



22nd – 24th June 2022

Suntec Singapore Convention & Exhibition Centre

PRESENTS

THE HYBRID EVENT

NEW EXPERIENCE

Southeast Asia's leading trade shows for artisan, gourmet and fine food & drink...

Show Overview

Organised By

1895 MONTGOMERY GROUP
ASIA

Who We Are

1895 MONTGOMERY GROUP ASIA

Established in 2016, Montgomery Asia is a fully-owned subsidiary of UK-based Montgomery Group, one of the most widely respected exhibition companies in the world since 1895. It focuses on the growing Asian market, bringing the group's flagship events to this region as well as developing new trade shows that meet the needs of the Asian market.

Asia's Portfolio



About the Hybrid Show



In its 4th edition, Speciality & Fine Food Asia will be co-located with Restaurant, Pub & Bar Asia and the two new launches - Speciality Coffee & Tea Asia and Meat & Poultry Asia.

The 4 in 1 hybrid trade event will...

- Have **Both In-person and Online Showcase** of fine food, quality meat and poultry products, gourmet, innovative and unique food & drink producers and purveyors, comprising of pavilions and independent companies
- Allow **Business Matching Opportunities** with local and overseas decision makers in the retail, food service and hospitality sectors
- Provide companies an excellent platform to discover new trends
- Expand their business, enter new markets and reach the right buyers from across Southeast Asia

Event Information



Dates:

Wednesday, 22 June – Friday, 24 June 2022



In-person Venue:

Suntec Singapore Convention & Exhibition Centre
Hall 401 - 403

Online: Digital Event Lobby



Projected Trade Visitors

In-person: 5,000 (local)

Online: 2,500 (70% local, 30% overseas)



Hybrid Experience

Trade (all 3 days)

Physical and Virtual Programme

2019 Performance



Focusing on driving interest around the business of F&B, the content in 2019 was built around **F&B innovation** to create more hard news and trend-driven stories, positioning SFFA and RPB Asia as thought leaders in the industry.

The intentional focus on more business-related and enterprise-focused content helped ensure more longevity both online and offline and attract more high-level decision makers to the show.

196

EXHIBITORS

27

EXHIBITING COUNTRIES

15

NATIONAL PAVILIONS

4,200

VISITORS

51

ATTENDING COUNTRIES

53

THOUGHT LEADERS, PRESENTERS, LEADING CHEFS & BARTENDERS

SFFA & RPB Asia 2019 – an overview



https://www.youtube.com/watch?v=mjmbwtCOc1w&feature=emb_logo

The leading trade show for artisan, gourmet and fine food & drink!

Bringing together decision makers and buyers from foodservice, hospitality, retail and distribution from across Southeast Asia...



Celebrate the world of fine food at SFFA

“

This year is our first time here in Singapore for this exhibition. Peru is focused in special, fine food and we find the show very nice. It's a focused show and we are very impressed by the kind and quality of buyers that we get here. We will come again.

”

Juan Carlos, Commercial Office of Peru

Speciality & Fine Food Asia (SFFA) is the most targeted and focused business platform for you to tell your story, generate new leads and expand your business in Southeast Asia!

The Only Trade Event Dedicated to the Restaurant, Pub and Bar Community in Southeast Asia!

The coolest meeting place for industry leaders, innovators and trendsetters who are on a constant quest for unique ideas, products and solutions to raise the bar for their business and delight their customers.



RPB Asia brings together the right trade buyers from across Southeast Asia under one roof, giving you instant direct access to your target customers!

RAISE THE BAR AT RPB ASIA

“

We have definitely benefited from exhibiting at Speciality & Fine Food Asia / Restaurant, Pub & Bar Asia and our new products were viewed by many visitors, which was our ultimate objective. We also generated new business leads, which have led to sales. On top of that, we have raised our industry awareness, and we are expecting to build on this in the months and years to come.

”

Murodjon Umataliev, Leading Specialist,
Export Promotion Agency of the Republic of Uzbekistan

Exciting New Shows

Speciality Coffee & Tea Asia (SCTA)

A business platform for speciality coffee bean and tea leaf growers and producers, suppliers, roasters, traders, retailers and café owners all around Southeast Asia to gather, network and grow this fast-developing speciality segment of the F&B industry.

