



Food Hotel Asia 2027

Singapore
April 20-23, 2027

Trade show set-up day is April 19

Singapore is a highly import dependent, multi-billion-dollar food industry, driven by robust consumer spending, highly disposable incomes, and intense urbanization. The country's trade and regulatory policies are focused on ensuring a consistent foreign supply of high-quality food and agricultural products. Top prospective U.S. food and beverage products for the market include dairy products, food preparations, processed vegetables, beef and beef products, fresh fruit, bakery goods, cereals and pasta, chocolate and cocoa products, non-alcoholic beverages, tree nuts and poultry meat products.

FHA-Food & Beverage is an annual event held every April. It focuses on the dynamic food and beverage sector, bringing together a diverse array of global suppliers and key buyers from Asia and beyond. This event is a hub for exploring the latest trends, innovations, and high-quality products in the F&B industry.

Participation Fee:

- **Corner Booth:** \$1,470; **Early Bird Special:** \$ 1,270 (if you register and pay before December 21, 2026)
- **In-line Booth:** \$1,260; **Early Bird Special:** \$1,060 (if you register and pay before December 21, 2026)

Fee Includes:

- 9m² booth and standard furniture package
- Interpreter services (please request in advance if needed)
- Shipping of up to 100 lbs. of product samples through SUSTA's designated freight forwarder, Winn Expo (Denise Winn at denise@winexpo.com)*

**Fresh/frozen/chilled products may be subject to separate allowances*

Registration Deadline: **January 20, 2027** (No refunds for cancellation after this date)

Product Samples: All participants are required to provide samples of their products at the event; if there is a reason you cannot sample your products, you must contact SUSTA's Global Events (events@susta.org) team upon registration.

Industry Focus: Food Service Products, Ingredient, Natural/Health, Organic, Produce, Retail Products

Product Description: Bakery/Confectionery (finished products), Snack Foods, Juices, Grocery and Canned Goods, Wine/Beer, Non-Alcoholic Beverages, Dried Food (Fruits/Nuts), Baking Mixes and Ingredients, Dairy Products (CNCA Approved), Baby Foods, Breakfast Cereals, Health Foods, Frozen Foods, Ready-to-eat foods

50% CostShare: Apply now for SUSTA's [50% CostShare](#) to request 50% reimbursement of participation fee, international travel, promotional giveaway items, point of sale materials, freight and more!

Activity Managers

If you have a question about an event, feel free to contact us at events@susta.org

SUSTA encourages you to enroll in the [Smart Traveler Enrollment Program \(state.gov\)](#)

and monitor the [Travel Advisories \(state.gov\)](#) webpage before traveling.

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