



Featuring



ONLINE EVENT REPORT

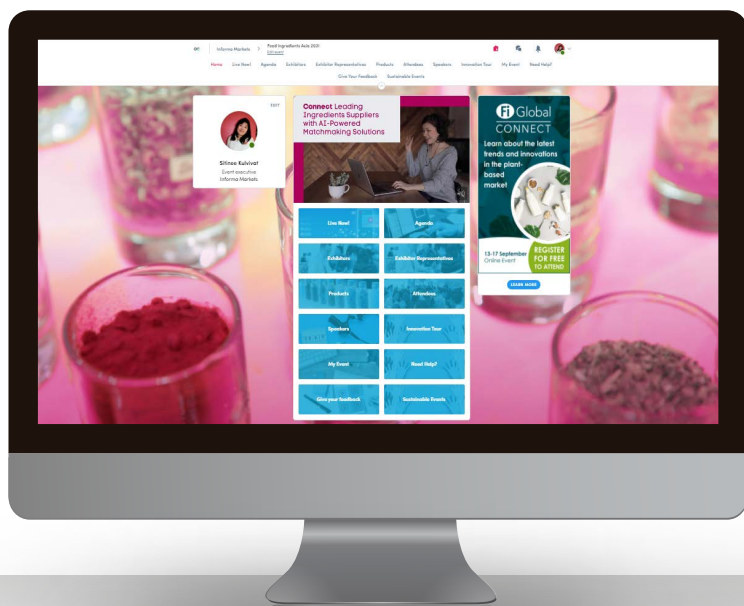
9-22 SEPTEMBER 2021



SHOW OVERVIEW

Fi Asia successfully held their 1st online event

from 09-22 September. The online event created a community platform that brought the Southeast Asian food and business industry together to network, learn and do business.



4,280

Total Attendees

3,773

Visitors

441

Exhibitor Representatives

178

Exhibiting Companies

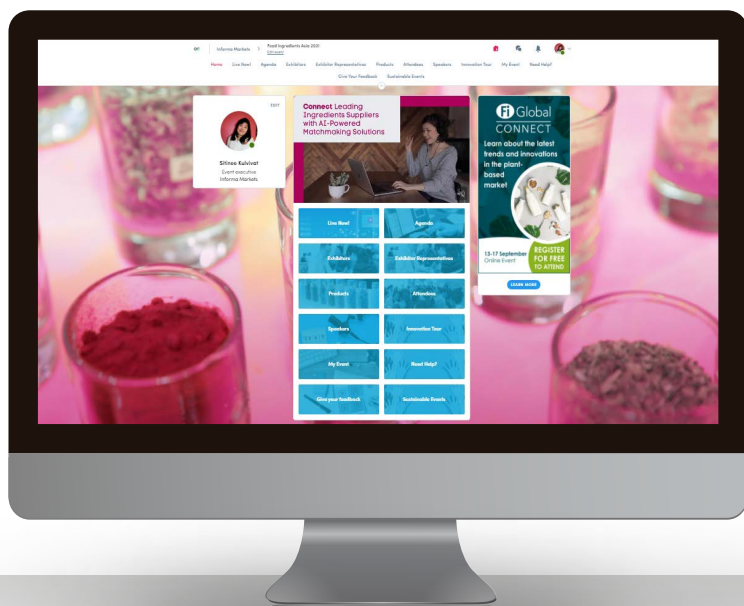
66

Speakers

POST SHOW STATS AT A GLANCE

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from 09-22 September. The online event created a community platform that brought the Southeast Asian food and business industry together to network, learn and do business.



