



Foreign Agricultural Service

GAIN Report

Global Agriculture Information Network

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Thailand

Promotion Opportunities

Annual

2002

Approved by:

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Report Highlights:

This report provides information on trade shows, retail in-store promotion, hotel menu promotion, seminars and other promotion activities that FAS/ Bangkok plans to take action for the period start from November 2002 through October 2003. This report may subject to change depends on the market interests at that particular period of time.

The promotional activities listed are provided for informational purposes only. No endorsement is implied unless specifically stated. U.S. exporters and other organizations interested in participating in any of the trade shows listed below should contact the respective organizers listed beneath each individual event, or alternatively, contact with our FAS Bangkok for any additional information.*

** Terms and conditions of participation are the responsibility of the activity organizer.*

Includes PSD changes: No

Includes Trade Matrix: No

Annual Report

Bangkok [TH1], TH

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I. FAS/USDA Endorsed Trade Shows

There are no FAS Endorsed Trade Shows scheduled during 2002-2003 in Thailand

II. Other Trade Shows**Food Ingredient Asia - Thailand 2002**

Date: November 6 - 8, 2002

Venue: The Queen Sirikit National Convention Centre (QSNCC), Bangkok

After Singapore in 2001, Thailand has been chosen to host the Food Ingredients Asia exhibition in 2002. Strategically placed at the center of South-East Asia, Thailand has a diversified economy with a growing domestic market. Thailand is one of the world's leading producers and exporters of processed food products and is home to more than 7,000 food processors. Thai food processors have to import large quantities of food ingredients for the food processing industry which are not available locally. The market for imported ingredients is approximately U.S.\$1.8 billion. Food Ingredient Asia - Thailand is an interesting trade show which provides a great opportunity for U.S. ingredient exporters to get to know Thai manufacturers and broaden their understanding of the Thai market. *FAS Bangkok will organize an information booth under a U.S. Pavilion and provide support for U.S. companies participating in this show.*

Contact Details: Mr. Somchai Chansate,
CMP Media (Thailand) Co., Ltd., 41 Lertpanya Building, Suite 801,
8th floor, Soi Lertpanya, Sri Ayuthana Road, Kwaeng Thanon Phyathai,
Khet Rajathewee, Bangkok 10400 Thailand
Tel: ++66 2 6426911-8, Fax: ++66 2 6426919-20
E-mail: somchai@thai-exhibition.com
Website: www.fi-events.com

Thailand International Food Exhibition 2003 (THAIFEX 2003) and Thailand International Muslim Food Exhibition 2003 (THAIMEX 2003)

Date: May 29 - June 2, 2003

Venue: Bangkok International Trade & Exhibition Center (BITEC)

Thailand is becoming known by people everywhere as the "Kitchen of the World". As a major producer and exporter of Asian foods, it has achieved a global reputation for many flavors and food varieties among its offerings. THAIFEX and THAIMEX 2003 is a Thai and Muslim international food exhibition organized in Thailand by support of the Department of Export Promotion, Ministry of Commerce, Thailand. The exhibition will focus on Thai and overseas exporters and manufacturers of fruit and vegetable products, meat products, poultry products, seafood products, preserved products, snacks and grocery products, dairy products, confectionery, ready to eat meals, delicatessen, organic and dietetic products, health and baby food, beverages, Halal food, raw materials, packaging, machinery and equipment. Visitor targets for this show include importers, wholesalers, distributors, food manufacturers, processors etc. This show provides a good opportunity for U.S. exporters to introduce U.S. products to the Thai and Asian markets. Contact Details: Department of Export Promotion

Thailand International Trade Fair Division,
Office of International Trade Fair Activities
22/77 Rachadapisek Rd., Chatuchak, Bangkok 10900
Tel: +66 2 5116020, 5116030 Ext. 734,733,722,706
Fax: +66 2 511-6008 - 10
Website: <http://www.thaitradefair.com/thaifex/>, <http://www.depthai.go.th/fairin/thaifex/>

