



SHAPING THE FUTURE OF HORECA

11-13 MARCH | 10AM
-
6 PM

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General Information

ADMISSION RULES



Every attendee must always carry a physical badge for access into the exhibition halls
ผู้เข้าร่วมงานต้องสวมบัตรคล้องคอเพื่อเข้าสู่วางาน



Badge is strictly non-transferable
บัตรห้อยคอไม่สามารถสับเปลี่ยนให้ผู้อื่นได้



Only business attire is allowed
วันจรรยาธุรกิจ อนุญาตเฉพาะการแต่งกายด้วยชุดสุภาพหรือชุดสุภาพ



Shorts and slippers are strictly not allowed
ไม่อนุญาตให้ผู้ที่สวมกางเกงขาสั้น รองเท้าแตะ หรือเสื้อผ้าเดียว เข้าร่วมงานโดยเด็ดขาด



Exhibition is strictly open to trade professionals and business visitors aged 17 and above
ไม่อนุญาตให้เด็กอายุต่ำกว่า 17 ปี เข้าชมงานในวันจรรยาธุรกิจ



Wheeled carriers and personal mobility devices are strictly prohibited
ห้ามนำรถเข็น หรืออุปกรณ์เคลื่อนที่ส่วนบุคคล เข้างานโดยเด็ดขาด

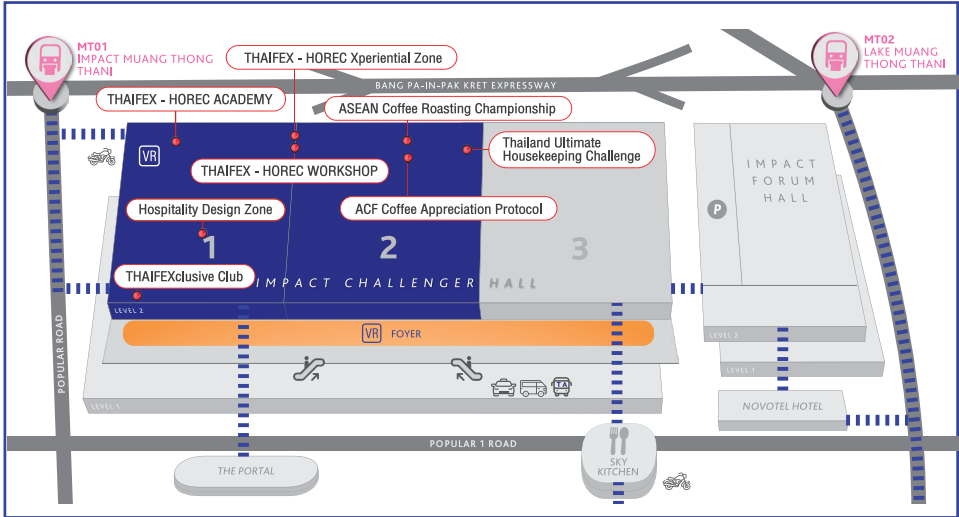
SHOES POLICY



LUGGAGE RULES



Overview Map



PRODUCT SEGMENTS

HALL 1



HALL 2



PAVILIONS

Brazil
China
Italy

Singapore
Wine and Spirit

SPECIAL HIGHLIGHTS

HALL 1

THAIFEX - HOREC
ACADEMY

THAIFEX - HOREC
WORKSHOP

THAIFEX - HOREC
XPERIENTIAL ZONE

HOSPITALITY DESIGN ZONE

HALL 2



ACF Coffee
Appreciation Protocol



ASEAN Coffee Roasting
Championship



THAILAND ULTIMATE
HOUSEKEEPING CHALLENGE



Specialty Invited Partner

FACILITIES/SERVICES



REGISTRATION &
BADGE PICK-UP COUNTER
Hall 1 (Self-Service Kiosks only) and Foyer of Hall 2

