

The 7th International Exhibition for Food & Drink, Hotel, Bakery Restaurant & Foodservice Equipment, Supplies & Services



FHMM
FOOD & HOTEL
MYANMAR

Including:



8-10 December 2021, Myanmar Expo, Yangon

www.foodandhotelmyanmar.com

Organised by:



Officially Supported by:



Member of World Association of
Chefs Societies:





Show Facts

7,208 Trade Visitors
from **26** Countries
96.56% from Myanmar

6 International Pavilions
from India, Korea, Malaysia,
Philippines, Singapore and USA

Exhibition Area **4,500** sqm

152 Exhibitors from
21 Countries/Regions

Participating Countries/Regions:

Australia, China, France, Germany, Hong Kong, India, Indonesia, Italy, Japan, Korea, Malaysia, Myanmar, Netherlands, Philippines, Portugal, Singapore, Spain, Thailand, United Kingdom and USA



The World-Class International Food and Hospitality Exhibition in Myanmar

Continuing its mission of providing global innovations, technologies and products to the Myanmar Food & Hospitality industry, Food & Hotel Myanmar (FHMM) returns from **8-10 December 2021 Myanmar Expo (ME)**. FHMM is professional trade focus that brings together all the key stakeholders and leaders both local and international to this dynamic market.

Food & Hotel exhibition is the "Apple" series of Asia's most comprehensive international trade show that covers Bakery & Pastry, Foodservice & Hospitality Equipment, Hospitality Style, Hospitality Technology, and Speciality Coffee & Tea in a single platform.

Food & Hotel Myanmar is recognised as the industry's choice since 2014 for buyers to conveniently make the most direct contact with local and international suppliers, source for the latest and innovative products and technologies that can elevate their business.

Be a part of this exciting exhibition to network with over 8,000 industry professionals and drive your business success in food & hospitality industry.

Exhibitor Quotes:

"Every year we look forward to Food & Hotel Myanmar. We have been coming here every single year and we see this event is really good opportunities to meet the key customers within the industries in Myanmar."

Gavin Davis, Business Manager, Cellar Door Co.,Ltd, Myanmar

"Food and Hotel Myanmar is more systematically and grand exhibition in this year 2019. We are always participating in this exhibition and we will be involved as an exhibitor for future show. Yearly, Food and Hotel Myanmar can bring HoReCa sector's latest technology & energy and give a good exposure to Myanmar People."

Thu Zaw, Executive Director, Sithar Coffee Co.,Ltd, Myanmar

"I want to return for next year because I'm very happy. I can understand the market better now and know what they want. 100% of enquiries are new contracts. Great to be here. Received good contracts."

Diego Micol, Asia Pacific Sales Manager, Fagor Industrial S. Coop, Spain

"Food & Hotel Myanmar is professional business event and platform for our brand."

Vipul Karnawat, Assistant Manager -Exports, Pravin Masalewale & Chordia Food Products Ltd, India

"CMAB can strengthen brand awareness and increase trial & products that currently sell in the market. We received high interest and good leads from hotels, restaurants and buyers."

Chayada Ungkuworakul, Business Development Manager, California Milk Advisory Board, Thailand

Food & Hotel Myanmar is The Industry's Choice, and the only trade exhibition in the country to be supported by