The International Food & Hospitality Show 2003 (IFHS 2003)

Date: September 10-13, 2003

Venue: The Queen Sirikit National Convention Centre (QSNCC), Bangkok

IFHS 2003 is organized by Bangkok Exhibition Services Ltd., a part of The Montgomery Network, organizer of over 100 exhibitions annually. This annual trade show has been held in Thailand since 1990. It successfully incorporates Wine & Spirits Thailand, CleanTex Thailand & Bakery shows along with Retail Thailand. The Thai Retail Sector is the fastest growing industry sector in Thailand due to an increase in the number of international retail chains that are the major players entering into this market. The visitors targeted for this show include hotels, supermarkets, department stores, grocery stores & retailers, food & drink manufacturers & processors, importers, distributors, wholesalers, restaurants, bar & clubs, caterers, trade associations, fast food outlets, bakeries, wine importers, retailers, food & beverage managers, airlines, etc. U.S. exporters who are interested in exporting food and beverages products for hotel & restaurant, retailers, and food and beverage manufacturers should participate in the show. *FAS Bangkok will provide support services to U.S. exhibitors including an on-site booth within the U.S. pavilion and market briefings for the U.S. exporters who will participate in this show.*

Contact Details: Ms. Siriporn Soisawat,
Bangkok Exhibition Services Ltd.
62 Soi Rama VI 30, Rama VI Road, Samsennai, Phayathai, Bangkok 10400
Tel. ++66 2 6171475
Fax. ++66 2 2713223, 6171407
Email: ifhs@besmontnet.com
Website: www.besmontnet.com

The Food Catering & Food Technology Asia 2003 (FCA & FTA 2003)

Date: October 1-4, 2003

Venue: Bangkok International Trade & Exhibition Centre (BITEC)

The fourth FCA & FTA 2003 trade show features a wide range of local and international exhibitors focused on ASEAN catering industries. It incorporates bakeries, wine & spirits, food & beverages, coffee & tea, catering equipment, canteen systems, interior design, hospitality, cleaning, laundry, retail & supermarkets exhibits. Visitor targets include food manufacturers - senior management, purchasing managers, technicians/line managers, research & development managers, quality control managers, training managers, hospitality staff, food caterers, retailers, convenience shops, restaurants, hospitals, and industrial kitchens. For year 2002, the exhibition area is separated into seven international pavilions showing

products and services from the U.S., France, Australia, New Zealand, Norway, the Netherlands, and Austria.

Contact Details: Bangkok International Trade and Exhibition Centre (BITEC)

8 Bangna-Trade (KM 1), Bangna, Bangkok 10260

Tel. ++66 2 7493939

Fax. ++66 2 7393959

Email: fca-fta@bitec.net

Website: www.fca-cta.com

CineAsia in Thailand

Date: December 3-5, 2002

Venue: Bangkok Convention Center, Sofitel Central Hotel

The largest entertainment show in SE Asia organized by New York based VNU and the Sunshine Group Worldwide. Motion picture theater owners from all over Asia and Hollywood major distributors of motion pictures will meet for three days of seminars on the motion picture industry, an exhibition of theater products and services, and food functions & parties. This show offers a great opportunity for all U.S. exporters who would like to supply their products to the movie industry, i.e. snack foods, popcorn, french fries, dried fruits, fresh fruits, nuts, fruit juice, candy, ice cream, fruit juice concentrate, wine, beer, etc. This entertainment show is sponsored by Buena Vista/Disney, 20th Century Fox, IMAX, UIP, etc. *FAS Bangkok will organize an information booth under a U.S. Pavilion and provide support for U.S. companies participating in this show.*

Contact Details: AMW International

Scott Rosenberg

22/2 Soi Sakhorn 2, Lat Prao Soi 71,

Bangkok 10230

Tel. +66 2 932 5951

Fax. + 66 2 932 4228

Email: cineasia@asianmovieworks.com

Website: www.amwinternational.com , www.cineasia.com

III. Other Promotional Activities

U.S. exporters and other organizations interested in participating in any of the promotional activities listed below should contact FAS Bangkok for additional information.