THAIFEX**Exclusive**
CLUB

THAIFEX clusive Club
Hall 1



LUGGAGE FACILITIES
Hall 3, Ground Floor

ACCESSIBILITY



OFFICIAL SHUTTLE BUS
IMPACT Challenger Atrium 2, Level 1



Public Van to Downtown & Airport
IMPACT Challenger Atrium 2, Level 1



Taxi
IMPACT Challenger Atrium 2, Level 1



MRT PINK LINE



LINK BRIDGE

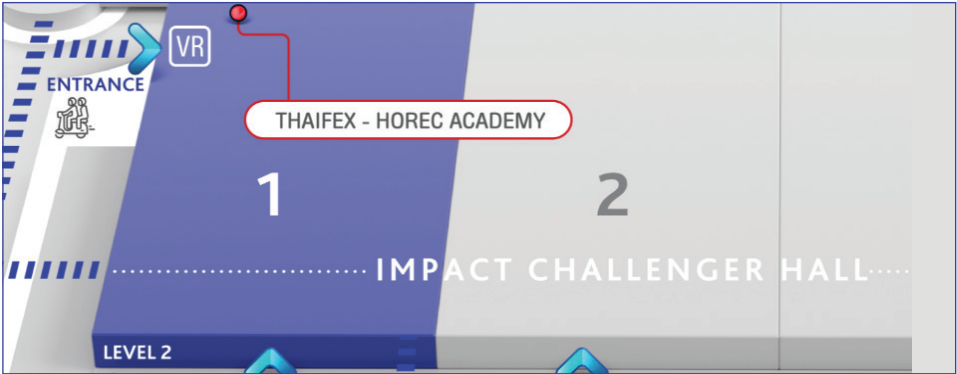


Motorcycle Taxi
In front of Krungsri Bank, Level 1 &
Under MT01- IMPACT Muang Thong Thani Station

SCAN HERE For Locations



30+ sessions led by 65+ industry experts over 3 days,
delivering actionable insights for HORECA professionals.



Agenda

11-Mar-26

10:50 - 11:20 AM	Southeast Asia Hospitality Outlook 2026: Trends, Performance, and Opportunities
11:20 - 11:45 AM	What Winning Foodservice Leaders Do Differently
11:45 AM - 12:30 PM	Growth and Leadership: Defining Business Strategies for 2026
12:30 - 1:20 PM	From Cost to Competitive Advantage: The ROI of Independent Foodservice Consultancy in Southeast Asia
1:20 - 1:45 PM	Elevating Hospitality and Food & Beverage Experiences: Connected Intelligence and Smart Operations
2:00 - 2:40 PM	Resilience of Thai Rice: Fundamental of Asia Foodservice
2:40 - 3:20 PM	Creativity as Currency: The New Value for Thai HORECA
3:20 - 4:00 PM	Founder Roundtable: Big Bets for 2026
4:00 - 4:30 PM	Thai Success Stories in Scaling

Academy Partners



View
Full Agenda
and Speakers



Agenda

12-Mar-26

10:30 - 11:15 AM	The Paradox of Automation: Using AI to Reclaim the Human Connection
10:45 - 11:20 AM	Smart Operations: AI, Automation & Guest Experience
11:20 AM - 12:00 PM	Beyond Cost: How Smart Procurement Drives Guest Value
12:00 - 12:15 PM	Redefining Laundry Performance for the Hospitality Industry
12:15 - 12:30 PM	Sustainable Solutions for the Next-Gen Hospitality Business
12:30 - 1:00 PM	Zero Waste, Maximum Impact: Scalable Food Waste Strategies for Hospitality
1:00 - 1:15 PM	Recognising Sustainable Excellence: Industry Leadership and Innovation
1:15 - 1:30 PM	The Future of Food Safety: How Digital Transformation is Revolutionizing Compliance and Efficiency
2:00 - 2:40 PM	Tourism Turnaround: Turnkey Playbook of HORECA Entrepreneurs
2:45 - 3:25 PM	AI & Marketing for Thai Restaurants
3:30 - 4:05 PM	Humanless Marketing: The Future of Digital Solutions for HORECA
4:10 - 4:45 PM	Go Global: Transform Your Business with Smart MarTech Solutions
4:50 - 5:30 PM	The Business Technology Behind the Food

