

THAIFEX-ANUGA ASIA 2026

Japan Halal Showcase Pavilion 出展社募集

2026.3.25



アジア最大級の食品・飲料専門見本市です。世界中からバイヤーが集まる商談の場であり、トレンド（ハラール、健康食品、持続可能性）を反映した最新食品が集結します。

■ 開催日：2026年5月26日(火)～30日(土) 10:00-18:00

※2026年5月30日(土) 10:00-18:00には一般向けにも公開されます。

■ 場 所：インパクト・ムアントンターニー

■ 主 催：タイ国政府商務省国際貿易振興局（DITP）、
ケルンメッセ、タイ商工会議所



THAIFEX-ANUGA ASIA 2025 (昨年) のデータ

2025 POST SHOW REPORT

BEYOND FOOD EXPERIENCE

27 - 30 MAY 2025

IMPACT
HUANG THONG THANI
BANGKOK, THAILAND
www.thaiex-anuga.asia

PRESS COVERAGE

629 journalists from 347 publications

PH value: **USD 23,895,147**

News: **2,107+** clippings

DIGITAL AUDIENCE

Facebook Page Visits **348,729**

Facebook Followers **32,644**

LinkedIn Followers **5,596**

Instagram Followers **4,705**

future FOOD EXPERIENCE*

27 talks & panel sessions over 5 days

61 guest speakers, 13 startup presenters

4,966 unique registrants from 86 countries

57 judges from 12 countries/regions

452 contestants from 9 countries/regions

719 entries for 25 categories

THAIFEX-ANUGA START-UP

30 startups from 4 countries/regions

1,362 investors and buyers from 67 countries/regions registered to meet startups

THAIFEX-ANUGA tasteINNOVATION SHOW

2,676 product innovation submissions

10 winners and 50 finalists across 9 trade shows

* THAIFEX - Anuga Startup



TOP EXHIBITORS' COUNTRIES/REGIONS OF ORIGIN FROM ABROAD:

• China	• Japan
• Republic of Korea	• Türkiye
• Vietnam	• Singapore
• Malaysia	• Italy
• Taiwan	• United States of America

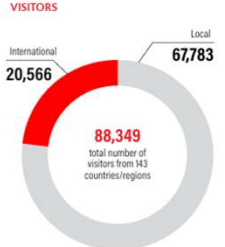
EXHIBITORS LISTED BY TRADE SHOWS

THAIFEX - Anuga Fine Food	1,822
THAIFEX - Anuga Sweets & Confectionery	393
THAIFEX - Anuga Drinks	220
THAIFEX - Anuga Seafood	206
THAIFEX - Anuga Food Technology	188
THAIFEX - Anuga Frozen Food	184
THAIFEX - Anuga Fruits & Vegetables	121
THAIFEX - Anuga Meat	49
THAIFEX - Anuga Rice	48

97% of the Exhibitors are very satisfied / satisfied with the quality of the visitors

EXHIBITORS LISTED BY TREND TOPICS:

Halal Food	1,156
Ready-to-eat	1,038
Private Labels	876
Sustainably Produced or Packaged	471
Organic Products	420
Plant-based Proteins or Foods	366
Clean Label	317
Superfoods	280
Functional & Free-From Products	272
Franchise	138
Alternative Meat Proteins	133



VISITORS' REGION OF ORIGIN FROM ABROAD:

East Asia	2,304
Southeast Asia excl. Indochina	4,923
Indochina	2,867
Europe, USA & Rest of the World	2,569
South Asia	1,413
Middle East	938
Oceania	552

TOP VISITORS' COUNTRIES/REGIONS OF ORIGIN FROM ABROAD:

• China	• Philippines
• India	• Republic of Korea
• Indonesia	• Singapore
• Japan	• Taiwan
• Malaysia	• Vietnam

95% of the Visitors are satisfied

VISITORS LISTED BY INDUSTRY:

Importer/Wholesaler	34,316
Manufacturer/Processor	26,712
Retailer/Department Store (Convenience Store/ Grocery Store/Supermarket)	24,375
Cafe/Restaurant/Catering	22,283
Online Shop/Mail Order	10,258
Others	9,142
Bakery	8,711
Food Delivery	8,089
Service Provider	6,332
Hotel & Resort	3,876
Media/Publication	3,034
NGO/Association	1,121

VISITORS LISTED BY AREA OF RESPONSIBILITY:

Management	31,277
Purchase	23,462
Manufacture	22,035
Others	12,547
Finance	6,743

2025 POST SHOW REPORT



TRADE MISSION + HOSTED BUYER PROGRAMME

2,717 handpicked trade mission + hosted buyers from 47 countries/regions

East Asia	758
Europe, USA & Rest of the World	499
Southeast Asia excl. Indochina	296
Middle East	177
Indochina	162
South Asia	161

2,717 TRADE MISSION BUYERS + HOSTED BUYERS OF WHICH 109 INTERNATIONAL HOSTED BUYERS HAS RECORDED A TOTAL OF 1,729 BUSINESS MEETINGS WITH EXHIBITORS:

Fine Food	1,041
Sweets & Confectionery	261
Seafood	220
Drinks	93
Frozen Food	70
Fruits & Vegetables	18
Food Technology	11
THAIFEX - Anuga Startup	8
Meat	4
Rice	3



HEAR FROM EXHIBITORS

“THAIFEX - Anuga Asia continues to be a high-impact platform for advancing Peru's export strategy. We recorded nearly THB 9.5 million in projected sales this year, growing by nearly 50% over last year. The show connects us with qualified international buyers and opens clear pathways into key Asian markets.”