Strategic Partner:



- Together with Singapore Coffee Association (SCA), SCTA 2022 will play host to a spectrum of exciting new activities organised by SCA.
- SCTA has also garnered the support from the ASEAN Coffee Federation (ACF) and its 10 fellow members for the event.

Supporting Associations:



Event Highlights @ SCTA



Singapore National Coffee Championships



SG National Barista Championship



SG National Latte Art Championship



SG National Brewers' Cup



SG Cup Tasters Championship



SG Coffee in Good Spirits Championship

- **ASEAN Coffee Excellence Programme (ACEP)**
 - Coffee Grading Certification by ASEAN Coffee Federation (ACF)
- **Coffee Cupping Zone**
- **Roaster Village**
- **ASEAN Coffee Federation Board Meeting**
- **SCA Coffee Industry Briefing**



Exciting New Shows

Meat & Poultry Asia

The fast-evolving industry, with an elevated focus on the promotion of meat trading within Asia Pacific to support farmers in this region.

Strategic Partner:



- The 1st edition of MPA 2022 will be held in strategic partnership with **Meat Traders' Association (MTA) Singapore**
- Highlight the unseen craft of the meat industry and build a wider community for meat suppliers, importers and traders to tackle challenges and share sustainable solutions for the future.
- Focus on meat trading and enabling the formation of new business opportunities and cross-border partnerships between international meat and poultry suppliers and Asia Pacific food manufacturers, allowing for real business to be done.

Event Highlights @ MPA

MEAT & ASIA
POULTRY



- A platform for meat professionals to demonstrate their fine workmanship skills through meat cutting, display and creative usage of full pieces meat.
- An opportunity for members of the trade to build working friendships and unlock business opportunities, and to inspire creativity and innovation.

Onsite Activities



An unrivaled opportunity to explore the world of fine food and drink, discover new products and walk away with new ideas to elevate your business!



SG FOOD TECH & FINE FOOD LIVE

Packed with panel discussions presenting the latest tech disruptions and food innovations shaping the world of F&B today, coupled with engaging demos by chefs, inspiring talks and unique ways of using common ingredients.



BUTCHERY DEMONSTRATIONS

platform for meat professionals to demonstrate fine workmanship skills, establish new working friendships and unlock business opportunities.



PITCH! INVESTOR PITCHING SERIES

An area set to draw in business owners, C-suite and F&B investors looking to get involved in the future of food & drink.



NATIONAL COFFEE COMPETITION

The holistic Big 5 Coffee Competitions are sanctioned by World Coffee Events (WCE) and run annually by SCA to help level up Singapore's Coffee Profession on the world stage.



THE TAP ROOM

An exciting concept to introduce refreshing brews to prospective buyers, drawing the crowd over.

Past Key Trade Visitors & Buyers



Hospitality



Distribution & Wholesale / Manufacturing



Foodservice / Restaurant



Retail



























and more ...

Past Participating Country Pavilions

since the first edition



<p>Belgium</p> 	<p>Canada</p> 	<p>China</p>  <p>大道通途 (北京) 会展有限公司</p>	<p>France</p> 	<p>Greece</p> 	<p>India</p>  <p>स्पाइसेस बोर्ड भारत वाणिज्य एवं उद्योग मंत्रालय, भारत सरकार SPICES BOARD INDIA Ministry of Commerce & Industry, Govt. of India</p>	
<p>Malaysia</p> 	<p>Myanmar</p> 	<p>Peru</p> 	<p>South Korea</p>    <p>Gyeongnam Food, Agriculture and Fisheries Export</p>			
<p>Poland</p> 	<p>Spain</p>   			<p>Taiwan</p>   <p>臺中市政府 TAICHUNG CITY GOVERNMENT</p> <p>台灣深層海水發展協會 TAIWAN DEEP SEA WATER DEVELOPMENT ASSOCIATION</p>		
<p>Thailand</p> 	<p>United Kingdom</p>  			<p>United States</p> 	<p>Uzbekistan</p> 	<p>Vietnam</p> 

Past Participating Companies (Exhibitors)



Inter Rice Asia Pte Ltd
The Art of Sake



TEASPEC
PURVEYOR
OF FINE CHINESE TEAS



and more ...