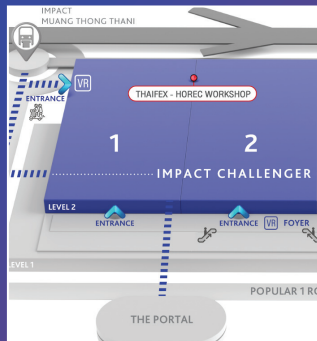
13-Mar-26

10:30 - 10:45 AM	Future-Proofing Hotel Operations: Aligning Assets, People, and Performance
10:45 - 11:30 AM	Leading with Heart: Redefining Talent and Culture in Hospitality
11:30 AM - 12:15 PM	The Skills of the Future: Leadership, Digital Fluency, and Talent Pipelines
12:15 - 12:45 PM	Hospitality Design with Long-Term Value: Material, Craft & Sustainability
12:45 - 1:00 PM	Menu Engineering for Impact: Designing Profitable, Plant-Forward Hotel Menus
1:30 - 2:10 PM	Customer-centric Culture Is the Foundation of Sustainable Success
2:15 - 2:55 PM	Building Resilient Value Chains: How to Reinvent Teams with Community
3:00 - 3:40 PM	Redefining the New Normal of Thai Hospitality
3:45 - 4:25 PM	Crisis-Proofing Your Business Model: Thai HORECA's Reborn Journey
4:30 - 5:10 PM	Uplifting Customer Experience through People Strategy



THAIFEX - HOREC Workshop

Practical workshops designed to sharpen your skills with techniques you can apply directly to your HORECA business.



11-Mar-26

10:00 AM - 1:00 PM	The BEST Tiramisù Competition
1:30 - 2:30 PM	Wellbeing & Wellness Cuisine
2:45 - 3:15 PM	Unlocking Hidden Revenue: Mastering Upselling Strategies for In-House Guests
3:30 - 4:30 PM	From Cut to Creation: The Art of Butchery & Culinary Excellence
4:45 - 5:15 PM	Thai Craft Beer: Flavour, Fermentation & the Future

12-Mar-26

10:30 - 11:15 AM	Matcha Making Experience and Tea Discovery
11:45 AM - 12:05 PM	Seamless Hospitality: How Integrated Technology is Redefining Smart Hotels
12:15 - 1:15 PM	Plating, Made Profitable: From Frozen to High-Value Presentation
1:30 - 2:00 PM	Perfecting the Online to On-Site Customer Journey in Hotels, Restaurants & Retail
2:15 - 3:30 PM	Masterclass Demo: The Art of the Perfect Pizza
3:50 - 4:15 PM	The Business of Pizza - Creating a Profitable Pizza Brand in 2026
4:30 - 5:15 PM	From Alps to Elegance: The Taste of Northern Italy

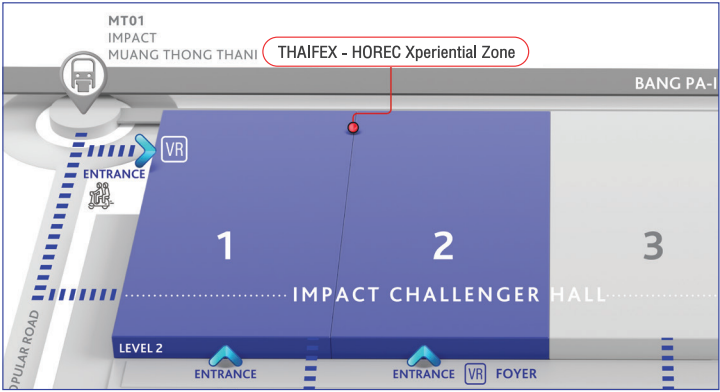
13-Mar-26

10:45 - 11:30 AM	From Concept to Glass: Designing Low-ABV Experiences
11:45 AM - 12:15 PM	Where Bakery Is Heading: Health, Sustainability & Waste-Smart Innovation
12:30 - 1:30 PM	Edible Art: Chocolate & Sugar Sculpting
1:45 - 2:15 PM	From Classics to Hidden Gems: An Italian Wine Journey
2:30 - 3:30 PM	Zero-Waste Baking Ecosystem: From Leftover Rice to Sourdough, Snacks & Drinks
3:45 - 4:15 PM	Cake for Catering
4:30 - 5:00 PM	Intro to Agave spirits & Mezcal 101
5:00 - 6:00 PM	Creative Cocktail Workshop

