

Food & Hotel Thailand 2011



Asia's 5th Star
Hospitality Event



Incorporating
**HOSPITALITY
RETAIL**
TECHNOLOGY ASIA 11

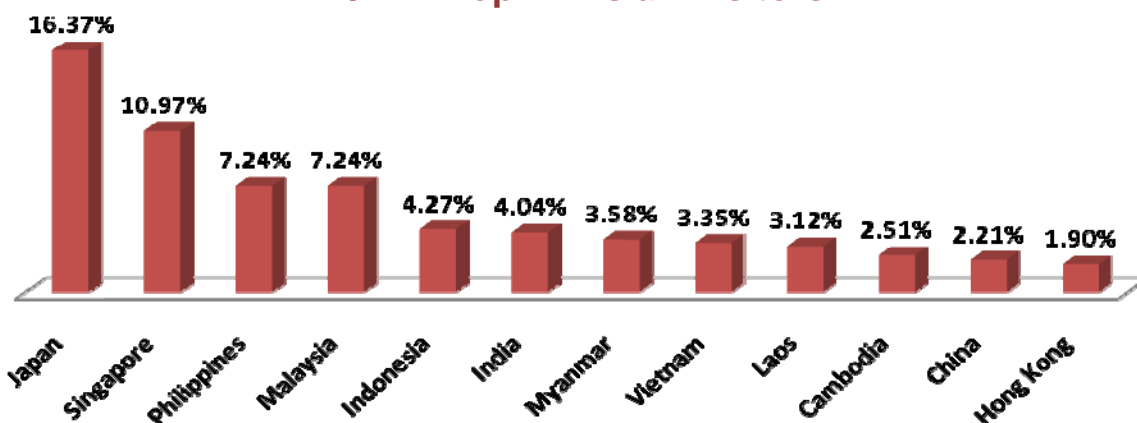
Spa
& Lifestyle 2011

Coffee
Culture 2011

Post Show Fact Sheet

Date – Time	13-16 September 2011 (10:30 Hrs. – 18:30 Hrs.)
Venue :	Royal Paragon Hall, Bangkok, Thailand
Exhibition Area :	12,000 Sq.m.
Participants :	241 from 20 countries Australia, Austria, China, Egypt, Finland, France, Germany, Hong Kong, Italy, Japan, Malaysia, Mexico, Poland, Slovenia, Singapore, South Africa, Switzerland, Thailand, The USA, United Kingdom
International Groups :	China, Japan, Poland, South Africa, The USA
Trade visitors :	26,408
Total Countries :	60 Countries Thailand, Japan, Singapore, Philippines, Malaysia, Indonesia, India, Myanmar, Vietnam, Laos, France, The USA, Cambodia, China, Australia, Hong Kong, Sri Lanka, Netherlands, Italy, Canada, Switzerland, Taiwan, New Zealand, Germany, United Kingdom, South Africa, Russia, United Arab Emirates, Austria, Bangladesh, Korea, Iran, Pakistan, Oman, Spain, Norway, Maldives, Finland, Chile, Kuwait, Nepal, Poland, Reunion, Morocco, Swaziland, Sweden, Turkey, French Polynesia, Denmark, Brunei, Belgium, Brazil, Argentina, Guinea, Israel, Puerto Rico, American Samoa, Bhutan, Equatorial Guinea, Estonia
Admission Policy :	Trade Only
Next Show Date of :	05 – 08 SEP. 2012, BITEC, Thailand

FHT 2011 – Top 12 Asian Visitors



13-16 SEPTEMBER 2011

www.foodhotelthailand.com

Royal
PARAGON HALL
EXHIBITION & CONVENTION CENTER
5th Floor, Siam Paragon, Bangkok, Thailand

Organiser:
Bangkok Exhibition Services Ltd.

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FHT2011 Buyer Reports

Buyer Report

- 98.88% of visitors said they would return in 2012
- 84.73% of visitors purchase and/or specify products and services
- 96.51% of visitors expect to increase or maintain their investment over the next 12 months
- 71.14% of visitors expect to increase their investment over the next 12 months
- 78.98% of visitors said FHT was very useful or useful for their business

Buyers Classified by 'Company's Main Activity'

- 2.05% Airline / Rail / Cruise Liner / Travel Catering
- 21.73% Cafe / Coffee Shop / Bakery
- 6.26% Food & Beverage Manufacturer
- 40.43% Hotel / Restaurant / Resort / Country Club
- 16.75% Import / Distribution / Wholesale
- 12.78% Retail / Supermarket / Hypermarket / Department / Grocery / Convenience Store

Buyers Classified by 'Job Function'

- 40.47% Corporate Management (Owner / President / CEO / MD / GM)
- 12.85% Executive Chef / Chef / Cook / Pastry Chef
- 20.11% Restaurant / F&B / Catering Management
- 17.02% Purchasing / Procurement
- 9.55% Sales & Marketing

Buyers Classified by 'Product Interest' *

- 26.96% Coffee & Tea
- 55.09% Food & Beverage
- 25.49% Foodservice & Kitchen Equipment & Supplies
- 15.35% Hospitality Equipment & Supplies
- 12.95% Hospitality & Retail Technology
- 5.73% Laundry Equipment & Supplies
- 6.70% Spa & Lifestyle
- 12.76% Wine & Spirits

* % of visitors said they were interested in. Please note visitors can tick more than one.

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FHT2011 Exhibitor Quotes:

- **Poonsri Chittirungsan, Marketing Manager of Pan Food Co.,Ltd.** said that it was the third consecutive year for the company participating in Food and Hotel Thailand. *"We were very successful at each show and got many new customers, from restaurant owners to prominent chefs. It's an event of the year that cannot be missed."*
- **Weerapan Intasorn, Director of Sales & Marketing from MICROS-Fidelio (Thailand) Co.,Ltd.,** confirmed the high quality of this year's visitors. He said, *"The event lived up to our expectations. Most of the visitors are highly qualified trade professionals and potential buyers. We won't miss the next edition definitely."*
- **Bozena Wroblewska, President of the board of Polish Chamber of Commerce Promotion Centre.** said, *"Food and Hotel Thailand is one of the best trade exhibitions in Asia. It is held in the region's strategic location like Thailand that makes it easily accessible for exhibitors and visitors. By participating in this show, we met with a large crowd of potential buyers, with a unique opportunity to share ideas and network with others. From this, we have a better understanding of the Thai market."*
- **Yuwadee Voravath, General Manager, Sum By Dee Co.,Ltd.** Said *"It was the first presence for DAO COFFEE at Food and Hotel Thailand. However, the coffee chain was very impressed with business prospects. Future customers are all around during our participation, so we are really certain joining the next edition."*
- **Preeyada Sripiboon, Commercial Manager of Siam Food Services Limited,** said that *"our company sells products for food services industry. Since this year the fair has been held during weekday, most visitors therefore were entrepreneurs, businesspeople from food services industry including chefs which are our targeted group. This has led us to receive better responses compared to that of the previous years. And we satisfied with the results."*

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