

EXCLUSIVE INVITATION

Trade mission to Food and Hotel Asia (FHA 2018) in Singapore and a visit to Kuala Lumpur, Malaysia 23 April to 1 May 2018

Mission Overview

This trade mission is for potential and current exporters of premium quality processed and packaged foods and beverages suitable for buyers in Singapore and the ASEAN region. You will have the opportunities to meet with buyers, importers and distributors for hotels, supermarkets, convenience stores, e-commerce and the food servicing industry.

This mission is designed for suppliers of:

- Beverages
- Dairy & non-dairy products (milk, ice cream, yoghurts and frozen desserts)
- Fresh produce
- Health and organic food
- Health supplements and functional food
- Honey, snacks and nuts
- Packaged food
- Seafood

The two-stage mission will travel to Singapore to exhibit at the Food and Hotel Asia (FHA) trade show that is exclusively for international suppliers and then to Kuala Lumpur in Malaysia to meet with buyers from that region.

Stage one – SINGAPORE (23-27 April 2018)

Display your products at Food and Hotel Asia (FHA) in the Queensland Government stand. FHA 2018 is Asia's premier international trade event for the food and hospitality industry.

By participating in the trade show, you will have the opportunity to:

- Attend Market briefings by the Trade and Investment Commissioner;
- Display your products (exhibitors) and meet with potential buyers;
- Take advantage of business matching assistance on-site for exhibitors;
- Build additional networks with local and international buyers; and
- Observe emerging food industry trends and competitor offerings.

Details of FHA Singapore www.foodhotelasia.com

Stage Two – KUALA LUMPUR, Malaysia (30 April – 1 May 2018)

This visit includes a two day program of meetings with potential buyers to introduce your products and to discuss business opportunities. This is for both exhibitors and non-exhibitors.

BENEFITS

- Showcase your products to senior buyers/importers/distributors in Malaysia;
- Pre-arranged business matching meetings for exhibitors (subject to buyer's interest);

- Obtain in-market support from Trade and Investment Queensland; and
- Post mission follow-up assistance by TIQ.

There are spaces for **EIGHTEEN (18)** exhibitors (shared basis) at FHA in Singapore so please register your attendance before the closing date. First come, first serve basis.

There are also a limited number of non-exhibitor spaces available for firms who wish to join the mission to investigate market opportunities in Singapore and Malaysia.

CLOSING DATE: Monday, 19 February 2018

Places are limited. Please complete the details below and email to amelia.chan@tiq.qld.gov.au.

FOR FURTHER INFORMATION, please contact:

Mr Geoff Goh, Business Manager
 Telephone: 07 3514 3075 or
 Mobile: 0459 883 930

Ms Amelia Chan, Senior Trade and Investment Officer
 Telephone: 07 3514 3004

YOUR PARTICIPATION OPTIONS

Please select from the list below the mission segment you wish to join.

- Singapore** - I want to be an **exhibitor** at Food and Hotel Asia (FHA) trade show
- Singapore** - I want to be a **non-exhibitor** at Food and Hotel Asia (FHA) trade show
- Kuala Lumpur** - I want to join the program to Malaysia (all delegates can showcase their products)

Name: _____

Organisation: _____

Products: _____

Email: _____

Phone/Mobile: _____

MISSION FEE:

A\$2,500/company as **exhibitor** to FHA Singapore and a visit to Malaysia.
 (Details for payment will be provided after registration, max 2 delegates/company).

A\$600/company as **non-exhibitor** to FHA Singapore and visit to Malaysia to exhibit products during the showcase (max 2 delegates/company).

(Mission participants need to cover their own airfares, accommodation and other expenses)

Submitting this form does not guarantee a place on the program.

