



superfood asia2019

delivering the future of food business

24 - 26 April 2019
SANDS EXPO &
CONVENTION CENTRE,
SINGAPORE

FACT SHEET

THE EXHIBITION

Show Title	: Superfood Asia 2019
Concurrent Events	: Healthy & Natural Food Asia & Halal Food Asia
Date & Time	: 24 – 26 April 2019 24 -25 April 2019 (Wed & Thurs) 10.30am to 6pm 26 April 2019 (Fri) 10.30am to 5pm
Venue	: Sands Expo & Convention Centre, Hall B & C. Singapore
Size	: 80,000sqft
Admission	: Trade and Industry Professional Only (All of 3 days)
Exhibiting Companies	: 300 (Local & Overseas)
Country Pavilion	: Japan, Indonesia, South Korea, Thailand, Taiwan, Singapore, Turkey, Malaysia
Website	: www.superfood-asia.com
LinkedIn	: Superfood-asia
Facebook	: @Superfoodasia

VISITORS PROFILE

Industry Trade Delegates, Industry Trade Buyer, F&B Business Owner, Chairman/CEO/MD/ F&B Director/ GM/ Purchasing Director/ Manager/Government Agencies.

Business:

Exporter/ Manufacturer/ Importer/ Distributor/ Wholesaler/ Retailer

Including Chain, Natural, Organic and health product stores

Convenience, Supermarkets and Grocery stores

Food Service and Caterers

Drug Stores, Pharmacies

Spa and Wellness Management and Beauty stores

Gourmet and Specialty Food retailers

Hotels, Restaurants, and Cafes

Which Country:

Besides Local Trade Buyers, Overseas Trade Visitors Promotion

(including existing trade buyers database of over 2000) will cover countries :

The Middle East, Malaysia, Indonesia, India, Sri Lanka, India, Thailand, Pakistan, China, Hong Kong and CLMV.

NATURAL & HEALTHY FOOD ASIA – EXHIBITS PROFILE

- Organic / Vegan / Vegetarian / Plant Base / Specialty / Gluten-free / GMO-free / Low GI
- Functional Food and Supplement
- Nutraceutical Products
- Herbs, Spices, Nuts and other Alternative Ingredients
- Food and Beverage Products
- Raw Material and Ingredients
- Chilled and Frozen Products
- General Grocery and Fresh Produce
- Dried Goods / Snack Food

Beverages

- Grain, Nut & Soy Milk
- Mineral Water
- Juice
- Coffee & Tea
- Powered Drinks
- Organic Wine

Honey & Sweeteners

- Honey, Bee Products
- Stevia

Farm & Fresh Produce

- Vegetables
- Fruits
- Mushroom
- Poultry
- Eggs

Dry Goods

- Baking Products
- Noodles/ Vermicelli/ Pasta/ Ramen/ Udon
- Rice/ Grains
- Bread
- Baby Food
- Cereal & Breakfast Food
- Soup Broth
- Dried Fruits
- Muesli
- Jam & Spread
- Nuts & Seeds

Condiments

- Dried Herbs, Spices & Seasonings
- Dried Enzymes & Vinegars
- Oil
- Tamari
- Pastes & Sauces
- Salt

Frozen & Chilled

- Meat
- Seafood
- Ready to Cook
- Gelato, Ice Cream & Yoghurt

Healthy Snacks

- Chocolate
- Candy
- Energy/ Protein/ Nutritional Bar
- Crackers & Biscuits

Superfood ~ a nutrient-rich food, especially beneficial for health and well-being.

Include:

Acai, Arrowroot, Avocado, Beetroot, Barley, Black Sesame, Black Bean, Buckwheat, Brown Lentils, Brown Rice, Black Garlic, Camu Camu, Chia Seed, Chlorella, Cranberry, Flaxseed, Ginger/ Turmeric, Grapeseed, Hemp Seed, Lecithin, Maqui Berry, Millet, Moringa, Mulberry, Mung Bean, Purple Corn, Oat, Prune, Quinoa, Raw Cacao, Raisin, Red Dates, Rye, Soy Bean, Sogo, Sunflower Seed, Yacon Root, Walnut, Wolfberry, White Fungus

HALAL FOOD ASIA – EXHIBITS PROFILE

Beverage:

- Fruit Juices and Concentrates
- Non-alcoholic Juices
- Soft Drinks

Frozen Food:

- Frozen Pastry Products
- Frozen Prepared Food
- Meat and Fish Cook-Chilled Food

Oils, Fats, and Sauces:

- Cooking Fats
- Ketchups, Mayonnaise, and Sauces
- Margarine and Spreads
- Rendered Animal Fats
- Vegetable Oils

Tea and Coffee:

- Coffee Beans
- Coffee Drinks
- Coffee Substitutes
- Extracted (aqueous or dried extracts) Tea
- Flavoured Tea
- Freeze Dried Coffee
- Granulated Tea
- Ground Coffee
- Instant Coffee
- Loose Tea Leaf

Grocery Products:

- Cereal, Nuts, Dried Fruits
- Food Concentrates and Additives
- Pasta, Instant Food (soups and noodles)
- Snacks, Potato Chips, and Crackers
- Spices, Seasonings, and Salt
- Sugar and Starch

Confectionery:

- Flour & Bakery Products
- Chocolate and Cocoa Products
- Frozen and Semi-finished Products
- Honey and Jam
- Ingredients and Food Additives
- Low Fat Confectionery Products
- Pastry Products
- Snacks & Sweets

Dairy Products:

- Milk, Butter, Cream, Cheese
- Canned Milk
- Pasteurized Milk Products
- Ice Cream
- Ready to eat (RTE)
- Rice and Rice Products

*The above lists are not exhaustive. Intended as a guide only.

BOOTH RENTAL

Standard Shell Scheme:

S\$550 per sqm
9sqm **S\$4950**
18sqm **S\$9900**
36sqm **S\$19800**

Raw Space:

S\$480 per sqm
18sqm (Min) **S\$8640**
36sqm **S\$17280**

THE ORGANIZER

Sphere Exhibits Singapore - Incorporated in April 2008 and a wholly owned subsidiary of **Singapore Press Holdings (SPH)**, the largest media group in Singapore. Sphere Exhibits which stands for "SPH Events, Roadshows, and Exhibitions", is the leading M.I.C.E Company behind exciting and innovative fairs, shows, events and exhibitions for all trade and consumers businesses in Asia. Sphere Exhibits organizes over 40 exhibitions and events each year across Asia primarily in Singapore, Malaysia, Myanmar and the Philippines. Featuring over 3500 exhibitors and attracting over 1.8Million visitors.

Some key brands that Sphere represents across Asia include:

Consumer events: Singapore Food Shows, Comex and IT Show, Smart Kids Asia, Beerfest Asia, Gourmet Festivals, Facon Education Fair and Baby Baby etc.

Trade events: Malaysian International Food & Beverage Trade Fair, BuildTech Asia, Singapore Gifts & Premiums Fair and Franchising & Licensing Asia etc.

Sphere Exhibits Malaysia - Organizer of Malaysian International Food & Beverage Trade Fair (Malaysia's leading F&B Trade Event)

Nearly 20 years of successful track records.

*All prices are before gst

Catch the highlights of MIFB 2018:

<https://www.facebook.com/SuperfoodAsia/videos/498847457221506/>



CONTACT

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in [Linkedin.com/company/superfood-asia/](https://www.linkedin.com/company/superfood-asia/)

SPHERE EXHIBITS PTE LTD

82 Genting Lane #03-09, Media Centre, Singapore 349567

superfood asia 2019

Delivering the future of food business

“The only trade exhibition in Asia dedicated to healthy, better for you and clean products”

EXHIBITOR PROSPECTUS



Natural Produce



Healthy Food and Beverages



Halal Products

24 - 26 april 2019

SANDS EXPO & CONVENTION CENTRE, SINGAPORE

www.superfood-asia.com

Organised By:



Co-located with:



Superfood Asia

The only dedicated trade exhibition of its kind in Asia

Opportunities are vast for businesses in the naturally healthy and halal segments as consumer preferences shift towards healthier, better-for-you and clean products.

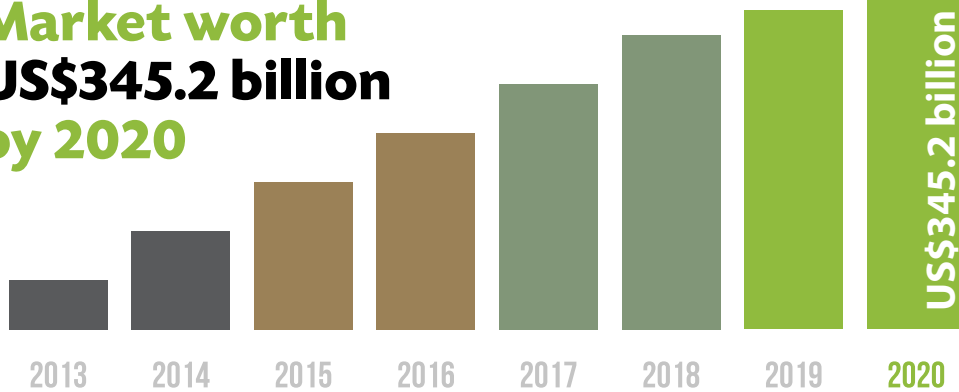
Through its two specialised events, Healthy & Natural Food Asia and Halal Food Asia, Superfood Asia will be your passport to leading suppliers, international brands and exciting new food businesses in these burgeoning markets.



