

FOR IMMEDIATE RELEASE

FHA-HoReCa 2022 Welcomes a New Era in Hotel-Restaurants-Café industry with the launch of Hotel Industry Transformation Map (ITM) 2025

- *Mr. Alvin Tan, Minister of State, Ministry of Trade and Industry & Ministry of Culture, Community and Youth announced the Hotel Industry Transformation Map (ITM) 2025 during the opening ceremony today*
- *The four-day event features over 800 exhibitors from over 30 countries/regions with an expected 25,000 trade visitors*



L to R: Mr. Chua Wee Phong (Chief Executive of Venues, Constellar), Mr. Ian Roberts (Vice President – Asia, Informa Markets), Mr. Alvin Tan (Minister of State, Ministry of Trade and Industry & Ministry of Culture, Community and Youth), Mr. David Tan (President of Singapore Food Manufacturers' Association), Mr. Yap Chin Siang (Deputy Chief Executive, Singapore Tourism Board), Ms. Angeline Chan (Director, Food Services, Enterprise Singapore), Ms. Kwee Wei-Lin (President of Singapore Hotel Association), Ms. Janice Lee (Event Director, Hospitality, Food & Beverage – Singapore, Informa Markets) at FHA-HoReCa 2022

Singapore, 25 October 2022 – FHA-HoReCa, Asia's leading foodservice and hospitality event opens to an expected 25,000 international and local trade visitors who are delighted to be back in the physical tradeshow after four years of hiatus. The four-day event was graced by a host of dignitaries including **Guest of Honor – Mr. Alvin Tan, Minister of State, Ministry of Trade and Industry & Ministry of Culture, Community and Youth; Mr. Yap Chin Siang, Deputy Chief Executive, Singapore Tourism Board; and Ms. Angeline Chan, Director of Food Services, Enterprise Singapore** during the opening ceremony earlier today.

Mr. Alvin Tan, Minister of State for Trade and Industry & Culture announced the **Hotel Industry Transformation Map (ITM) 2025**, the refreshed roadmap to support business transformation, capture growth opportunities and ensure hotels in Singapore remain competitive through four key strategies which include: capturing demand with fresh hotel concepts, driving sustainability as a core strategy, gearing up for the next phase of innovation with impact technology solutions, and future-proofing the workforce. Through the Hotel ITM

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2025, Singapore expects the hotel industry to have a real Compound Annual Growth Rate (CAGR) of 5.9% by 2025. *The full speech is available in the press kit.*

What to Expect at FHA-HoReCa

FHA-HoReCa 2022 runs from 25 – 28 October is Asia’s most comprehensive international trade show which covers five key segments – **Hospitality Technology; Foodservice & Hospitality Equipment; Hospitality Style; Bakery, Pastry & Gelato and Speciality Coffee & Tea** in a single platform. There will be over 800+ exhibitors from 30+ countries and regions, including international pavilions from China, Italy, France, Germany and Spain.

This year, there’s a brand-new experience zone: Hospitality 4.0 which will feature a series of key events:

- **Hospitality Start-Up Village** – A showcase that shines the spotlight on new capabilities powered by technology for front-of-house (restaurant 4.0), hotel (hotel 4.0) and back-of-house operations (kitchen 4.0)
- **Hotel Innovation Challenge Asia (HICA)** – Featuring eight hospitality solutions addressing the industry’s pertinent challenges, shortlisted from over 100 submissions
- **Four-day conference program** with over 50 international thought-leaders discussing the future of hospitality

Notable speakers at Hospitality 4.0 situated in Hall 2 will include - **Ahmed Disokey**, Group Vice President, IT, AccorInvest; **Marcel NA Holman**, Vice President, Hotel Operations, Pan Pacific Hotels Group; **Kwee Wei-Lin**, President, Singapore Hotel Association (SHA); **Ian Wilson**, Regional Head of Hospitality, The Line (NEOM); and **Nicholas Cocks**, Founder & Director, Velocity Ventures and more.

