

Asia's signature business event for F&B and hospitality sectors names new event director

Singapore, 17 March 2022 – Global exhibitions leader Informa Markets today announced the appointment of Janice Lee as the new event director for **FHA-Food & Beverage** and **FHA-HoReCa**, both internationally acclaimed business platforms for Asia's food, beverage and hospitality sectors. Presently event director for HOFEX, Janice will immediately take over from Martyn Cox who will be returning to the UK in May.



Photo caption: Janice Lee, Event Director for FHA and HOFEX, Informa Markets

Bringing more than 20 years of experience within Informa Markets driving sales excellence and running successful events to her expanded role as the Event Director for both FHA events and HOFEX, Janice will lead the Food Teams based in Singapore and Hong Kong respectively and will oversee the overall performance and successful execution of both event brands.

In October 2020 Janice was appointed event director for Informa Market's portfolio of food shows in Hong Kong and since then, she successfully navigated the disruptions caused by COVID-19 and delivered the live edition of HOFEX 2021 and the event's virtual component HOFEX Connect with strong feedback from key stakeholders and customers.

"FHA and HOFEX are top shows in the markets and locations they serve, drawing professionals of the community from all over the world. Having both shows under the same leadership will reinforce the synergy and strengthen collaboration within our food portfolio in Asia, to make sure the events deliver top value for our customers and buyers, and play a pivotal role in fostering business and economic growth," said **Ian Roberts, Vice President for Asia, Informa Markets**.

"I am very excited to join FHA, an event that has come a long way since it was founded in 1978 to what it can offer today which is a huge credit to the way the event has been run over many years and those who still continue to serve it. Together with a talented team I look forward to building momentum to accelerate FHA's development across key areas and steer the event's next chapter of growth," said **Janice Lee, Event Director for FHA and HOFEX, Informa Markets**.

FHA-Food & Beverage will be held from 5-8 September 2022, FHA-HoReCa from 25-28 October 2022, both at the Singapore Expo. HOFEX will be held from 10-12 May 2023 at the Hong Kong Convention and Exhibition Centre.

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About FHA-Food & Beverage

The platform of choice for industry professionals, including distributors, importers, manufacturers and retailers from Asia to see and source for high quality, new-to-market food ingredients, drinks, fresh produce, services and equipment across these key profiles – Food & Beverage, Food Ingredients and FoodTech. Majority of exhibitors participating in FHA-Food & Beverage are renowned manufacturers and brands hailing from across the globe. For more information, please visit www.fhafnb.com.

About FHA-HoReCa

Where world's leading hotels, restaurants and café suppliers will gather to showcase the latest foodservice & hospitality equipment, products and services across five key profiles – Bakery, Pastry & Gelato; Foodservice & Hospitality Equipment; Hospitality Style; Hospitality Technology; and Speciality Coffee & Tea – serving discerning distributors, importers, manufacturers and retailers from Asia, all under one roof. For more information, visit www.fhahoreca.com.

About HOFEX

HOFEX – Asia's Leading Food & Hospitality Tradeshow, has been taking the industry on numerous extraordinary journeys of culinary delicacies from all over the world, bringing the most comprehensive selection of Food & Drinks, Hospitality Equipment & Supplies products to Asia. This B2B tradeshow gathers a vast amount of F&B importers, wholesalers and retailers, as well as high-profile buyers from restaurants, hotels and supermarkets, under one roof to source for their business. For more information, please visit www.HOFEX.com.

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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