A) In-Store Promotions

American Food Fair 2003

Date: November 01 - 30, 2002

Venue: The Emporium (Sukhumvit) and the Mall Supermarket (locations in Ramkhamhaeng, Bangkapi, Ngamwongwan, Tapra, Bangkae, Nakorn Rachasima)

The objective of this event is to promote the sale of U.S. food, fruit and beverage products in Thailand by increasing consumer awareness of the quality and availability of U.S. food and beverage as well as increasing instore traffic by attracting new customers resulting in increase in total store sales.

Contact: FAS Bangkok, U.S. Department of Agriculture, U.S. Embassy,
Diethelm Towers Building, 4th Floor Tower A, Room 404

93/1 Wireless Road, Bangkok 10330 Thailand

Tel: +66 2 205-5121-2

Fax: +66 2 255-2907

Email: Agbangkok@fas.usda.gov

Website: www.fas.usda.gov , <http://www.themallgroup.com/> , <http://www.emporiumthailand.com/>

California Wine and U.S. Meat Promotion

Date: April 25 - May 15, 2003 (tentative)

Venue: Foodland Supermarket and 6 outlets of "Took Lae Dee" Restaurant

"Took Lae Dee" is a well known restaurant located within the Foodland Supermarket chain. There are eight branches (Patpong, Sukhumvit, Petchburi, Huamark, Lardprao, Ram Inthra, Srinakarin, Pattaya) and six "Took Lae Dee" outlets will participate in this promotion. The event mainly focuses on U.S. meat (U.S. beef, turkey, pork, sausages, etc) and California wine. As the majority of Foodland customers are medium to high income level and willing to pay higher price for high quality products and services, promoting U.S. food and beverages to this group of customers is on target and they have excellent potential to be U.S. customers in the long run.

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American Food Fair 2003 (Fruit& Vegetable, Meat, Wine & Spirit and Canned Products)

Date: August 20 - September 20, 2003 (tentative)

Venue: Villa Market Supermarket

This is an annual event aimed at promoting all American food and beverage products, including U.S. grocery products (microwave popcorn, cookie mix, french fries, butter, ice cream, mustard, mayonnaise, ketchup, sauces, vegetable oil, pudding, jam, fruit juice, syrup, etc.), snack foods, coffee, teas, cocoa powder, beef, turkey, sea food, wine, whiskies, fruit, and vegetables. This promotion aims to motivate both supermarkets and importers to purchase U.S. foods and beverages and simultaneously stimulate increases in the number of new U.S. products items in the market by introducing new American products to this market.

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Email: Agbangkok@fas.usda.govWebsite: www.fas.usda.gov**In-store Promotion at Tops Supermarket**

Date: TBD

Venue: Tops Supermarket

This event aims to promote the sale of U.S. food and beverage products in Thailand by increasing consumer awareness of the quality and availability of U.S. food and beverage as well as increasing instore traffic by attracting new customers, resulting in an increase in total store sales of this supermarket chain.

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Email: Agbangkok@fas.usda.govWebsite: www.fas.usda.gov**Pet Food Promotion**

Date: TBD

Venue: TBD

Thailand currently imports an increasingly large amount of pet food from the United States due to the increase in number of pet owners, especially cat and dog owners, and their high demand for good quality pet food. At present, the U.S. is the major exporter of pet food to Thailand and enjoys more than half of market share. The high market value of this market is very attractive to competitor suppliers, especially

Australia. In order for U.S. to retain its position as the number one pet food exporter to this market, it is very important to emphasize to the Thai market the superior quality and locations where pet owners can purchase U.S. pet food. Because of the high competition in this market, FAS Bangkok will promote U.S. pet food in Thailand by supporting pet shops and supermarkets with in-store promotions.

