



Food Hotel Asia 2022

Singapore
September 5-8, 2022

Singapore is one of the wealthiest markets in Southeast Asia, located in the middle of key trade flows from Asia, Australia, Europe, the Middle East and the United States; it is one of the world's most open economies and dependent on international trade. In 2020, the United States was Singapore's fourth largest supplier of consumer-oriented food and beverage products, with total sales reaching \$657 million USD. Singapore's highly import dependent, multi-billion-dollar food industry is driven by robust consumer spending, high disposable incomes, and intense urbanization. The country's trade and regulatory policies are focused on ensuring consistent foreign supply of high-quality food and agricultural products. Top U.S. products in the market include dairy, fresh fruit, potatoes, poultry, and beef.

After a 2-year hiatus brought on by the COVID-19 pandemic, SUSTA is excited to include the Food Hotel Asia show to our 2022 calendar! The 2018 edition of the show boasted over 81,000 attendees from over 120 countries, and over 3,400 exhibitors from 76 countries, and included 72 international group pavilions.

Participation Fee:

Corner Booth: \$2,174; **Early Bird Special:** \$ 1,974 (if you register and pay before October 28, 2021)

In-line Booth: \$2,009; **Early Bird Special:** \$1,809 (if you register and pay before October 28, 2021)

Fee Includes:

- 9m² booth and standard furniture package
- Interpreter services (please request in advance if needed)
- Up to 100lbs gross weight of sample products from a US consolidation point to the show using SUSTA's designated freight forwarder*

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

Registration Deadline: June 5, 2022 (No refunds for cancellation after this date)

50% CostShare: Apply now for SUSTA's 50% CostShare to request 50% reimbursement of participation fee, travel costs for up to two company representatives (flight, hotel, meals and incidentals), promotional giveaway items, point of sale materials and more!

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

Activity Managers:

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