

FHA-Food & Beverage Singaporeâ??s largest F&B trade show returns

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FHA-Food & Beverage, Singaporeâ??s biggest food and beverage trade show, has marked the dates of 23-26 April for its 2024 edition, readying itself to become the ultimate one-stop platform for Asiaâ??s F&B professionals and industry leaders.

It will return across four days at the Singapore EXPO, spanning 65,000 square meters with 70 international pavilions. It also anticipates the participation of over 1,500 exhibitors from 50 countries and regions, with an expected attendance of 60,000 attendees.

Germany and Singapore maintain strong bilateral relations, acknowledging each other as pivotal allies in their respective regions, especially with the strategic signing of the Joint Declaration in 2022. The emphasis on sustainability and free trade in the signing reflects a commitment to shared values and goals and the achievement of surpassing one billion euros in German food and drinks exports to Southeast Asian countries, with Singapore as one of the key players, underscores the success of this economic collaboration.

This year, in collaboration with The German Federal Ministry of Food and Agriculture, FHA-Food & Beverage has appointed Germany as the Country of Honour, where 37 exhibitors will be present within the Germany Pavilion, making it a substantial and historically biggest German participation. Attendees will have the exclusive opportunity to immerse themselves in activities like the "German Day" presentations, wine-food pairings, and cooking shows.