THAIFEX – HOREC XPERIENTIAL ZONE

THAIFEX - HOREC
XPERIENTIAL ZONE

Experience Professional Kitchens, Front-of-House services,
and Back-of-House workflows running in real time.



Sign up for Live Demo



Explore via
Self-Guided Tour

Strategic Partners

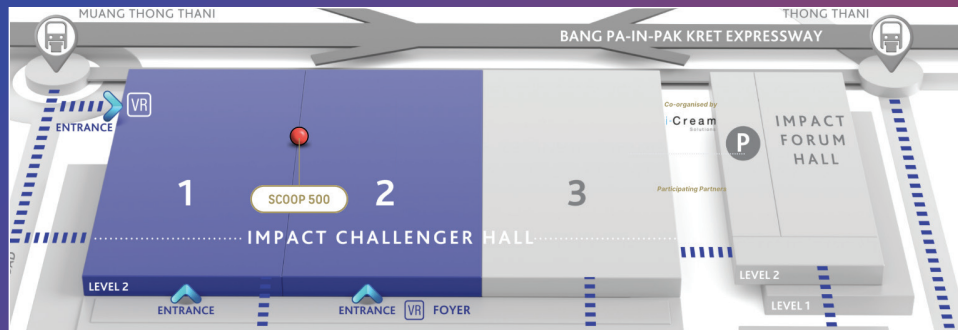


give sig



Special! SCOOP 500

Welcome to Southeast Asia's biggest ice cream festival!
Taste over 500 different ice cream flavours at SCOOP 500,
an exhibitor-led activity by i-Cream Solutions and partners,
located at Challenger Hall 1, Booths No. 1-V17 & 1-U17.



Date: 11-13 March | Time: 10:00 AM - 6:00 PM



Taste 500+ local and classic ice creams



Connect with leading ice cream sellers



Explore next-gen cafe & ice cream solutions



Check out the ice cream flavours here

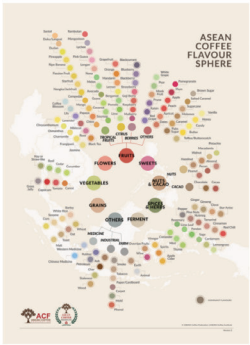
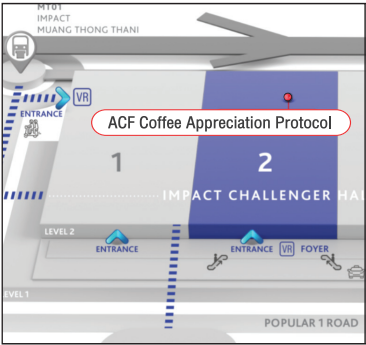
SCAN HERE!



ACF COFFEE APPRECIATION PROTOCOL



Join this certification-based workshop where you'll learn to taste, assess, and understand coffee using ASEAN Coffee Federation's Coffee Appreciation Protocol.



Agenda

11-Mar-26

11:00 - 12:00 AM	ASEAN Coffee Tasting
13:00 - 17:00 AM	ACF Coffee Appreciation Protocol (ACAP) Foundation Workshop

12-Mar-26

10:00 - 11:00 AM	ASEAN Coffee Tasting
11:00 - 12:00 AM	ASEAN Coffee Tasting
13:00 - 17:00 AM	ACF Coffee Appreciation Protocol (ACAP) Foundation Workshop

13-Mar-26

13:00 - 14:00 AM	ASEAN Coffee Tasting
15:00 - 16:00 AM	ASEAN Coffee Tasting

Sponsors

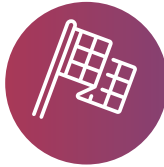


ASEAN COFFEE ROASTING CHAMPIONSHIP

Watch teams and individual roasters from across Southeast Asia compete live in coffee roasting precision, consistency, and flavour mastery.