20,505

Messages Exchanged

7,026

Discussions Created

3,858

Contacts Made

2,851

Company / Product bookmarked

154

Meetings Made

30 mins

Average time spending on sessions



VISITOR STATS AT A GLANCE

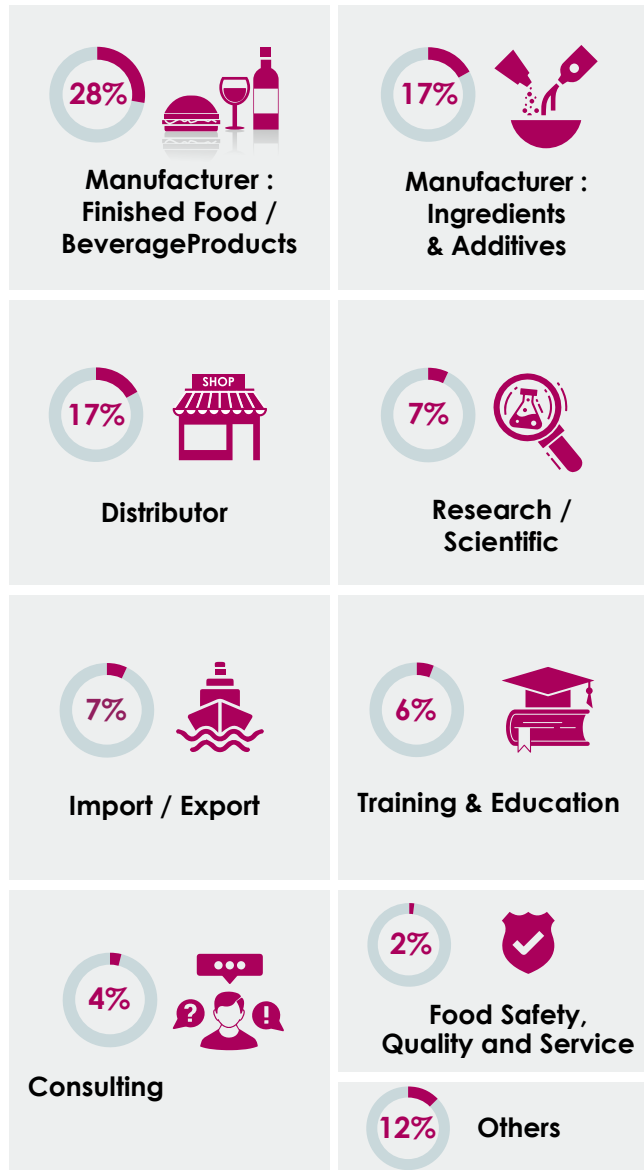
VISITOR STATS AT A GLANCE

TOP 10 COUNTRIES

1	Thailand	
2	Indonesia	
3	Malaysia	
4	India	
5	Philippines	
6	Singapore	
7	Vietnam	
8	Japan	
9	Australia	
10	China	



COMPANY / BUSINESS ACTIVITIES



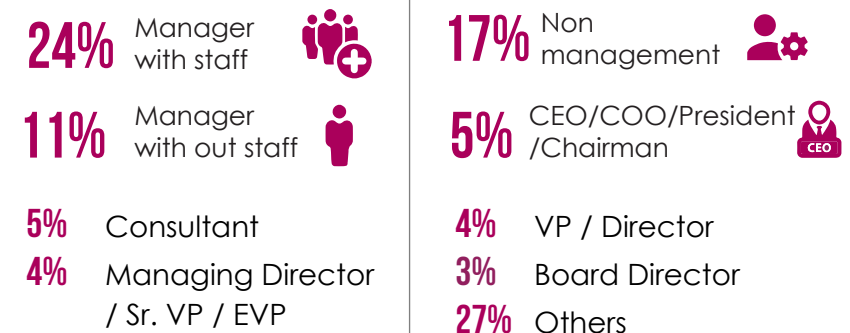
JOB FUNCTIONS



64%
OF VISITORS
HAVE PURCHASING POWER

16%
ARE C-SUITES
EXECUTIVES

FUNCTION LEVEL OF VISITORS



TOP PRIMARY BUSINESS SECTOR



Bakery



Functional Food
& Beverages



Beverages



Vegetarian/
Vegan Products



Food Supplements/
Nutraceuticals



Dairy



Natural
Products



Confectionary



Sauces
& Seasoning



Snacks



Desserts/Ice Cream



Meat & Meat
Products



Cereals
& Convenience
Foods



Energy Drinks



Dietary Supplements

TOP INGREDIENTS SEARCHS



Food Supplements
/ Nutraceuticals



Flavours and Spices



Proteins



Starches



Dairy



Sweeteners
/ Sugar Replacements



Stabilizers
and Thickeners,
Binders



Fruit & Vegetables
Products



Colours



Plant Extracts
& Botanicals



Flavour Enhancers



Meat
Replacements



Dairy Replacement



Functional Food



Oils & Fats

PARTICIPATING COMPANIES – Sample

- AJINOMOTO (THAILAND) CO.LTD - R&D Division Manager
- NESTLE - Senior Brand Manager
- MCCORMICK INGREDIENTS SEA PTE LTD - Flavour Applications Manager
- MALEE GROUP PCL - Rd Manager
- JOLLIBEE FOODS CORPORATION - R&D Director
- HERITAGE SNACKS & FOOD CO. LTD. - R&D Section Manager
- GARDENIA FOODS (S) PTE LTD - R&D Technician
- DANONE SPECIALIZED NUTRITION - Sea Regulatory Affairs Manager
- CPMEIJI CO LTD - VP R&D
- COCA-COLA SOUTHEAST ASIA SERVICES CO., LTD. - Regulatory Affairs
- CHABAA BANGKOK CO. LTD. - Planning Manager
- Brand's Suntory (Thailand) Co. Ltd. - Product Development
- BETAGRO - Senior Food Research Specialist
- SAPPE PCL. - Senior Brand Design Manager
- SURAPON SUPREME FOODS CO., LTD - Deputy Managing Director
- MONDELEZ - Consumer Scientist
- PEPSICO - Sr. Manager
- KRAFT HEINZ INGREDIENTS - International Sales
- UNILEVER - Channel & Category Development

EXHIBITOR STATS AT A GLANCE

EXHIBITOR STATS AT A GLANCE



178 Companies

Countries
represented 51

TOP 10 COUNTRIES

1.	Thailand	
2.	Singapore	
3.	China	
4.	USA	
5.	Malaysia	
6.	France	
7.	Indonesia	
8.	Japan	
9.	Denmark	
10.	Korea	

CONTENT SESSION STATS AT A GLANCE

CONTENT SESSION STATS AT A GLANCE



