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Voluntary - Public

**Date:** 12/3/2014

**GAIN Report Number:**

## Philippines

**Post:** Manila

### Regional Trade Shows - Food and Hotel Asia

**Report Categories:**

CSSF Activity Report

Trade Show Evaluation

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**Report Highlights:**

FAS/Manila provided extensive support to the Philippine mission to the Food and Hotel Asia 2014 (FHA) trade show in Singapore, held April 8-11, 2014. Post conducted a country briefing to U.S. exhibitors, assisted 20 Philippine companies at the show, conducted matchmaking for U.S. exporters and provided market intelligence to U.S. exhibitors on export opportunities in the Philippines. The Philippines reached a record of \$ 1 billion sales of U.S. exports of consumer oriented food products to the Philippines, a 15% increase from 2012.

**General Information:**

Post sent its Agricultural Counselor and Marketing Specialist to participate in Food and Hotel Asia 2014 (FHA) in Singapore held April 8-11, 2014. Post conducted a country briefing to U.S. exhibitors, assisted 20 Philippine companies at the show, helped U.S. exhibitors locate Philippine importer/distributors and provided market intelligence to U.S. exhibitors on export opportunities in the Philippines. A majority of U.S. exhibitors showcased high-value food, beverage and ingredient products including specialty foods that have potential in the Philippine market. The Philippines reached a record of \$ 1 billion sales of U.S. exports of consumer oriented food products to the Philippines, a 15% increase from 2012.

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| Name of Activity: | Regional Trade Show Support / Food and Hotel Asia 2014 |
| Function Code:    | 002CT (CSSF FY 2014)                                   |
| Amount:           | \$5,000.00   |
| Date:             | April 8-11, 2014                                       |
| Venue:            | Singapore Expo   |
| City/Country:     | Singapore, Singapore                                   |

**Activity Summary:**

Food and Hotel Asia (FHA) is Asia's largest international and most comprehensive food and hospitality industry event held on April 8-11, 2014 at the Singapore Expo in Singapore. Almost 60 U.S. exhibitors, three state regional trade groups and four other FAS cooperator groups participated in the USA Pavilion featuring meats, dairy, poultry, high-value processed products, juices, frozen seafood, food and bakery ingredients, specialty foods and healthy products. Simultaneously with the food show event was the FHA Culinary Challenge Program where chefs from Europe and Asia including the Philippines, competed in this prestigious event.

Post conducted a country briefing to U.S. exhibitors, assisted 20 Philippine companies at the show, helped U.S. exhibitors locate Philippine importer/distributors and provided market intelligence to U.S. exhibitors on export opportunities in the Philippines.

Post invited U.S. companies and Cooperators to join the USA Pavilion in one of the biggest and most effective food show in the Philippines, the World Food Expo (WOFEX) in Manila on August 6-9, 2014.

**Photos Taken During the Show:**



Agricultural Counselor Philip Shull presenting the Philippine market during the country briefing



FAS Marketing Specialists from different Asian countries (L-R: Myanmar, Singapore, Philippines, and Thailand)



USA Pavilion at FHA 2014

