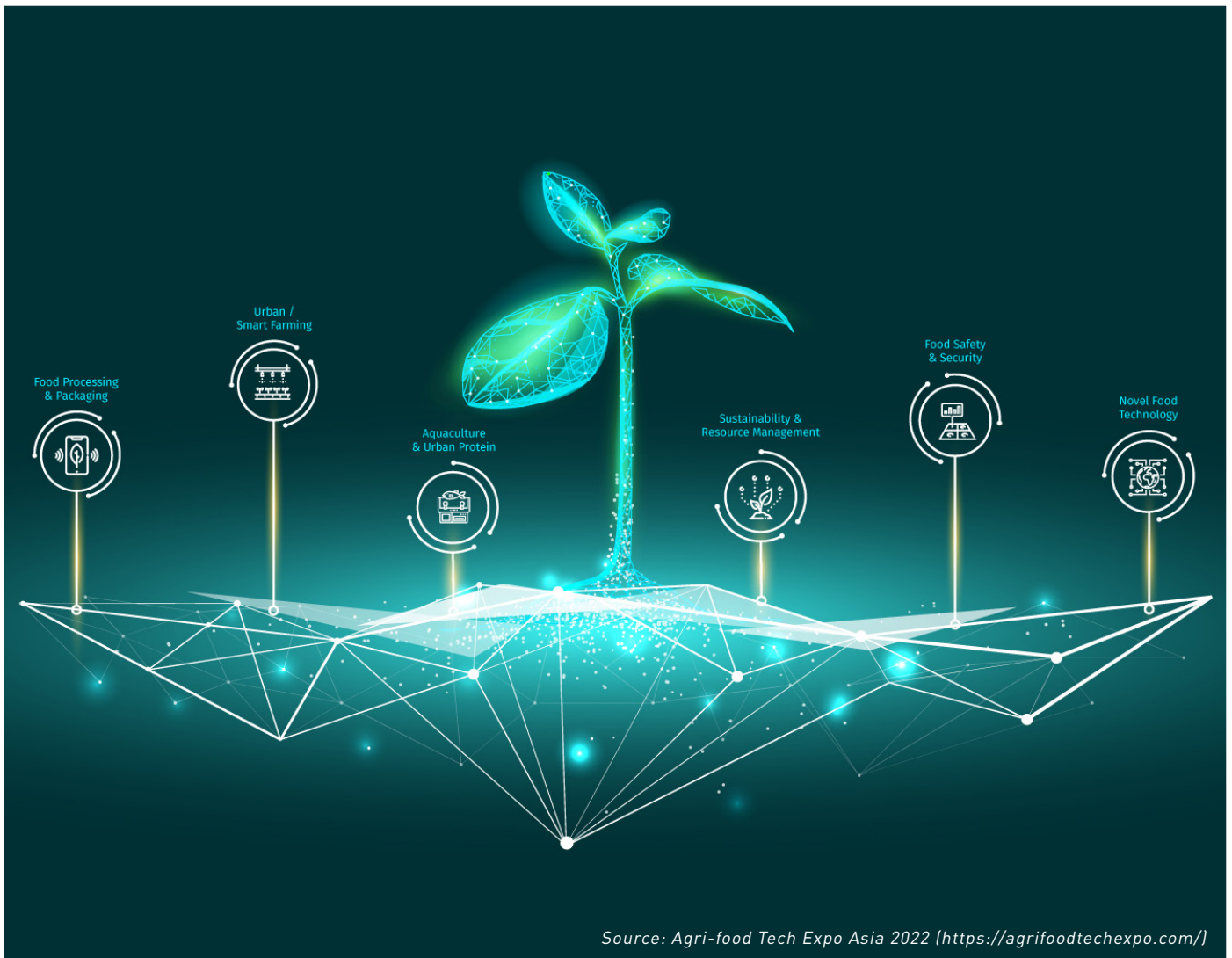


# Agri-food Tech Expo Asia

The No.1 agri-food tech event in the Asia-Pacific region

📍 Singapore, Sands Expo & Convention Centre

📅 26<sup>th</sup> to 28<sup>th</sup> October 2022



Source: Agri-food Tech Expo Asia 2022 (<https://agrifoodtechexpo.com/>)

