

FOR IMMEDIATE RELEASEt +65 6233 6688
e enquiry.singapore@informa.com

Informa Markets and Saladplate launch Food & Hotel Digital Week series

A first-of-its-kind collaboration gathering global leaders and professionals from the food and hospitality sectors to connect in a virtual environment

Singapore, Hong Kong, 6 May 2020 – Informa Markets today announced the launch of [FOOD & HOTEL DIGITAL WEEK](#), a new series of bi-monthly online events to help food and hospitality businesses connect and fast-track recovery, transformation and growth after COVID-19. The event is a first-of-its-kind collaboration between its Hospitality, Food & Beverage portfolio in Asia and Saladplate, an online marketplace serving the food and hospitality sectors exclusively.

Hosted on Saladplate, the first FOOD & HOTEL DIGITAL WEEK will kick off from 25 May 2020 to 29 May 2020 with a platform for professionals to trade, exchange insights and deepen knowledge via real-time matchmaking, product galleries, live presentations and a library of resources.

The five-day agenda will entail full-day webinars, country pavilion highlights as well as a spotlight on the top 100 food and drinks that will shake up the food and hospitality industries. Themed '**COVID-19 and the Future of Food**', the webinars on 28 May 2020 will feature a host of experts and exhibitors covering a range of themes from food security, F&B amid COVID-19 to hospitality management and foodservice.

Early confirmed speakers include:

- **AgFunder** – a global agri-foodtech venture capital firm. The firm's investments in technologies for transforming the world's food and agriculture system reached US\$20 billion in 2019, a six-fold increase from 2012
- **Big Idea Ventures** – a venture capital and accelerator fund. The firm is raising US\$50 million to invest in plant-based foods & ingredients, and cell-based meats through a combination of capital and partnership to support entrepreneurs
- **Dole Food Company** – one of the world's largest producers and marketers of high-quality fresh fruit and fresh vegetables. Dole is an industry leader in many of the products it sells, as well as in nutrition education
- **Impossible Foods** – an American company that develops plant-based substitutes for meat products, Impossible Foods aims to give people the taste and nutritional benefits of meat without supposed negative health and certain environmental impacts associated with livestock products
- **Pinduoduo** – the fastest growing e-commerce startup in the history of China, attaining a GMV of US\$15 billion only two years from launch

- **Singapore Food Agency** – a statutory board formed under Singapore’s Ministry of the Environment and Water Resources to oversee food safety and security for the country
- **Sodexo** – a French food services and facilities management company headquartered in the Paris suburb of Issy-les-Moulineaux. It is one of the world's largest multinational corporations, with 470,237 employees as of 2019 and a presence in 67 countries

Registration for FOOD & HOTEL DIGITAL WEEK is free, and attendees can select the days and sessions they want to attend, engage in live Q&A sessions, download latest whitepapers, reports and research from participating exhibitors, speakers and sponsors.

Mr Ian Roberts, Managing Director - Hospitality, Food & Beverage, Informa Markets, said “With the COVID-19 pandemic changing the way we communicate and how business is being conducted, the launch of FOOD & HOTEL DIGITAL WEEK is a signal of our commitment to drive value through digital initiatives for our customers and community in the industries we serve, and help them navigate these extraordinary times into a hopeful future.”

“FOOD & HOTEL DIGITAL WEEK is the perfect timing for the launch of Saladplate.com, a 365-day online marketplace where our communities engage with one another, discover new products and make trade connections around the clock with best-in-class technologies. This event will bring together the best of online sourcing and the best of content suited to our professional community in a highly accessible format,” said **Mr Dave Chan, Vice President - Digital Business & Advanced Analytics – Asia, Informa Markets**.

Registration for FOOD & HOTEL DIGITAL WEEK’s full day webinar on 28 May 2020 is now open. To register, please click [here](#).

- End -

Event at a Glance

| Food & Hotel Digital Week Schedule | |
|---|---|
| 25 May 2020 | Country Pavilion Highlights |
| 26 May 2020 | Top 100 Food Highlights |
| 27 May 2020 | Top 100 Drinks Highlights |
| 28 May 2020 | Full Day Webinar: COVID-19 and the Future of Food |
| 29 May 2020 | Saladplate Info Day |
| Website | http://marketing.saladplate.com/digitalweek |
| Webinar Registration | https://saladplate.zoom.us/webinar/register/7915891700884/WN_1ZT0BdXpTACFB-SkiA5I2g |

About Food & Hotel Digital Week

Organised by Informa Markets, the Food & Hotel Digital Week series is a first-of-its-kind collaboration between Informa Markets' Hospitality, Food & Beverage portfolio in Asia and Saladplate, an online marketplace founded by Informa Markets to serve the food and hospitality sectors exclusively. The Food & Hotel Digital Week series will offer a platform for players operating in Asia's food and hospitality professionals to trade, find new partners and stay connected with the community through online content, matchmaking, product showcases and live webinars. For more information, please visit <http://marketing.saladplate.com/digitalweek>.

About Informa Markets

Informa Markets creates platforms for industries and specialist markets to trade, innovate and grow. Our portfolio is comprised of more than 550 international B2B events and brands in markets including Healthcare & Pharmaceuticals, Infrastructure, Construction & Real Estate, Fashion & Apparel, Hospitality, Food & Beverage, and Health & Nutrition, among others. We provide customers and partners around the globe with opportunities to engage, experience and do business through face-to-face exhibitions, specialist digital content and actionable data solutions. As the world's leading exhibitions organiser, we bring a diverse range of specialist markets to life, unlocking opportunities and helping them to thrive 365 days of the year. For more information, please visit www.informamarkets.com.

About Saladplate

Saladplate is an online marketplace designed for Food & Hospitality professionals. Our unique O2O solution is backed by 24 trade shows in Asia, with over 40 years of excellence. We're committed to the digital transformation of the industry we love. For more information, please visit www.saladplate.com/.

Media contacts:**Informa Markets**

Juliet Tseng / June Seah

Tel: +65 9687 6657 / +65 9852 6756

Email: juliet.tseng@informa.com / june.seah@informa.com