Roasting Competition
11-13 March



Final Round
(Public Cupping)
**13 March,
10:00 AM - 1:30 PM**



Prize Ceremony
13 March, 4:00 PM onwards

Professional (Team) Category



Hong Kong SAR



India



Indonesia



Laos



Malaysia



Myanmar



Philippines



Thailand



Vietnam

Home (Individual) Category



India



Indonesia



Laos



Malaysia



Myanmar



Philippines



Singapore



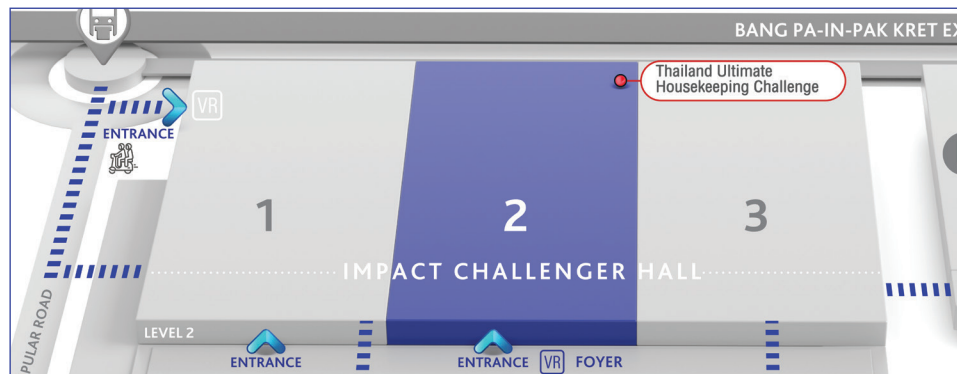
Thailand



Vietnam

Thailand Ultimate Housekeeping Challenge

100 of Thailand's best housekeepers face four intense challenges, testing their speed, efficiency, and attention to detail. Who will set the new gold standard in hospitality service?



11-Mar-26

11:00 AM - 12:30 PM	Housekeeping Executive Seminar
1:00 - 1:30 PM	Opening Ceremony "Thailand Ultimate Housekeeping Challenge 2026"
1:30 - 3:15 PM	Professional Bed-Making Competition Round 1 - 4

4:30 - 5:00 PM

SIMMONS EXCLUSIVE PROMOTION

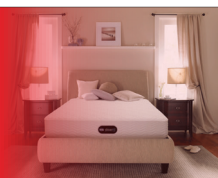
Limited quantities available!

SIMMONS EXCLUSIVE PROMOTION

To celebrate 100 years of Beautyrest® Original Pocketed Coil® technology, Simmons is having a never-before exclusive promotion:

•Single Size (107 x 198 cm)
8,000 baht each

•King Size (182 x 198 cm)
11,000 baht each



4:30 - 5:30 PM	Day 1 Award Ceremony
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12-Mar-26

10:30 AM - 12:30 PM	Centerpiece Flower Arrangement Competition Theme: "Thai Culture to the World"
2:00 - 3:30 PM	Creative Towel Folding Competition: "Thai Culture to the World"
4:30 - 5:30 PM	Day 2 Award Ceremony

13-Mar-26

10:30 AM - 12:30 PM	Speed Housekeeping Cleaning Challenge Round 1 - 4
2:30 - 3:00 PM	Cocktail Reception (By invitation only)
3:00 - 4:30 PM	Thailand Ultimate Housekeeping Challenge 2026 Award Ceremony

Now 4 Days. Our BIGGEST Edition Yet.

The next HORECA breakthrough starts here.



2-5 MARCH
2027
TUE - FRI

Lead the future of HORECA—secure your booth today