Healthy & Natural

• Consumers are going back to basics, in pursuit of health and a better quality of life

Market worth
US\$345.2 billion
by 2020

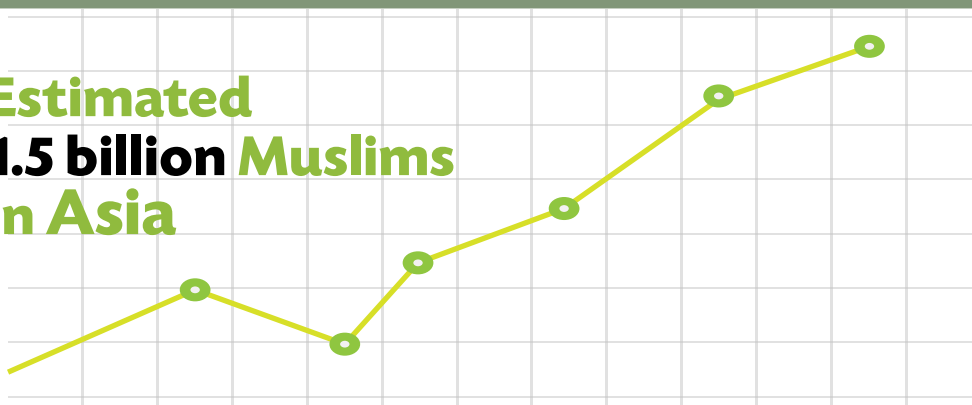


64% in a recent Nielsen report say they follow a diet that limits or prohibits consumption of some foods, or ingredients. Africa/Middle East (84%) and Asia-Pacific (72%) are key drivers of this social change.

Global Halal Food Market

US\$2.55 trillion by 2024

Estimated
1.5 billion Muslims
in Asia



• Growing interest in halal food and its positioning as hygienic and healthy among both Muslim and non-Muslim communities
• Citing statistics from the Halal Research Council, top importers of Malaysian-manufactured halal-certified products are China, Singapore, Indonesia and Japan. Out of the top 10 countries, seven are located in Asia and only Indonesia is a Muslim-majority country.

“Get ahead of the curve.”

Two of the fastest growing segments in the food and beverage sectors.

Profile of Exhibits

The lists below are not exhaustive and are meant to serve as a guide only.

Healthy & Natural Food Asia

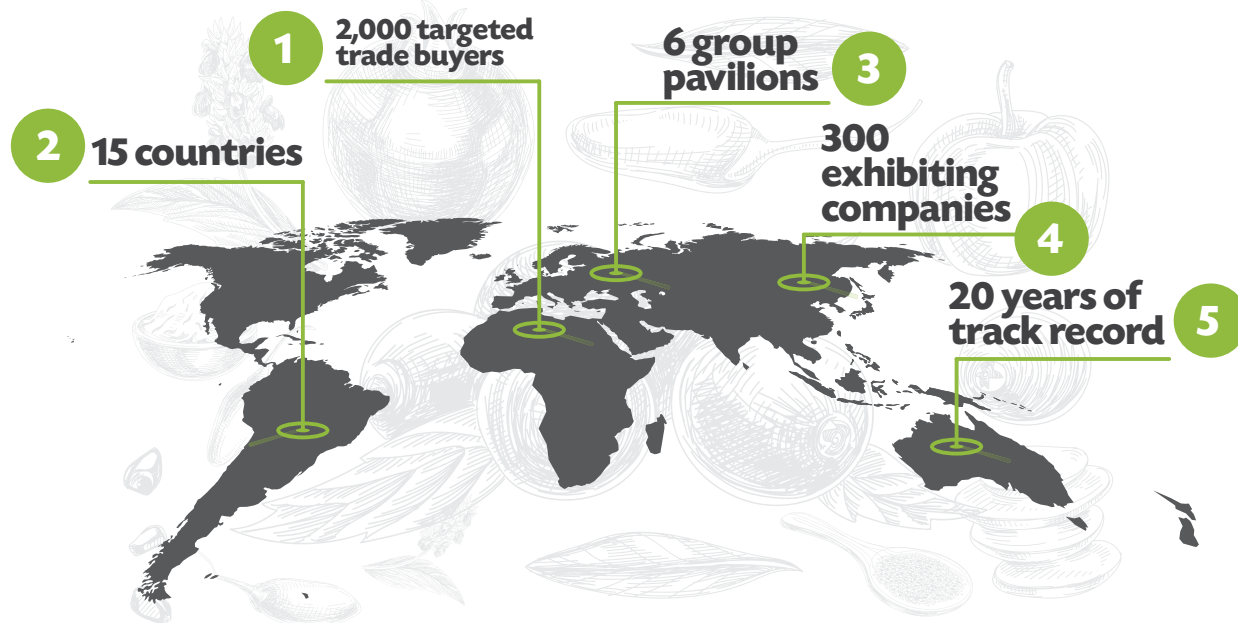
- Food and Beverage Products
- Raw Materials and Ingredients
- Grocery / Fresh Produce
- Dry Goods / Snack Products
- Refrigerated and Frozen Products
- GMO-free / Organic / Vegan / Vegetarian and other Plant-based Produce
- Franchise and Licensing
- Functional Foods and Supplements
- Nutraceutical Products
- Herbs, Spices and other Alternative Ingredients