The **1<sup>st</sup> edition** of this Agri-Food Tech Expo in the Asia-Pacific region will be held from **26<sup>th</sup> to 28<sup>th</sup> October 2022** at the Sands Expo and Convention Centre in Singapore. The Agri-Food Tech Expo Asia is an **exceptional meeting platform** for key players in the agri-food industry. It allows industry professionals to have access to the **latest innovations, technologies, and best practices**.

## Agri-Food Tech Expo Asia 2022 - Physical Fair



More than **6,000 visitors** from over **70 countries** for **3 days**



**8 000 m<sup>2</sup>** of exhibition space in **2 halls**

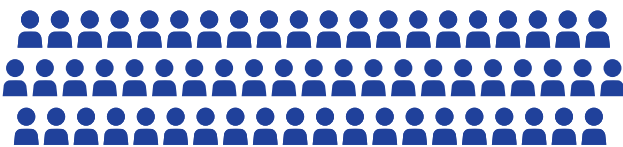
**10,000 virtual participants**



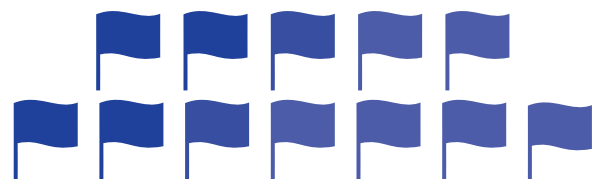
Located at  
**Sands Expo and Convention Centre, Singapore**



More than **200 exhibitors**



**15 national pavilions**



A **digital platform** available from **26<sup>th</sup> to 28<sup>th</sup> October 2022**

## Superfood Asia 2019 - Physical Fair



More than **4 000**  
**visitors** from over  
**50 countries**



**Key players in  
F&B**

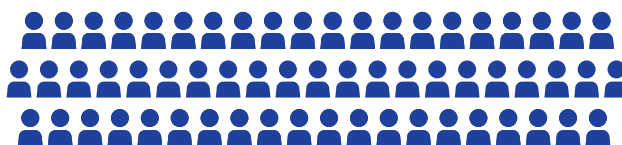
**80% positive  
feedback on the  
event**



Located at  
**Marina Bay Sands,  
Singapore**



More than **200 brands**



## Superfood Asia 2022 - Physical Fair

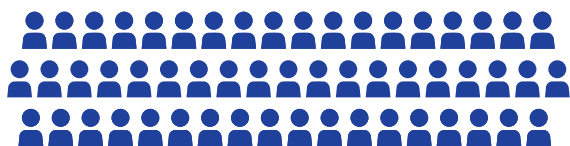


Revolutionary  
plant-based diets,  
new foods and  
alternative proteins



**From farm to fork**

Located at  
**Sands Expo and  
Convention Centre,  
Singapore**



More than **200 brands** connected  
with international buyers from F&B,  
HoReCa and retail sectors



A **digital platform** available from  
**26<sup>th</sup> to 28<sup>th</sup> October 2022**

## Key themes

Novel Food Technologies, Urban/ Smart Farming, Aquaculture and Urban Protein, Sustainability and Resource Management, Food Safety and Security, Food Processing and Packaging

## Visitors' profile

Agrifood and agritech companies (brand owners, manufacturers, wholesalers, importers, distributors), technology and solution providers and consultants, food service providers, research institutions, government agencies, trade associations and media, investors, business incubators, institutes of higher learning (NUS, NTU), researchers and innovation scientists

## Top International Visitors' Countries

Malaysia, Indonesia, India, Thailand, Australia, Vietnam, Philippines, China, Taiwan

# Singapore: a key platform for opening up to the Asia-Pacific

### Growing Asian food market

Food expenditure projection for 2030

2 400 Billion EUR



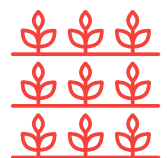
Singapore: strategic location, R&D environment, IP protection and intellectual property rights and a talent pool



Singapore is becoming Asia's innovation hub for sustainable agri-food solutions



Singapore hopes to produce more than 30% of its food needs by 2030, compared to 10% today



The new economic, technological, and industrial needs linked to the rapid growth of the global population and the challenges of sustainable development open a vast field for the economy and industry in Singapore, which represents a great opportunity for the French actors of the food industry wishing to position themselves on a reference market in ASEAN.

