



# Food Hotel Asia 2024

Singapore  
April 23-26, 2024

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 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:** \$2,375; **Early Bird Special:** \$ 2,175 (if you register and pay before November 23, 2023)
- **In-line Booth:** \$2,210; **Early Bird Special:** \$2,010 (if you register and pay before November 23, 2023)

## Fee Includes:

- 9m<sup>2</sup> booth and standard furniture package
- Interpreter services (please request in advance if needed)
- Up to 100 lbs. 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: February 23, 2024 (No refunds for cancellation after this date)**

**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:

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**Global Event Coordinator:** Angelique Rhome, [Angelique@susta.org](mailto:Angelique@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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