

PRESS ANNOUNCEMENT

FSTEC launches FSTEC Asia 2024 in partnership with FHA-HoReCa



SINGAPORE, 12th October 2023 – FSTEC, the world’s leading foodservice technology event, is thrilled to announce its latest partnership with **FHA-HoReCa** for the debut of its inaugural edition in Asia with **FSTEC Asia**.

Setting the stage for ground-breaking discussions and innovations at the intersection of hospitality and technology, FSTEC Asia will be **seamlessly integrated into the bi-annual FHA-HoReCa tradeshow**, offering two full days of programming with expert speakers from around the world from **October 22nd to 25th 2024**, at the Singapore Expo. The event will also **provide unique sponsorship opportunities** to cater to the surging demand for technology solutions among APAC restaurant companies.

FSTEC Asia's tagline, "Where Hospitality and Tech Connect," marks a strategic evolution from its US event tagline, "Where Restaurants and Tech Connect" reflecting the evolving landscape of the hospitality industry and encompassing a broader spectrum of technology-driven solutions and opportunities.

Chris Keating, Head of FSTEC, expressed his enthusiasm for the upcoming event: "The presentations at this conference will be focused on all parts of hospitality tech: from ordering



and payment to loyalty programs and workforce management systems to AI and robotics. There will be something there for the large multinational restaurant company to the growing concept, but also for the systems integrators and vendors who will be helping operators achieve their goals."

FSTEC is proud to announce its collaboration with FHA-HoReCa show, the region's premier international food and hospitality trade show. FHA-HoReCa has established itself as a platform for industry leaders to explore innovative solutions, making it a natural fit for the integration of technology into the hospitality sector.

Ian Roberts, VP of Informa Markets, stated, "We are thrilled to announce our partnership with FSTEC Asia, a testament to our dedication to innovation in the foodservice hospitality industry. As we embrace the growing role of technology in our event, we're excited about the transformative possibilities. This collaboration will be a catalyst for change, fostering a vibrant ecosystem of collaboration and innovation. It underscores FHA-HoReCa's commitment to delivering value, keeping us at the forefront of industry advancements."

Over the past three years, FSTEC Asia's flagship event in the US, FSTEC, has witnessed remarkable growth, attracting over 800 executives from leading restaurant companies seeking technological solutions to enhance their businesses. *Chris Keating remarked, "Adoption of restaurant tech was growing fast before the pandemic. But it has exploded in recent years as operators needed to move quickly to contactless payment, remote ordering, delivery, and more. And now we are moving from the era of necessity to the era of opportunity, as restaurants see how much advanced tech can enhance guest experience, improve efficiency, and grow their business."*

For more information and to stay updated on FSTEC Asia 2024, please visit <https://bit.ly/FSTECAsiaHome>

For full press kit, kindly refer here: <https://bit.ly/2024FSTECAsiaFHA>

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Media Contact

Informa Markets – FHA-HoReCa

Theodora Soh

Tel: +65 6973 3591

Email: theodora.soh@informa.com

Informa Connect – FSTEC

Britta Baarstad

Tel: +1 312 506 3936

Email: bbaarstad@winsightmedia.com

Brand Cellar

Vanessa Chong

Tel: +65 9787 5794

Email: vanessachong@brand-cellar.com

Ting Tan

Tel: + 65 842 87139

Email: ting@brand-cellar.com

Shane Yong

Tel: +65 9074 3284

Email: Shane@brand-cellar.com

About FHA-HoReCa

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

For more information on FHA-HoReCa, kindly refer here: <https://bit.ly/FHAHoReCaHome>