Erick Aponte
Director, PROMPERU in ASEAN
Peru

“Over the last few days, we have met with more than 100 meetings and have had the opportunity to close new deals with markets in Southeast Asia, Bangladesh, Australia, India, and Israel, valued at USD 1 million.”

Daniel De Mello Ramos
Sales Manager, Emprasa Aquachile S.A.
Chile

“We are very excited to be at THAIFEX - Anuga Asia this year because it allows us to showcase our products to new customers around the world. This year we have clinched 8 new customers from West Africa, Europe and the USA, who ordered 25 containers of products valued at USD 500,000. We continue to see growing interest from new leads and expect to firm up more deals beyond the show.”

Steve Pihm
Sales Director, Nam Viet Foods & Beverage JSC
Vietnam

“We chose to debut Pro-inMea, our high protein noodles formulated with superfood ingredients, at THAIFEX - Anuga Asia because it's the ideal platform to connect with buyers who are actively looking for functional, health-forward innovations. We've seen strong interest across our range, including a major deal with a top German company, and being recognized with a tasteInnovation Award made this debut even more meaningful!”

Kelly Eng
Sales & Marketing Director, Morning Arch
Malaysia

HEAR FROM BUYERS/VISITORS

“THAIFEX - Anuga Asia has always been a great meeting point for many suppliers, and a very good show for us in terms of sourcing. It's really a one-stop shop, and I've found it very fruitful!”

James Keen
Director, Fausler Gourmet
Singapore

“THAIFEX - Anuga Asia has a wide range of suppliers, with many product categories to choose from. We always find what we're looking for because there's so much potential and so many possibilities. We typically keep about 50% of our time outside of scheduled meetings for free discovery—to explore and listen to opportunities we didn't expect or plan for. And we always come across a few surprising and interesting things we didn't originally intend to find.”

Sébastien Lestang
General Manager, Annam Gourmet
Vietnam

“We came to THAIFEX - Anuga Asia for business meetings with our existing suppliers, and to look for innovative new products in the market. We always recommend our friends and suppliers to meet up at the show, as it's also a great hub for gathering.”

Eric Ting
Buyer, Merchandise Manager, Oriental Holding
Europe
Netherlands

“I think THAIFEX - Anuga Asia is one of the most innovative trade shows that I've been to this year. There's been a lot of fascinating combinations of trends that we've seen, and it's nice to see them in action. The Future Food Experience+ sessions are insightful, and I really like the fact that most of the talks I've attended have drilled down into specific cohorts of the region, instead of just treating Southeast Asia as one big block. From that perspective, I really like the nuanced approach of how most of the speakers have been talking about things here.”

Rajesh Sundaram
Content Manager, Gourmaha
India

SAVE THE DATE!

SEE YOU AT THAIFEX - ANUGA ASIA 2026!

26 - 30 MAY 2026

BIGGER, BETTER, BOLDER - now expanding into Hall 4!

More space, more innovation, more business.

Japan Halal Showcase Pavilion

■ ブース位置：未定

ホールや場所が決定後お知らせします。

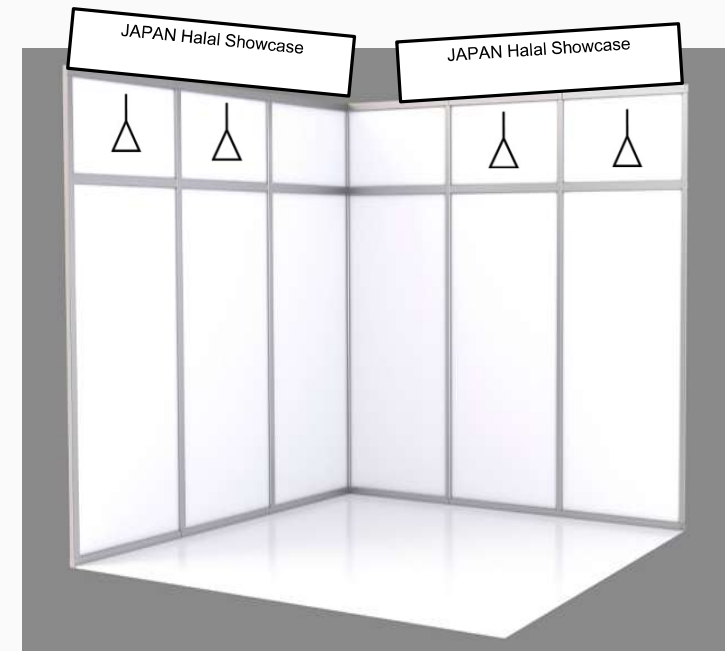
■ ブースサイズ：

1社あたり

テーブルW80xD40xH70cm（白布付）※予定

A1相当サイズのポスター設置可能な背面パネル

テーブルのサイズなど詳細の確認でき次第お知らせします。



ブースイメージ

6社限定

1ブース **350,000円** (税抜)

<出展料に含まれるもの>

- ・ 出展料
- ・ テーブル

<出展料に含まれないもの>

- ・ 渡航費、宿泊費
- ・ サンプル・ちらし等の送料

※開催5日間 BtoB商談デー（4日間）、BtoCデー（最終日）通し料金

※物販可能。最終日に20万円以上販売する出展社います。