Profile of Exhibits

Halal Food Asia

- Food and Beverage Products
- Coffee / Tea / Juices / Other Non-alcoholic Beverage Products
- Cereals / Nuts / Spices
- Meats / Poultry
- Ready-to-eat (RTE) / Convenience
- Food Products
- Franchise and Licensing





An Extensive Through-The-Line (TTL) Marketing and Promotional Campaign Like No Other

An unparalleled campaign to attract trade visitors and buyers via online and offline mediums. Dedicated efforts to connect you and pre-arrange meetings with pre-qualified buyers. 365 days of engagement between prospective buyers and sellers before, during and after the exhibition.



Industry and Government Relations



Editorial Coverage



Media and Trade Partnerships



E-newsletters



Local and International Hosted Buyers Programme



Social Networking Sites on Facebook, LinkedIn and Instagram



VIP and Group Delegation Programme



Digital Marketing such as Website, Content Marketing, Search and more.



Online Business Matching



Show Directory Listings



Direct Mailers E-newsletters



Print Advertisements in Trade Publications and Newspapers

Visitor Profile

Visitors to Superfood Asia represent the Healthy and Natural as well as Halal sectors of the Food & Beverage industries in the Asia Pacific region who come to source suppliers, to meet existing partners and gain knowledge about the industry.

- Distributors
- Importers / Exporters
- Wholesalers
- Industry Brokers

- Central Purchasing Centres
- Manufacturers
- Convenience Stores / Grocery Chains
- Department Stores / Retailers / Speciality Food Retailers

- Food Court Chains
- Hospitality / Culinary Institutes
- Hotels / Clubs
- Hypermarkets / Supermarkets

- Institutional Caterers
- Restaurants / Cafes / Bars
- Government Agencies
- Trade Associations

SUPERFOOD ASIA TODAY!

SPACE ONLY RENTAL (Min 18 sqm)

This option provides space only. You must provide your own stand, fittings and furniture. A totally bare space allows you to build your own stand and be different from the rest.



SPACE RENTAL + SHELL STAND (Min 9 sqm)

Rent a space with basic stand structures and walls. It comes complete with your stand, walls, carpet, fluorescent lighting and fascia board with your company's name on it.



Prices quoted are in Singapore Dollars. All Singapore Registered companies will be subjected to 7% Goods and Services Tax (GST). Furniture packages are available upon request.

Leverage on unique business opportunities and customised packages.

-  Online Business Matching
-  Direct Mailers
-  Social Networking Sites on Facebook, LinkedIn and Instagram
-  Show Directory Listings
-  Editorial Coverage
-  E-newsletters
-  Digital Marketing such as Website, Content Marketing, Search and more.
-  Print Advertisements in Trade Publications and Newspapers

SANDS EXPO & CONVENTION CENTRE

Superfood Asia 2019 will take place at Sands Expo and Convention Centre in Singapore. It is located at 10 Bayfront Avenue in the heart of Singapore's business and entertainment district.

Contact us to find out more!
Email: enquiry@superfood-asia.com
Call:
Website: www.superfood-asia.com