9,302 Sessions
attendees

120 Average attendees
per session

80 Live and
On Demand Sessions

66 Expert Speakers

TOP 5 VIEWED SESSIONS



Top 10 Food & Beverage
Trends in ASEAN



Innovation Tour : Veganomic
(which focus on plant-based trend)

PLANT-BASED
MEAT



Plant-based meat is set
to soar in South East Asia

U.S. FOOD
INGREDIENTS



US embassy: "Plant-based food
innovation with U.S. food ingredients"



Blending for Shelf life extension
"LUNCH FRESH SERIES"

TESTIMONIALS



TESTIMONIALS



EXHIBITING AT FI ASIA ONLINE HELPS US AND U.S. COMPANIES TO CONNECT WITH OUR TRADING PARTNERS

“Due to the pandemic, it has been challenging for U.S. companies to meet and connect with their existing and new buyers. Exhibiting at Fi Asia Online helps us and U.S. companies to connect with our trading partners and provides us the opportunity to share updates on new U.S. food ingredients and upcoming trends to the food industry in Thailand and other countries in Southeast Asia region.”

Ms. Kelly Stange

*Regional Agricultural Counselor of U.S. Department of Agriculture,
U.S. Embassy, Bangkok Thailand.
(Exhibitor)*

TESTIMONIALS



THIS IS THE INDUSTRY'S “MUST” EVENT!”



“Blending a powerful website equipped with AI matching algorithms coupled with the innovative Swapcard platform, Fi Asia has exceeded my expectations as they seek to bring about meaningful business connections through a variety of opportunities. I was particularly impressed by the various meeting formats that was offered including seminars, roundtables and pitching sessions. I find that the options available for exhibitors to join and serve the participants to be a clear demonstration of how Informa continues to build a strong and loyal following - because the genuinely care for all parties involved. I would not hesitate to join again in the future - this is the industry's “must” event!”

Sang Chanyaputhipong

Chief Marketing & Sale Officer

Cosmic Concord Corp., Ltd. (3C Group)
(Exhibitor)

TESTIMONIALS



THANKS FOR PROVIDING
THIS EXCELLENT SHOW
ESPECIALLY DURING THE PANDEMIC



"Thanks for providing this excellent show especially during the pandemic. It was impossible to travel to meet people in person. That is probably self-explanatory why I am cherish this opportunity of seeing these webinars and it is helpful to save both seller and buyer's time with better precision."

Val Lee, PhD, DVM, PCQI

Business Development Manager, Pennant Hills Pty Ltd

(Visitor)

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