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B) Menu Promotions

American Wine Festival

Date: End of January - Beginning of February 2003 (tentative)

Venue: Hilton International Hotel, Bangkok

A taste of the newest products in wines from America. The three-day event incorporates a wine show case, wine tastings, a wine maker's dinner, and a wine seminar by wine professionals from the Wine Institute. This event aims to promote American wines to become better known by the Thai market. The participants will include all American wine suppliers. Targeted visitors will be food and beverage directors, hotel managers, restaurant owners and managers, executive chefs, and purchasing managers.

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Email: Agbangkok@fas.usda.gov
Website: www.fas.usda.gov and www.hilton.co.th

American Wine Promotion with Wine Club

a) Celebrate the All American Independence Day

Date: July 4 -13, 2003 (tentative)

Venue: Hamilton's Steak House, Dusit Thani Hotel

b) American Wine Promotion with Wine Club

Date: TBD

Venue: TBD (Hotel Wine Club outside Bangkok)

FAS Bangkok, together with an interested wine club, frozen meat and wine importers will present an American wine maker's dinner. This world class event is indeed special as FAS Bangkok will invite the

famous wine makers of a prestigious California winery, together with wine connoisseurs from the Wine Institute, to present the wines. The menu will include new U.S. food items such as Angus beef, Alaska King Crab, U.S. scallops. Also, each special dish will be created to match with a variety of California wines.

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Great American Foods on Tour 2003

Date: TBD

Venue: TBD (Leading hotels and restaurants outside Bangkok)

FAS Bangkok, with U.S. product importers, plan to arrange a special menu promotion at the leading hotels and restaurants outside Bangkok in order to expose U.S. traditional foods and beverage products to Thailand outside Bangkok. This special event will increase Thai people's awareness of U.S. foods and beverages throughout the country. New U.S. products will be introduced during this promotional period. Special menu promotions will provide opportunities to the existing U.S. food customers to try new U.S. foods and beverages and, at the same time, introduces U.S. products to new markets outside Bangkok. Moreover, this promotion will create future loyalties among hotels to using U.S. products in the long run.

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U.S. Food and Wine Promotion

Date: July 3 - 14, 2003 (tentative)

Venue: JW Marriott Hotel, Bangkok

FAS Bangkok will work with JW Marriott Hotel try to increase Thai people's awareness of a variety of U.S. foods and beverages by introducing new products, especially meats, seafood, fruits and vegetables, wine and whiskies in their restaurant menus

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Email: Agbangkok@fas.usda.gov

Website: www.fas.usda.gov

Great Chef Competition in Thailand 2003

Date: TBD

Venue: TBD (One of leading hotel in Thailand)

FAS Bangkok will organize a Great Chef Competition Event 2003. The event will incorporate a hotel reception, an American food show case, and food seminars by the experts from all professional institutes. AgBangkok will advertise this event and details on all the U.S. products in selected well-known food magazines in order to inform their readers about the U.S. food and beverage products available in Thailand. We will invite two or more chefs from the U.S., Singapore, and Thailand to judge the competition. The candidates for this competition will be Thai chefs from hotels, restaurants, catering, cooking schools, and interested Thai people who qualify to enter in this competition. The winner from the competition will receive a certificate, a scholarship, and a round trip air ticket to attend chef training abroad. The "great" chef from this competition will be honored as a U.S. Great Chef who will be responsible for preparing special American menus for special occasions at the Ambassador's residence for a period of 1 year with compensation. The participants will be hotel chefs, catering managers, restaurants, importers and distributors. Great Chef Competition 2003 will be an excellent opportunity to introduce U.S. foods and beverages to the Thai market, to help instruct Thai people how these U.S. products should be used in their menus, and where they can source these products from.

