

The 32<sup>nd</sup> International Exhibition for  
Food & Drink, Hotel, Bakery, Restaurant  
& Foodservice Equipment,  
Supplies & Services



# FHT

FOOD & HOSPITALITY  
THAILAND

Co-located with:



## 19-22 August 2026

Hall 1-4, G Level, QSNCC, Bangkok

ALL SECTORS, ONE DESTINATION

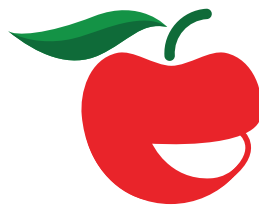
@FHTevent | foodandhospitalitythailand



[www.FHTevent.com](http://www.FHTevent.com)

Organised by:





**FHT**  
FOOD & HOSPITALITY  
**THAILAND**

## FOOD & HOSPITALITY THAILAND (FHT) 2026 ENTERS ITS 32<sup>ND</sup> EDITION

with the theme “All Sectors, One Destination,” bringing together every corner of the food, drink, and hospitality industries under one roof. The event showcases world-class solutions, pioneering products, and the latest technologies, creating opportunities for collaboration and growth across all sectors. This dynamic platform is where innovation thrives, ideas spark, and businesses connect—driving the industry forward and strengthening Thailand’s position as a regional hub for excellence in food and hospitality.

Co-located with:

**HOTEL & SHOP PLUS**  
Thailand

**Hotel & Shop Plus Thailand** returns for its fourth year alongside FHT2026. Originating from China, this leading trade show connects hospitality and commercial space professionals across Asia, featuring top suppliers in building and decoration, design, lighting, smart hotel solutions, room amenities, spa, textiles, cleaning, and integrated commercial design.

**HOTELEX**  
Thailand

**HOTELEX Thailand** returns for its third edition alongside FHT 2026, solidifying its role as a leading platform for the hotel and catering industries. The show connects distributors, importers, exporters, and manufacturers across the full hospitality and food service supply chain, featuring new highlights in bakery, beverages, desserts, coffee, regional cuisine, and ready-to-eat snacks.

### 8 KEY SECTORS



Food & Drinks



Café & Bakery



Shop & Retail



Sips & Spirits



Foodservice  
Equipment



Hospitality  
Technology



Hospitality  
Style



Cleaning Supplies  
& Equipment

## EXHIBITOR'S VOICE

**WUTTICHAJ  
UTHAIRATANA,**

**SR. VICE PRESIDENT - COMMERCIAL  
BANGKOK RANCH PUBLIC CO., LTD.**

We have continuously participated in FHT for many years because we believe in the show's potential to gather a large number of interested buyers from the restaurant, hotel, and tourism businesses. This presents an excellent opportunity for us to connect with both our familiar clients and new customers, both local and international.

**GIANLUCA CERESI**  
**MANAGING DIRECTOR, LUCAMARI CO., LTD.**

We've been long-time exhibitors at FHT, and the results are always impressive. This year, we connected with many international visitors and gained a substantial number of new clients. We encourage all entrepreneurs to join next year—you can be confident you'll gain new customers, just like us.

**EKACHAI CHUEAMSUK**  
**MANAGING DIRECTOR, JASSWAY THAILAND**

We've been exhibiting at FHT for 4-5 years now and have always received an excellent response, which is why our booth size increases every year. At the show, we met customers from both Thailand and overseas visiting our booth consistently from day one, including senior executives from major hotels. We encourage all entrepreneurs to join next year to ensure your company is available as an option for these key buyers

**HETTA VAN DEVENTER  
TERBLANCHE,**

**DIRECTOR, TWO IN A BUSH ROOIBOS CORDIAL**

FHT is a great platform for connecting with people in the industry, including those from business and government. If you haven't been here, you've definitely missed out. It's not just about making connections; it's also the best place to see the newest innovations.

# HIGHLIGHT ACTIVITIES

Engage key audiences and elevate brand exposure through exclusive activities.

## Industry Seminars



## Workshop & Masterclass



## Cooking Demo



## Thailand Hotel Bartender's Championship



## Thailand's International Culinary Cup (TICC)



## Thailand Best Chef Table Challenge



## World Fashion Drinks Competition - Thailand Division



# BUYER REPORT

## Buyer Classified by JOB FUNCTION

Owner / President / CEO / MD / GM / C-Suite Management

**41.63%**

Purchasing / Procurement

**9.76%**

Executive Chef / Chef / Barista / Bartender / Mixologist / Sommelier

**8.97%**

Marketing / Business Development

**25.56%**

F&B and Catering Management / Consultant / Advisor

**9.25%**

Engineering & IT Management / Architect / Interior Designer

**4.83%**

## Buyer Classified by COMPANY'S MAIN ACTIVITY

**40.05%** Food & Beverage Business (Restaurant, Bar, Café)

**15.82%** Hospitality and Tourism (Hotel, Resort, Service Apartment)

**14.35%** Importer / Exporter / Distributor / Wholesaler

**12.90%** Retailer / E-Retailer

**9.28%** Service Provider (Cleaning / Architecture / Interior)

**7.60%** Food & Beverage Manufacturer

# SHOW FACTS

Trade Attendees **30,909** from Countries **68** / regions

Exhibitors **379** participants

from **18** countries / regions

Australia, China, Denmark, France, Germany, Hong Kong, Italy, Japan, Korea, Malaysia, Singapore, South Africa, Spain, Sri Lanka, Swaziland, Thailand, UK, and USA