## JOIN THE FRENCH PAVILION AND BENEFIT FROM:

### Streamlined logistics

- **Turnkey stand** (furniture, signage, electricity, cleaning, 4G wifi connection...)
- **Privileged contact at the Chamber**

### Optimised costs

- **Packages adapted to all budgets**
- **OPTIONS: Negotiated rates on AV material and POS + booth customization**

### Increased regional visibility

- **Privileged location** and strength of the France Label
- **Increased visibility** of exhibitors (communication on the Chamber's website, social networks, the France Pavilion catalogue and with the local ecosystem)
- **Digital media kit** (email footer) before the show
- **Communication of exhibitors' profiles** to ASEAN Chambers of Commerce

### Increased business opportunities

- **Networking with exhibitors**
- **Access to a dedicated digital platform**
- Optional: **targeted business meetings at your booth\***.
- Optional: **Personalised follow-up of your contacts after the show\***.
  - Please contact us for more information.



## Our Offer

PACKAGE	PRICE IN EUROS EXCL. GST	PRICE IN SGD EXCL. GST
Booth of 9m <sup>2</sup>	6 400 EUR	10 250 SGD
Booth of 12m <sup>2</sup>	8 500 EUR	13 600 SGD
Booth of 15m <sup>2</sup>	10 550 EUR	16 850 SGD
Booth of 18m <sup>2</sup>	Consult us	Consult us
Corner stand supplement	Consult us	Consult us
Individual prospection mission 2/3RDVs without assistance*.	4 125 EUR	6 600 SGD

\*Additional charge from the 4<sup>th</sup> meeting (1,100 SGD for each meeting + local GST (VAT) of 7%)

### Terms and Conditions of Payment

SGD rates are subject to a 50 SGD international bank transfer fee. Only Singapore-based companies are subject to a 7% GST. French companies are therefore exempted from the 7% GST for the purchase of booths. An application fee (equivalent to 500 SGD) is included in the rental fee.

Payments:

- 50% upon reservation of the stand
- 50% three months prior to the event, i.e. before 15<sup>th</sup> July 2022

However, we invite you to pay in full upon reservation of the booth in order to confirm your participation and to limit transfer fees.

Application deadline

**30 June 2022**

*Within the limits of available places*

For further information, please contact

**Wendy CHNG PETIT**

**French Pavilion, Tradeshow**  
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[bizsupport2@fccsingapore.com](mailto:bizsupport2@fccsingapore.com),  
**+65 6933 1350**

You want to prospect South East Asia, tell us  
about your projects!

We will put you in touch with the sectorial  
experts of the area.

If you wish to have a personalized meeting,  
please contact :

Lan NGUYEN THI TUYET

[lan.nguyenthituyet@businessfrance.fr](mailto:lan.nguyenthituyet@businessfrance.fr)

This service is, under certain conditions, eligible for aid under the French government's Export Recovery Plan for French SMEs via a "Chèque Relance Export"; find out more at [www.teamfrance-export.fr/](http://www.teamfrance-export.fr/) - under the heading "Finding aid and funding/Public funding". Some French regions can also provide assistance for this service as part of their export support policy; find out about the conditions of eligibility and the accumulation of aid on the website [www.teamfrance-export.fr](http://www.teamfrance-export.fr/) of your region.

This collective service is included in the France Export 2022 Program. Participating French companies may, on request and subject to conditions, receive aid (Chèque Relance Export) of 50% of the cost of the service (excluding taxes and bank fees) up to EUR 2,500.