

NOW **4** DAYS
OUR BIGGEST
EDITION YET

thaifex
HOREC
ASIA

SHAPING ASIA'S HORECA FUTURE

2-5 MARCH
2027

IMPACT

MUANG THONG THANI
BANGKOK, THAILAND

www.thaifex-horec.asia



JOINTLY ORGANISED BY





thaifex
HOREC
ASIA

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IMPACT, BANGKOK

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THAIFEX - HOREC Asia

Shaping Asia's HORECA Future

A trade show for hospitality and foodservice equipment, technology, and solutions.

THAIFEX-HOREC Asia brings together the region's most influential buyers and suppliers.

- Connect with decision-makers.
- Showcase your products and innovation.
- Accelerate your growth across Asia-Pacific.

Asia-Pacific = **48%*** of Global HORECA Market

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

Meet Global Buyers Ready to Invest



21,305
Trade Visitors
from 70 countries



41%
Management
Level Visitors



448
Hosted Buyers
from 29 countries



664
Exhibitors
from 35 countries



1,926
Business
Matchings



\$118.31M
Estimated Total
Trade Value



THAIFEX – HOREC Asia gives us the opportunity to see the latest trends, new products, and innovative solutions, all while exchanging ideas that help us grow our business and better support our people.

Ricardo Boarotto

Chief Executive Officer, GO WHOLESALE by Central Food Wholesale

In just two days, we connected with more than 100+ key decision-makers from across Asia.

Daniel McDouall

Chief Executive Officer & Co-Founder Squizify



We are investing USD 8 million in 2026 and THAIFEX – HOREC Asia has been a key platform in our supermarket expansion.

Nguyen Duc Quynh

Chairman of Danang Hotel Association,
Chief Executive Officer of MENAS Vietnam

Featured Past Exhibitors



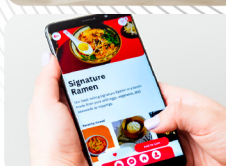
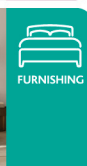
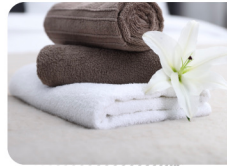
Featured Past Buyers



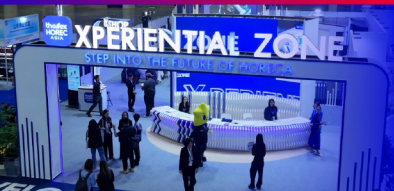
Built for business. Structured for ROI.

9 Exhibiting Segments. 100% HORECA

Smarter Sourcing for Every HORECA Need.



Curated Side Highlights to Convert Leads



Xperiential Zone

This curated innovation zone gives buyers a hands-on testing of what's new, and puts your product front and centre of the show.

Academy & Workshop

Gain practical insights from industry experts through keynote sessions and hands-on workshops designed for HORECA professionals.



Innovation Awards

A first-of-its-kind recognition platform for HORECA innovation in the region. Gain regional recognition, unlock media exposure, and showcase your product to industry leaders actively seeking what's next.



Thailand Ultimate Housekeeping Challenge

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



PUT YOUR BRANDS IN FRONT OF ASIA'S MOST ACTIVE HORECA BUYERS

Booths are selling fast. Secure prime locations now and get priority access to connect with official hosted buyers at THAIFEX - HOREC Asia 2027



BOOK YOUR BOOTH

✉ info@thaiex-horec.asia | 🌐 www.thaiex-horec.asia

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Co-organised by