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Website: www.fas.usda.gov

American Wine and Whiskies Summit 2003

Date: TBD

Venue: TBD

The "American Wine and Whiskies Summit 2003" will provide tremendous opportunities for wine exporters, importers, distributors, hotels and interested people to exchange business ideas on wine and spirits market opportunities in Thailand. This summit will incorporate a U.S. Wine Competition in order to introduce a variety of fine American Wines to the audiences. FAS Bangkok will invite wine experts from the Wine Institute, hotels, and wine clubs to be the competition judges. This will be a very special event for U.S. Wine and Spirits in Thailand because of the great variety of American Wines and Spirits available. With this festival, FAS Bangkok will provide an opportunity for the Thai people to taste more than 50 different kinds of wine and whiskies, to enjoy music and dance programs from the United States, and to

contribute to the growing diversification of the U.S. Wine and Spirits market. American Wine and Whiskies Summit 2003 also provides a chance for participating companies to introduce their wine and spirits to specialists, to the Thai public, and to discuss business matters with importers, distributors, hotels, restaurant-owners, and retailers and individual interested consumers.

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C) Educational Seminars

TBD (planned topic will be "Cold Chain Seminar")

D) Buyer Teams

FMI Show Buyer Team

Date: May 4-6, 2003
Venue: McCormick Place, Chicago, IL

FAS Bangkok plans to lead a buyer team to the Food Marketing Institute (FMI) trade show in Chicago. The purpose of this annual mission is to expose Thai importers to a extensive variety of U.S. food and beverage products, to provide an opportunity for Thai importers to contact U.S. exporters directly, to introduce Thai importers about the concept of consolidators, and most significantly to generate export sales of U.S. food products to Thailand.

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Email: Agbangkok@fas.usda.gov
Website: www.fas.usda.gov , www.fmi.org

NRA Show Buyer Team

Date: May 17 - 20, 2003
Venue: McCormick Place, Chicago, Illinois

FAS Bangkok plans to lead a food service buyer team to the National Restaurant Association Show. This show is very interesting for Thai restaurant owners, hotels, chefs and purchasing managers as it will give them a chance to visit the world's largest restaurant show and at the same time offer opportunities to meet with U.S. exporters, catering people, food brokers, ice cream/coffee shop and pizza groups, quick service

restaurants, table service restaurants, etc.

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Email: Agbangkok@fas.usda.gov

Website: www.fas.usda.gov , www.restaurant.org

The Fancy Food Show 2003

Date: TBD (depends on which Fancy Show FAS Bangkok will participate in)

Venue: TBD

FAS Bangkok plans to lead the decision-making buyer team that will include Thai restaurants, specialty food retailers, wine and spirits retailers, supermarkets, and hotels to visit Fancy Food Show 2003. The Fancy Food Shows are the shows for the specialty food business. Buyers from all 50 states and more than 20 countries will be at this show. As this show focuses on trade-purpose only, Thai buyers will have a chance to see, sample and taste new products, learn new techniques and ideas, and importantly, network with their business partners.

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Email: Agbangkok@fas.usda.gov

Website: www.fas.usda.gov , www.fancyfoodshows.com

APPMA's 45th Annual Pet Products Trade Show

Date: February 26 - 28, 2003

Venue: Georgia World Congress Center, Atlanta, GA

FAS Bangkok plans to lead a buyer team to the APPMA's 45th Annual Pet Products Trade Show in Georgia. The APPMA Show is the international marketplace for the pet products industry. There are approximately 600 exhibitors in 1,500 booths and 90% of the pet products manufactured in the United States are presented at the Show. As professional pet product buyers from more than 60 countries will come to the APPMA Show to find the world's most innovative pet products, it is a good opportunity for Thai pet food and product buyers to participate in this show to exchange ideas with others who are in the same industry.

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IV. Post Contact and Further Information

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End of report