Key exhibitors from the five segments include:

Segments	Key Exhibitors
<i>Specialty Coffee & Tea</i>	Cimbali, Simonelli, La Marzocco
<i>Bakery, Pastry & Gelato</i>	Carpigiani, Rondo, Irca
<i>Foodservice & Hospitality Equipment</i>	Ali Group, The Middleby, Henny Penny
<i>Hospitality Style</i>	Narumi, Sambonet, Victorinox
<i>Hospitality Technology</i>	Givex, AZ Digital, Bear Robotics

Exciting Competitions throughout FHA-HoReCa

In association with the World Association of Chefs’ Societies (WorldChefs), supported by the Singapore Chefs’ Association (SCA) and regional chefs’ associations, the **FHA Culinary Challenge (FCC)** is the arena for culinary talents from around the world to display their gastronomic skills and be accredited by a panel of internationally acclaimed judges recognised by WorldChefs.

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FCC – Patisserie Categories will feature Practical Cake Decoration alongside other dessert and pastry activities. Notable judges from this year’s panel to name: Chef Kenny Kong, Executive Pastry Chef of Resorts World Sentosa; Chef Cherry Le Thi Kiều Oanh, President of Vietnam Pastry Alliance and the only female judge on the panel; Chef Gottfried Schuetzenberger, Executive Pastry Chef of Grand Hyatt Singapore; and Chef Gary Lim, President of Singapore Pastry Alliance.

Other competitions on the agenda that aim to enrich the expo experience range from pastry to dessert and coffee:

Asian Gelato Cup (AGC)	<p>Biennial event supported by the Singapore Pastry Alliance, Gelato e Cultura S.r.l., and Italian Exhibition Group Expo S.p.a.</p> <ul style="list-style-type: none"> - Seeks to heighten the tradition of artisan gelato regionally by developing the professional skills of the gelato, dessert, and pastry chefs in the region - Top performing teams will represent Asia in the prestigious Gelato World Cup 2024, held in Rimini, Italy.
Asian Pastry Cup	<p>Chefs will compete and exhibit their dessert-making skills, presenting the most ambitious and complex works of pastry art.</p> <ul style="list-style-type: none"> - Aims to build an ever-growing community of chefs dedicated to moving the culinary profession forward. - Top 3 performing teams of Asian Pastry Cup will represent Asia in Coupe du Monde de la Pâtisserie (Pastry World Cup) 2023 in Lyon, France.
ASEAN Barista Team Championship	<p>Designed to reproduce the pressure of what happens behind espresso bars around the world</p> <ul style="list-style-type: none"> - Baristas must work as a team to deliver three things that matter to coffee customers; fast service and excellent presentation whilst maintaining quality and accuracy.

For more info, visit their website: <https://www.fhahoreca.com>

For full press kit, access [here](#) or scan the QR code.

For FHA-HoReCa 2022’s pre-opening press kit, access [here](#).



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FHA-HoReCa 2022 at a Glance

Date	25 - 28 October 2022 (Tue - Fri)
Time	10.00am – 6.00pm 10.00am – 4.00pm (Last Day)
Venue	Singapore Expo, 1 Expo Drive, Singapore 486150
Website	https://www.fhahoreca.com

About FHA-HoReCa

FHA-HoReCa brings together the most extensive line-up of the world’s leading foodservice and hospitality suppliers through 5 specialised sectors – Bakery, Pastry & Gelato; Foodservice & Hospitality Equipment; Hospitality Style; Hospitality Technology and Speciality Coffee & Tea. Majority of exhibitors participating in FHA-HoReCa are renowned manufacturers and brands hailing from over 30 countries and regions.

For more information, please visit www.fhahoreca.com.

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Hospitality, Food & Beverage at 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, enabling learning, and to enhance 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 and digital 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.

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About Informa Markets

FHA-Food & Beverage is organised by Informa Markets, a division of Informa plc. Informa Markets creates platforms for industries and specialist markets to trade, innovate and grow. We provide marketplace participants around the globe with opportunities to engage, experience and do business through face-to-face exhibitions, targeted digital services, and actionable data solutions. We connect buyers and sellers across more than a dozen global verticals, including Pharmaceuticals, Food, Medical Technology, and Infrastructure. As the world's leading market-making company, we bring a diverse range of specialist markets to life, unlocking opportunities and helping them to thrive 365 days of the year.

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