lunch;
- Venue hire and related cost;
- Pre-event marketing to targeted key potential importers the Singapore Agrifood sector
- Onsite support and post event follow-ups

Key contacts

- Irene Tay, Business Development Director
 - +65 9627 9704
 - irene.tay@austrade.gov.au
- Chris Morley, Trade and Investment Commissioner
 - +84 936 333 672
 - chris.morley@austrade.gov.au

Further information

Participating in the FHA – Singapore Retail Visit & Industry Event - New to Market

Please note places will be limited, and to participate you will be required to commit to:

Register your interest in attending this program on the Austrade website (click link above). As places are strictly limited, all registrations will be reviewed by our country and industry specialist for suitability. If you are accepted, you will be offered a place which will be confirmed when you make your payment. Once you are confirmed, we will work with you to ensure you are prepared to make the most of this opportunity.

You may be eligible to claim some marketing and promotion costs associated with this mission through the Export Market Development Grant scheme. For more information, visit www.austrade.gov.au/en/how-we-can-help-you/grants or call 13 28 78.

- *Austrade will only work with clients that maintain appropriate business ethics and demonstrate a commitment to legal obligations including anti-bribery laws, both in Australia and overseas markets. See [Bribery of foreign public officials - Austrade for further information.](#)*

Express your interest

Register [here](#) by 20 February 2024

https://austrade.microsoftcrmportals.com/FHA24_preshow_program_FOI/

Once Expressions of Interest have been received and reviewed, successful applicants will be advised of next steps.