



The 11th International Exhibition
of Wine, Spirits & Beer

SINGAPORE EXPO
20-23 APRIL 2010

IMPROVING WITH AGE

VODKA BRANDY GIN RUM
TEQUILA VODKA WHISKY
RED GRAPES WHITE JUICE
SPARKLING STILL VINTAGE
LIQUEUR COCKTAIL WINE
CHAMPAGNE CIDER
APERITIF BRANDY GIN RUM
TEQUILA VODKA WHISKY
RED GRAPES WHITE JUICE
SPARKLING STILL VINTAGE
LIQUEUR COCKTAIL WINE
CHAMPAGNE CIDER
APERITIF BRANDY GIN
RUM TEQUILA VODKA
WHISKY RED GRAPES
WHITE JUICE
SPARKLING STILL
VINTAGE LIQUEUR
COCKTAIL WINE
CHAMPAGNE
CIDER



Wine&SpiritsAsia2010 is Part of



The 17th International Food & Drinks, Hotel,
Restaurant, Bakery & Foodservice
Equipment, Supplies & Services Exhibition
and Conference with FHA Culinary Challenge

Since 1978

www.winespiritsasia.com

Running alongside Wine&SpiritsAsia2010 are:

FoodAsia2010 • HotelAsia2010 • Bakery&Pastry2010 • HospitalityStyleAsia2010 • HospitalityTechnology2010

Wine&SpiritsAsia2010, a part of FHA2010

The place to get up-close and personal with leading wine & spirits buyers!



A must-attend trade event for the industry – Trade buyers from major food & beverage sectors in the region make Wine&SpiritsAsia2010 a must-attend biennial trade event. You get to meet thousands of industry executives over a span of just 4 days as they congregate at this most conducive business platform for their sourcing needs.

Join us and be part of the buzz as we toast to the 11th edition of Wine&SpiritsAsia and look forward to fulfilling hours of networking, business and learning opportunities with the people who matter!



Take a look at what FHA2008 trade visitors were interested in:

Product Sector	No. of Indicated Interest**
Beer / Stout / Ciders	6,993
Champagne	6,900
Cocktails	6,072
Dessert Wines	6,406
Fortified Wines	3,790
Non-Grape Wines	2,881
Organic Wines	4,427
Sparkling Wines	5,500
Spirits	4,193
Still Wines	4,399

*The above audited statistics have been verified by PricewaterhouseCoopers Singapore.

**Visitors may indicate more than one product interest.

FHA2008 – Interesting Facts and Figures

The 4-day event welcomed 52,901 (41% overseas) trade attendees from the food and hospitality industry:



- 36,956 global trade visitors from more than 90 countries / regions
- 40 groups participation
- 2,626 exhibiting companies from 70 countries / regions
- 156 international members of the press
- 485 conference speakers and delegates



FHA2008 trade visitors came from:

- Airlines
- Cash & Carry Stores
- Convenience Stores
- Cruise Liners
- Distributors of Food & Drinks
- Grocery Stores
- Hotels
- Hypermarkets
- Importers of Food & Drinks
- Institutional Caterers
- Manufacturers of Food & Drinks
- Rail
- Resorts & Country Clubs
- Restaurants, Bars, Clubs & Cafés
- Supermarkets

Grab this opportunity to explore new business partnerships as we bring you face-to-face with the right people!

Asia is your next big market. Why?

As Asians earn higher incomes and travel more and more, the increasing affluent and discerning population has propelled alcoholic drinks consumption, creating great opportunities for alcoholic drinks manufacturers.

While consumer expenditure is on the steady rise, we see interesting new products launched by industry movers and shakers. Let us cheers to that!

- Consumer expenditure on alcoholic drinks in the Asia Pacific is estimated to grow by 12.1% between the Years 2009 and 2012. (Source: *Euromonitor International, Year 2008*)
- Premiumisation is the major trend defining the alcoholic drinks market. Value and volume sales projections to 2010 show that this trend is set to continue in both mature and emerging markets. (Source: *Business Insights, Year 2007*)
- The Asia-Pacific and Eastern European markets will provide the greatest growth potential over the next 5 years. In particular, 55.1% of industry executives rated Asia-Pacific highly. (Source: *Business Insights, Year 2007*)
- Euromonitor International has witnessed the launch of various alcoholic drinks marketed on a health platform across Asia Pacific. In India, Romanov Diet Mate vodka from UB Group is an extension of the Romanov brand, launched in March 2007, which contains the ingredient Garcinia that helps to increase the metabolic rate. (Source: *Euromonitor International, Year 2008*)



Value-added activities

Back for the 3rd time, Wine&SpiritsAsia Challenge in 2008 had over 500 entries judged by influential connoisseurs in the industry. Of all the entries that were submitted, 7 emerged with gold, 38 were awarded silver, 206 got bronze, while 172 obtained merit. With the positive industry outlook, Wine&SpiritsAsia Challenge 2010 is set to raise the bar and commercial values further of winning wines. Do not miss out on the action!



