



# Food & Hospitality Thailand

Bangkok, Thailand  
August 19-22, 2026

Thailand has the second largest GDP in ASEAN supported by a fast-growing middle class. In 2024, the United States was the third largest supplier of agricultural products to Thailand with a value of around \$1.42 billion. The top five imported products from the United States were dairy products, food preparations, tree nuts, fresh fruits, and chocolate and cocoa products. Thailand's food and beverage industries are both predicted to grow in the coming years due to the growing population, rising incomes, and increasing urbanization.

Tourism is one of the largest segments of the economy in Thailand. Food and Hospitality Thailand is a main highlight of Thai Tourism & Hospitality Week which is aimed at strengthening Thailand's position as a top global destination. In 2025, the show had over 30,000 attendees from 68 countries visiting over 370 exhibitors.

## Participation Fee:

- **Corner Booth:** \$1099; **Early Bird Special:** \$899 (if you register and pay before April 19, 2026)
- **In-line Booth:** \$899; **Early Bird Special:** \$699 (if you register and pay before April 19, 2026)

## Fee Includes:

- 9 sq m booth space and standard furniture package
- Interpreter services (please request in advance)
- Shipping of up to 100 lbs. of product samples through SUSTA's designated freight forwarder, Winn Expo (Denise Winn at [denise@winexpo.com](mailto:denise@winexpo.com))\*

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

**Registration Deadline:** **June 19, 2026** (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](mailto:events@susta.org)) team upon registration.

**Industry Focus:** Food Service Products, Retail, Health Foods, Organic

**Product Description:** Confectionary & Bakery, Wine/Beer, Distilled Spirits, Non-Alcoholic Beverages, Ingredient, Nuts, Sauces, Condiments, Canned/Processed Foods, Frozen Food, Seasonings, Baking Mixes & Ingredients, Convenience Foods, Snack Foods, Health 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

SUSTA

Sandra Lobb

Global Events Director

(504) 568-5986

Sandra@SUSTA.org

**If you have a question about an event, feel free to contact us at [events@susta.org](mailto: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.

**Southern U.S. Trade Association**, 701 Poydras Street, Suite 3845, New Orleans, Louisiana 70139 [www.susta.org](http://www.susta.org), (504)568-5986, [susta@susta.org](mailto:susta@susta.org)

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