

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

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.

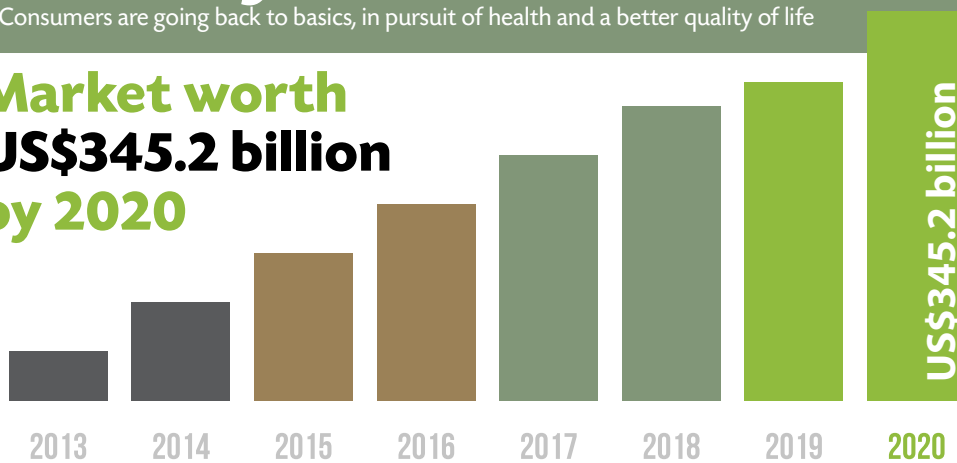
Through its two specialised events, Healthy & Natural Food Asia and Halal Food Asia, Superfood Asia will be your passport to leading suppliers, international brands and exciting new food businesses in these burgeoning markets.



Healthy & Natural

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

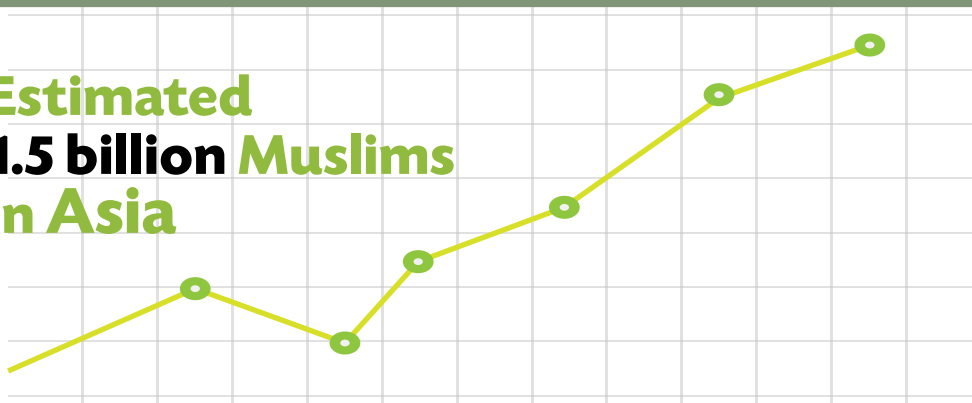
**Market worth
US\$345.2 billion
by 2020**



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

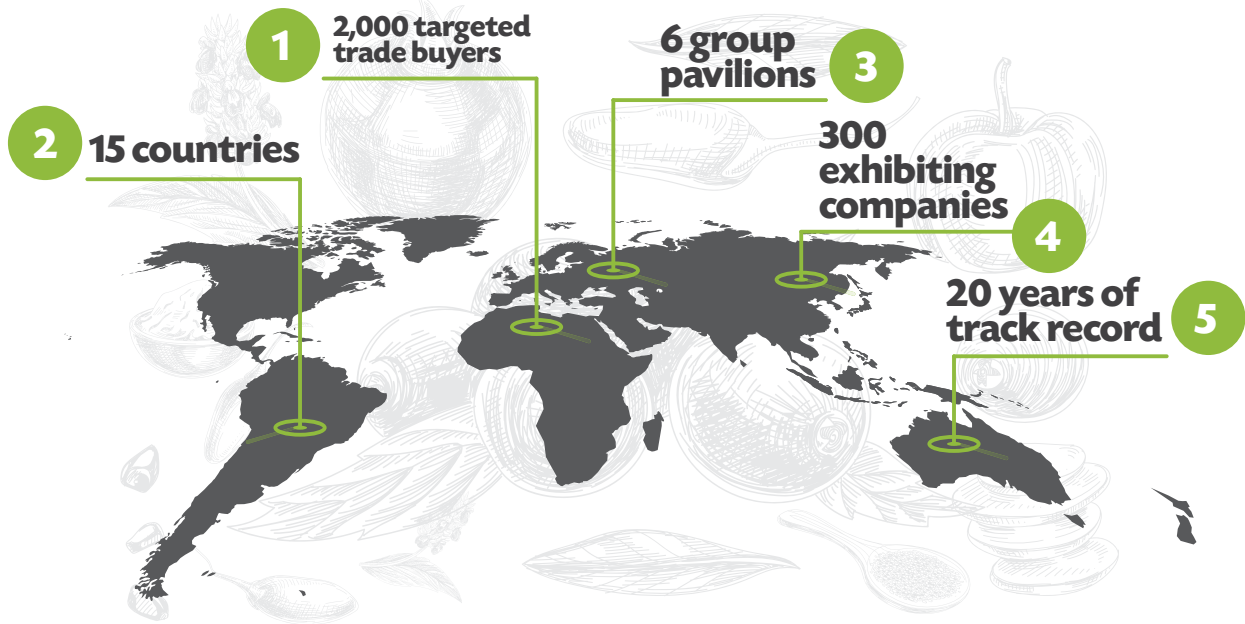
Profile of Exhibits

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



Show Overview



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

RESERVE YOUR PREMIUM SPACE AT 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