thaifex HOREC ASIA

11 - 13 MARCH 2026

BANGKOK, THAILAND
www.thaifex-horec.asia

Where Asia-Pacific's HORECA Deals Begin

Held in Bangkok — Southeast Asia's hospitality capital — THAIFEX – HOREC Asia brings together the region's most influential buyers and sellers.

Connect with decision-makers. Showcase innovation. Accelerate your growth.

Asia-Pacific = 48%* of Global HORECA Market

Source: https://www.maximizemarketresearch.com/market-report/horeca-market/221480

2025 Snapshot

19,454
Trade Visitors +23%

573
Hosted Buyers +47%

2,408
Pre-arranged Meetings +47%

466
Exhibitors +30%

60%+ Trade Visitors With Direct Purchasing Power

60% Decision Makers | **40% Influencers**

Key Decision Makers
(Management, Procurement, Business Development)

Influencers
(Sales/Marketing, Tech, Operations)

No crowd dilution - only qualified professionals across hotels, restaurants and cafes

Featured Past Buyers

ACCOR, Amazon Cafe, IHG Hotels & Resorts, Centara Mirage, Lion Air, McDonald's, MENAS, Minor Hotels, Pan Pacific Hotels Group, Pizza Hut, sats, Vinpearl

Featured Past Exhibitors

Carpigiani, Dusit Gastro, Electrolux Professional, Franke, fujimak, Hobart Kitchen Solutions, Jensen, Rational, Scotsman Ice Systems, Simmons, Superior, Unox, UCC Every coffee, every moment

"We launched our product at THAIFEX – HOREC Asia and connected with buyers from across the region. It was a strong platform for networking, leads, and introducing our innovation to the market."

Sabrina Arcaro
Chief Marketing Officer,
UNOX S.p.A.

"We arranged more than 30 meetings with potential buyers and have had promising discussions."

Peter Cairoli
Chief Executive Officer,
Gastro Switzerland

"We secured deals valued close to USD 5 million."

Nguyen Duc Quynh
Chairman of Danang Hotel Association,
Chief Executive Officer of MENAS Vietnam

Hear from industry players...

Built for business. Structured for ROI.

9 SEGMENTED ZONES, 100% HORECA.

Dedicated zones help buyers navigate easily - and help you stand out to the right audience.

Curated Side Highlights to Convert Leads

Xperiential Zone

This curated innovation zone gives buyers a rapid-fire overview of what's new, and puts your product front and centre, even before they reach your booth.

Academy & Tech Lounge

Lead the conversation and present your innovation to high-value HORECA decision-makers at the Academy and Tech Lounge.

Innovation Awards

Enter your product to gain recognition, boost media exposure, and signal you're leading the market. This is the first awards of its kind in this region.

Thailand Ultimate Housekeeping Challenge

Regional hotel teams compete in high-pressure housekeeping tasks - celebrating precision, pride, and the people behind five-star service.

Booths Are Filling Fast. Let's Get You Matched.

Secure your ideal location now and get priority access to curated buyers when meetings open in early 2026.

RESERVE YOUR SPACE

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