## TOP 10 International Visitors



## KEYS EXHIBITOR AND VISITOR FACTS

(\*based on onsite exhibitor & visitor survey)

**SITTIPAT K.**  
SALES MANAGER,  
FUJISEIKI FOOD MACHINERY  
ASIA CO., LTD.

We receive positive results from FHT every year. Discussions and follow-ups from the show consistently lead to actual sales with both retail operators and industrial factories. This is why we returned to FHT for our third year. This year, we connected with executives from major hotel and restaurant chains, as well as other business owners who are actively looking for new opportunities.

**93.78%** Exhibitors plan to return to participate in 2026 edition

Exhibitors satisfied with their experience at this exhibition

**93.26%**

**98.28%** Visitors satisfaction with their experience at this exhibition

Visitors will attend to visit the show again next year

**96.71%**

Visitor would recommend the exhibition to a friend or colleague

**97.72%**

## Buyer Classified by PRODUCT INTEREST



## EXHIBITOR PROFILE

- Food & Beverage • Bakery • Ice-cream • Coffee & Tea
- Wine & Spirits • Innovation Food • Foodservice & Kitchen Equipment & Supplies • Packaging • Bar Equipment & Supplies • Hospitality Equipment & Supplies • Hotel Amenities • Cleaning & Laundry Equipment & Supplies
- Spa & Lifestyle Services & Supplies • Hospitality Technology Products & Services • Smart Hotel Systems
- Shop & Retail Solutions • Sustainability Product & Service
- Energy Saving Solutions • Interior & Decoration • Furniture
- Lighting • AV Solutions

## VISITOR PROFILE

- Airlines / Cruise Liners / Rail / Travel Catering • Baristas • Cafe / Coffee Shops / Bakeries • Bar & Nightclub • Cloud Kitchen • Food & Beverage Importers / Distributors / Wholesalers • Food & Beverage Manufacturers & Processors • Foodservice & Kitchen Equipment & Supplies Importers / Distributors / Wholesalers • Government & Trade Associations • Hospital
- Hotels / Restaurants / Resorts / Country Clubs • Interior Designer • Media
- Property Owners • Developers • Quick Service Restaurants • Retail / E-Retail / Hypermarket / Supermarket / Department / Grocery / Convenience Stores
- Spa & Lifestyle Owners & Management • Service Apartment • Sommeliers
- Wine & Spirits Importers / Distributors / Wholesalers

## HOSPITALITY, FOOD & BEVERAGE PORTFOLIO OF EVENTS

by Informa Markets



Informa Markets Hospitality, Food & Beverage portfolio includes a series of global in-person, virtual and hybrid trade events aimed at fostering business relationships, enable learning, and enhancing trade opportunities for the industry.

With several established events within the portfolio such as Hotelex Shanghai, Food&HotelAsia, HOFEX, Fispal Food Service, and Abastur, the portfolio together offers an unparalleled audience reach across the world. Staging 28 live events in major cities including Shanghai, Hong Kong, Singapore, Ho Chi Minh City, Seoul, Kuala Lumpur, Mumbai, Bangkok, Sao Paulo, and Mexico City.

Working alongside established industry partners, government bodies and recognised professionals, the portfolio aims at bringing companies, individuals, and the industry to the forefront of global business innovation, by offering solutions and opportunities that meet today's business needs.

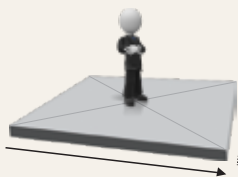


## HOW TO EXHIBIT

There are 4 options available.

### SPACE ONLY

Rent a space to build and design your own stand



### SHELL STAND

Included Floor Space, Fascia, Carpet, Wall, Fluorescent tubes, and 5 Amp socket



### WALK-ON-STAND

Included Floor Space, Fascia, Carpet, Wall, Fluorescent tubes, 5 Amp socket, Information counter, Chair, Round table, Display stand, Wall shelves, and Wastepaper basket



### PREMIUM STAND

Included Floor Space, Fascia, Carpet, Wall, Fluorescent tubes, 5 Amp socket, Information counter, Chair, Round table, Display stand, Lockable cabinet, and Wastepaper basket



## SHOW VENUE

Downtown Area

Food & Hospitality Thailand (FHT) will be located at **Queen Sirikit National Convention Center (QSNCC)**.

QSNCC - The Ultimate Inspiring World Class Event Platform For All An iconic landmark at the heart of downtown Bangkok and is a versatile venue suited to all kinds of events. This state-of-the-art facility is designed to offer flexible solutions both today and in the future. Conveniently served by subway with QSNCC station connecting directly to the venue, it is easily and quickly accessible from all parts of Bangkok

Official Supported by:

Supported by:



For more information, please contact your nearest offices

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