Exciting conferences, seminars and workshops - Gain greater industry insights

More than just an exhibition, Wine&SpiritsAsia2008 generated strong interest from the industry and saw renowned experts share valuable information and tips with important buyers, importers and distributors at wine seminars and tastings conducted throughout the event. Keep a look out for new and more interesting programmes in the coming months for FHA2010!

**For more information
on exhibiting at
Wine&SpiritsAsia2010,
contact your nearest
Allworld office:**

or Your Local Sales Representative

Organiser:



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Cost subject to prevailing GST, applicable to local exhibitors
Space only cost is available for 24sqm and above. Please contact the organiser for more information.

I am interested in:

- () **Exhibiting.** Please reserve ____ sqm (min. 6 sqm) for my company.
- () **Group Participation from my Country.** Please send me more details.
- () **Visiting.** Please add me to the FHA2010 mailing list.
- () **Wine&SpiritsChallenge.** Please send me more details on wine submissions for the Challenge.

Please attach your business card or complete your details below.

Name _____

Job Title _____

Company _____

Address _____

Country _____

Tel _____

Fax _____

Email _____

Website _____

Products / Services: _____

Attach your business card here

The World's Gateway to Businesses in Asia:

FHA2010 is the No.1 marketplace for the industry

Why Exhibit at FHA2010?

"There are so many trade shows in Asia! What makes FHA different from the rest?" This is a common grouse for many marketing professionals. The evaluation process taken to decide which trade show to take part in is often long and mind-boggling for you and your team. **Look no further than FHA!**

- **Size Matters!** Everyone including existing and potential business partners and your competitors will be there! The last edition saw a congregation of 52,901 trade attendees from the industry. Truly living up to its reputation of being **Asia's Largest International Food & Hospitality Trade Event**, it is definitely still growing in size!
- **No. 1 Marketplace for the Industry** The perfect B2B platform for all businesses to meet and establish contact with key decision makers, forge strong business alliances and cut business deals. Speak to any of our trade attendees and they will tell you that **FHA is the place to be!**
- **Up close and Personal with the Business Buyer** We understand the business buyer and the complexities involved in reaching out and engaging him in his multi-step buying process. Over 30 years, FHA has established an extensive visitor database and put together a most extensive visitor promotion campaign that has proven to effectively bring **top quality trade visitors** to FHA. Let us bring you face-to-face with **people who matter to your business.**
- **Tried & Tested and also New Marketing Initiatives** Over the years, FHA has enjoyed the success of a tried and tested marketing programme. The FHA team is nevertheless always coming up with new initiatives to bring more quality international visitors to the event. At FHA, we strongly believe in **Refresh, Revitalise and Results.**
- **Get Noticed by the Media** FHA attracts increasing media attention with each edition. This simply means exhibitors get higher media exposure as well. Ride on the international media interest in FHA and get extra mileage from **media coverage opportunities before, during and after the show!**



**Book Your Space Now!
Invest in FHA2010.**

Unmatched by any other marketing tool, make FHA2010 an integral part of your marketing strategy. Leverage on this competent marketing platform to reach out to your target audience. Let us do the work for you.

Still Not Convinced? Hear what some of our FHA2008 exhibitors have to say!

"This is our 6th participation at FHA and is by far the best in terms of the quality of the buyers. We had one of our most intensive days on the second day of the exhibition, having closed deals worth AUD500,000 with buyers from Asia Pacific, all in 3 hours!"

Greg Corra, Managing Director, Inland Trading Co (Aust) Pty Ltd, Australia

"This is our first time here and we got to meet potential clients from countries such as Brunei, India, Nepal and Sri Lanka. We amassed over 1,200 business cards of very strong potential clients in the first three days of the exhibition. We also found new distributors from Tahiti and Indonesia on top of 20 new confirmed clients during FHA."

Bruno Baudry, Managing Director, Castel Asia, Japan



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**20 - 23 April 2010
Singapore Expo**



Organised by:



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