

FOR IMMEDIATE RELEASE

FHA-HoReCa 2022 is more than just business, it is a community
This year's edition saw a total of 34,533 attendees from 85 countries / regions



Singapore, 28 October 2022 —HoReCa 2022 (FHA) closed to a resounding success after four exciting days of B2B exchange among the hotel-restaurant-café industry players. The tradeshow is a testament to the strength of the HoReCa industry which are rebounding strongly in Singapore and the region in the wake of the Covid-19 pandemic. This year's edition saw a total of **34,533 attendees** from **85 countries and regions** with 34% from overseas and 66% local visitors.

Guest of Honor – Mr. Alvin Tan, Minister of State for Trade and Industry & Culture, Community and Youth said during the opening ceremony: "Through Hotel ITM 2025, hotel industry value-add is expected to have a real compound annual growth rate of 5.9 per cent by 2025, as well as create good jobs in emerging areas such as wellness, sustainability, and technology."

Mr. Keith Tan, Chief Executive, Singapore Tourism Board said: "A strong and growing tourism sector needs a vibrant hotel industry. Singapore's hotels are amongst the best in the world but they can continue to transform and grow so that Singapore's tourism sector can capture the next phase of growth. The Hotel ITM 2025 charts a clear vision, and we look forward to working closely with our industry partners on this journey."

Ms. Kwee Wei-Lin, President, Singapore Hotel Association said: "Despite the pandemic's impact on the tourism sector, our hotels have demonstrated remarkable resilience and creativity. Taking full advantage of the downtime, they have successfully piloted innovative experiences, pivoted to new business models, enhanced capabilities, and refurbished their infrastructure. We will continue to work with the government to catalyse new ideas and solutions to achieve the goals of the refreshed ITM."

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Competitions highlights at FHA-HoReCa



HICA Finalists at FHA-HoReCa 2022

The FHA-HoReCa has a brand-new experience zone, **Hospitality 4.0**. This feature area highlighted innovative solutions in three distinct areas – restaurant, kitchen, and hotels – as well as offered a four-day conference programme that was well attended by over 700 industry professionals with over 50 international thought-leaders discussing the future of hospitality. The zone also incorporated a start-up village and hosted the inaugural **Hotel Innovation Challenge Asia (HICA) 2022**, where eight hospitality solutions were shortlisted from over 100 submissions to address the industry's pertinent challenges.

The judging criteria were based on the impact, feasibility, and innovativeness of their proposals, and **Vouch** emerged as the winner of the challenge. An award-winning travel-tech company that offers hoteliers digital solutions for enhancing guest experience, maximising revenue and optimising operational efficiency.



L: Team Hungry Bird from Indonesia which were champions for ASEAN Barista Team Championship;

R: judges at Asian Gelato Cup

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The **FHA Culinary Challenge (FCC)**, in association with the World Association of Chefs' Societies (WorldChefs) and supported by the Singapore Chefs' Association (SCA) and regional chefs' associations, uncovered some of the region's top culinary talents before crowning 71 awards recipients. Winning highlights include:

- Outstanding Pastry Chef – Chu Min Qi, Malaysia
- Outstanding Themed Cake Design – Jeriel Encarnado, Philippines
- Outstanding Artistry and Technique – Thuan Pham Van, Vietnam
- Patisserie Art Display, Artistic Sculpture, Gold with Distinction – Thuan Pham Van, Vietnam

The winners of the **Asian Gelato Cup (AGC)**, a biennial event supported by the Singapore Pastry Alliance, Gelato e Cultura S.r.l., and Italian Exhibition Group Expo S.p.a., will be representing Asia in the prestigious Gelato World Cup 2024 to be held in Rimini, Italy. They were:

- Champion: Singapore
- 1st Runner Up: Chinese Taipei
- 2nd Runner Up: South Korea

The winners of the **Asian Pastry Cup** were:

- Champion – Malaysia
- 1st Runner-up – South Korea
- 2nd Runner-up – Chinese Taipei

The winners of the **ASEAN Barista Team Championship** were:

- Champion: Hungry Bird, Indonesia
- 1st Runner-up: Singa Crew, Singapore
- 2nd Runner-up: SG Expendables, Singapore
- 3rd Runner-up: Glyph, Singapore

Hosted Buyer hots up with over 2000 business meetings

Introducing a slew of new innovations to novel buyers, the hosted buyers segment conducted over 2,000 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.

“My first experience at a business expo opened my eyes to new practices, opportunities and technologies. It is a bountiful experience to those with interest in the industries,” said Stephen Yap, Business Executive, Chroma Hospitality.

“The FHA-HoReCa was a great venue to meet principal suppliers, understand market options, and network with both buyers & potential business partners”, said Francesca Cielo R. Morco, Corporate Procurement, Jollibee Foods Corporation.

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Look forward to FHA-Food & Beverage in April 2023 and FHA-HoReCa in October 2024

Following a successful 2022 edition, FHA looks forward to welcoming guests old and new to its 2023 edition slated for 25-28 April 2023. Meanwhile, FHA-HoReCa, a highly focused platform for the food service industry curated for partners in food service and hospitality equipment, will return on 22-25 October 2024.

Full press kit link can be found [here](#).

Full press kit link for the **Opening Ceremony of FHA-HoReCa (25 – 28 October)** can be found [here](#).

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On-site and post-event

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FHA-HoReCa 2022 at a Glance

Date	25 - 28 October 2022 (Tue - Fri)
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 to enhance 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-Food & Beverage 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 of the year.

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

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