2022 Participating Brands & Companies



2022 Industry Ambassadors



Andrew Ing
COO,
OUERestaurants



Chef Edmund Toh
President,
Disciples Escoffier International -
Singapore Delegation



Emmanuel Benardos
General Manager, Food & Beverage,
Fairmont Singapore &
Swissôtel The Stamford



Michael Habboush
Director, Deal Advisory, KPMG



Jeremy Nguee
Owner,
Preparazzi and Batu Lesung



Chef Eve Felder
Managing Director,
Culinary Institute of America, Singapore

and more ...

Overview of Visitors Profile



Key Sectors



Food Service

- Boutique Cafes
- Bistros/ Restaurants
- Independent Cafes
- Coffee Chains
- Bakeries
- Bars / Pubs



Retail

- Supermarket/ Hypermarket
- Gourmet/ Speciality Food Retailers
- Independent Delicatessens
- E-Retailers
- Convenience Stores
- Department Stores
- Health Food Shops



Wholesale & Distribution

- Coffee Beans, Equipment & Accessories
- Hospitality Equipment & Supplies
- Foodservice Equipment & Supplies



Institutional Catering



Manufacturer

- Food & Drinks
- Hospitality Equipment & Supplies



Hospitality & Travel

- Country Clubs
- Hotels & Resorts
- Airline Cruise Liners



Key Job Titles

- Chairman / CEO / MD
- Directors / General Managers
- F&B Directors / Managers
- Business Development Directors / Managers
- Brand / Category Managers
- Purchasing Directors / Managers
- F&B Entrepreneurs
- Distributors / Wholesalers / Exporters and Importers
- Boutique Café and Restaurant Owners / Operators
- Canteen Operators
- Executive / Pastry Chefs
- Baristas
- Coffee Roasters / Traders / Retailers / Certifiers

This list is non-exhaustive.

Partners & Media



Strategic Partners:



Employability Partner:



Sponsors:



Supporting Associations:



Media Partners:



Held In:



Supported By:



Physical Exhibition Options



Options	Space Only	Shell Scheme	Start-Up Village#
Min. Size	18m ²	9m ²	4m ²
Cost	SGD 600 /m ²	SGD 680 /m ²	SGD 1,995
Booth Design			



Taproom @ RPB Asia NEW		
Options	Cost	Entitlements
1 day/ per tap	SGD 1,000	Ice bank system CO2 cylinder
3 days/ per tap	SGD 2,500	Exhibitor to provide own beer & keg couplers

**Virtual Platform remain available for another
2 weeks after physical show ends**

Virtual & Hybrid Exhibition Options



Exhibitor Benefits	Basic Virtual Booth	Enhanced Virtual Booth	Premium Virtual Booth
Virtual Booth Only	\$1,500	\$1,700	\$2,500
Hybrid <i>Special Rate!</i> <i>(with take-up of Physical Booth)</i>	\$1,300	\$1,500	\$2,300
Business Matching	✓	✓	✓
Live Chat with Visitors	✓	✓	✓
Exhibitor Logo Upload	✓	✓	✓
Company Profile Upload	✓	✓	✓
Video Upload	x	✓	✓
Brochure Upload (PDF)	x1	X2	X2
Product Listing	x3	X5	X10
Additional Product Listing Top-up @ SGD50 each	Up to 2	Up to 3	Up 5
Access to Download Leads	✓	✓	✓
30-min Promoted Session	x	x	✓
Strip Banner	x	x	X1
Search Priority Ranking	x	x	✓
Exhibitor Listing	✓	✓	✓



*For illustration purposes only.

Our Team



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ASIA



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Managing Director



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Ariel Tan
Marketing Manager



Patricia Khoo
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THANK YOU!

Follow us on social media to receive event updates!



Organised by 1895 MONTGOMERY GROUP
ASIA