The Ministry of
Hotels & Tourism



Myanmar Chefs'
Association



Myanmar Coffee
Association



Myanmar Restaurant
Association



Myanmar Retailers
Association



Food Science and
Technology Association
of Myanmar



Myanmar Hotelier
Association



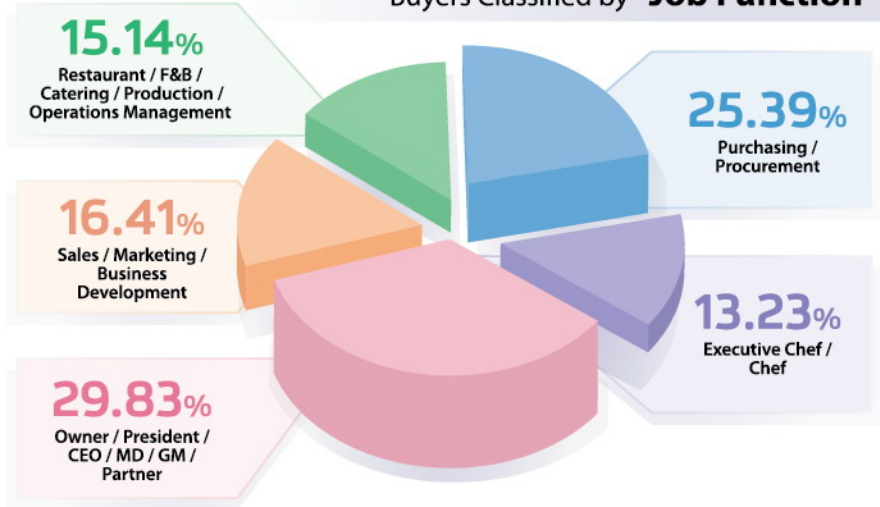
Barista Association
of Myanmar



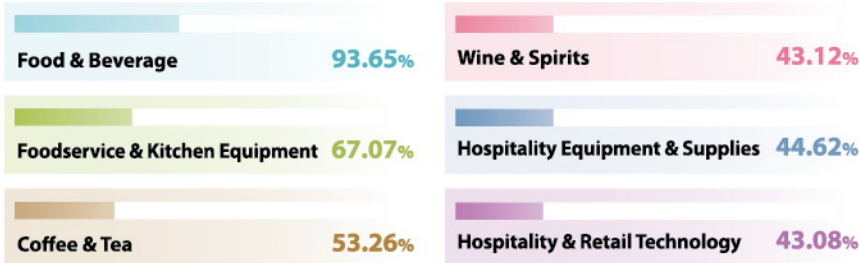
Myanmar Food
Exporters and Processors
Association

BUYER REPORT

Buyers Classified by "Job Function"



Buyers Classified by "Product Interest"*

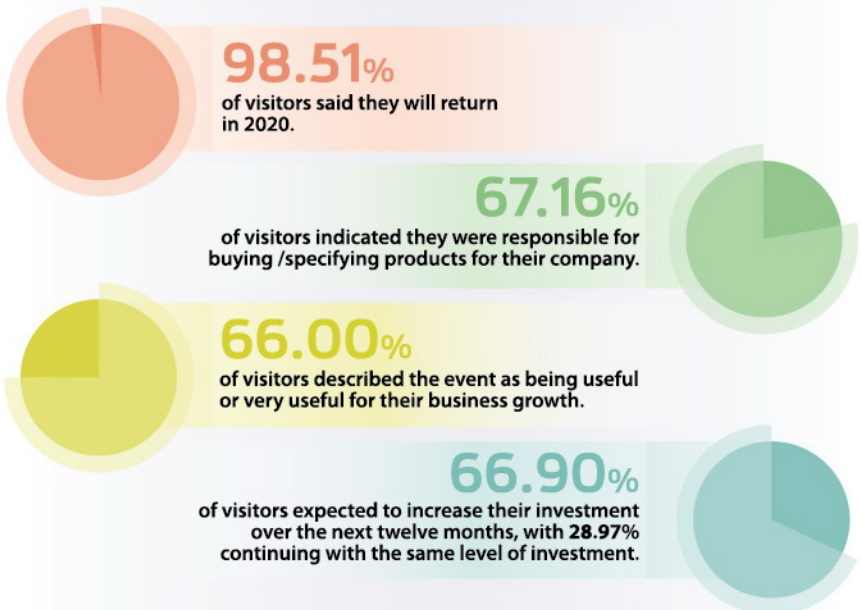


*% of visitors said they were interested in. Please note visitors can tick more than one.

Buyers Classified by "Company's Main Activity"

7.08%	Airline / Cruise Liner / Rail / Travel Catering	31.20%	Hotel / Restaurant / Resort / Country Club
17.40%	Café / Coffee Shop / Bakery	22.03%	Import / Distribution / Wholesale
14.70%	Food & Beverage Manufacturer	7.59%	Retail / Supermarket / Hypermarket / Department / Grocery / Convenience Store

Key Visitor Facts



Industry Events at Food & Hotel Myanmar

Food & Hotel Myanmar is the leading industry event for professional skills development and education including:



The 2nd Myanmar National Latte Art Championship (MNLAC)



The 7th Myanmar Culinary Arts Competition (MCAC) 2021



Latte Art Workshop 2021



FoSTAM Seminar 2021

Exhibit Profile*

Food & Beverage • Bakery / Pastry Products & Ingredients • Chilled & Frozen Food • Canned & Processed Food • Halal Food • **Coffee & Tea** • Confectionary / Chocolate / Sweets • Dairy Products • Fresh Produce • Health & Organic Food & Beverages • Ice Cream Products & Ingredients • Meat & Poultry • Processed & Convenience Food • Seafood • Specialty & Fine Food • Snack Food • **Wine & Spirits** • **Foodservice & Kitchen Equipment & Supplies** • Bakery / Pastry Equipment & Supplies • Bar Equipment & Supplies • Coffee Equipment & Supplies • Cookware • Food Preparation Equipment & Supplies • Housekeeping Products & Supplies • Ice Cream Making Equipment • Ice Making Equipment • Laundry & Cleaning Equipment • Refrigeration / Chillers / Freezers • Storage / Carts / Trolleys • **Hospitality Equipment & Supplies** • Bathroom Fittings & Supplies • Beds / Bedding • Cutlery • Furniture & Furnishings • Guest Amenities • Housekeeping Services & Supplies • Interior Design Services • Lighting • Outdoor Furniture • Tableware & Glassware • Vending & Dispensing Machines • **Spa & Lifestyle Services & Supplies** • Fitness & Leisure • **Hospitality & Retail Technology Products & Services** • Accounting / Billing Software • Bar Coding / Scanners • Food & Beverage Management Systems • In-Room Technology / Entertainment • Internet / Telecommunication Systems • Payroll Systems • Point-Of-Sale Systems (POS) • Property Management Systems (PMS) • Reservation Systems • Safes / Lockers • Security & Safety Systems

*These lists are not exhaustive and serve as a guide only

Visitor Profile*

Airlines / Cruise Liners / Rail / Travel Catering • Baristas • Café / Coffee Shops / Bakeries • Food & Beverage Importers / Distributors / Wholesalers • Food & Beverage Manufacturers & Processors • Foodservice & Kitchen Equipment & Supplies Importers / Distributors / Wholesalers • Government & Trade Associations • Hotels / Restaurants / Resorts / Country Clubs • Media • Property Owners • Developers • Quick Service Restaurants • Retail / Hypermarket / Supermarket / Department / Grocery / Convenience Stores • Spa & Lifestyle Owners & Management • Service Apartment • Sommeliers • Wine & Spirits Importers / Distributors / Wholesalers

*These lists are not exhaustive and serve as a guide only

HOW TO EXHIBIT

Book

your stand early and secure a prime area

Space Only

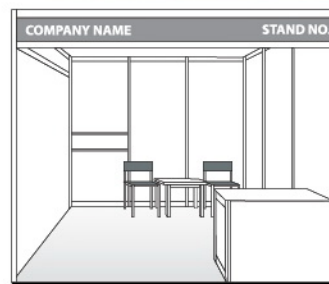


Bare floorspace, ideal for large exhibitors or national groups who wish to build their own stand.

MMK 465,000 per m²
SGD 515 per m²

(minimum area 18 m²)

Walk on Stand



Includes walls, carpet, lighting, fascia, power point, counter, table, chairs, shelving & waste paper basket.

MMK 546,000 per m²
SGD 605 per m²

(minimum area 9 m²)



About Informa Markets

FHMM is organized by Informa Markets, a division of Informa plc. Informa Markets creates platforms for industries and specialist markets to trade, innovate and grow. Our portfolio is comprised of more than 550 international B2B events and brands in markets including Healthcare & Pharmaceuticals, Infrastructure, Construction & Real Estate, Fashion & Apparel, Hospitality, Food & Beverage, and Health & Nutrition, among others. We provide customers and partners around the globe with opportunities to engage, experience and do business through face-to-face exhibitions, specialist digital content and actionable data solutions. As the world's leading exhibitions organiser, we bring a diverse range of specialist markets to life, unlocking opportunities and helping them to thrive 365 days of the year. For more information, please visit www.informamarkets.com.



Myanmar Expo (ME) is the newest and largest purpose built exhibition space in Yangon. It is located at Fortune Plaza, Corner of minanda road and Thumana road at the heart of the city. The Myanmar Expo (ME) can be accessed easily from all areas of the city. Occupying almost 10,000sqm of exhibition space, and with dedicated onsite parking and seminar facilities, the Myanmar Expo (ME) venue is the prime location for trade shows in Myanmar.

Show Venue Address:

Fortune Plaza, Corner of minanda Road and Thumana Road, Thaketa, Yangon

For further information, contact your nearest offices:

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