

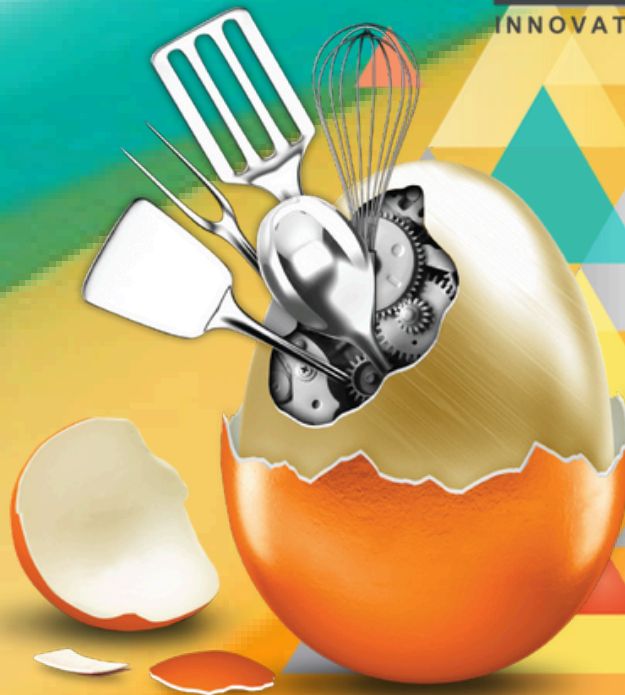
The 20th Edition of Thailand Retail, Food & Hospitality Services 2026

Unlock Global Opportunities for
ASEAN Food and Hospitality Markets



9-12
JULY 2026

BITEC, EH100-101



Co-Located with :



PUB BAR ASIA (PBA) 2026



SUPPORTERS 2025

OFFICIAL SUPPORTERS



ASSOCIATION SUPPORTERS



MEDIA PARTNERS



INTERNATIONAL PARTNERS



SUSTAINABILITY PARTNERS



OFFICIAL SPONSORS



POST SHOW REPORT



OVERALL VISITORS:

10,215



THAIS: **9,843**

OVERSEAS: **372**

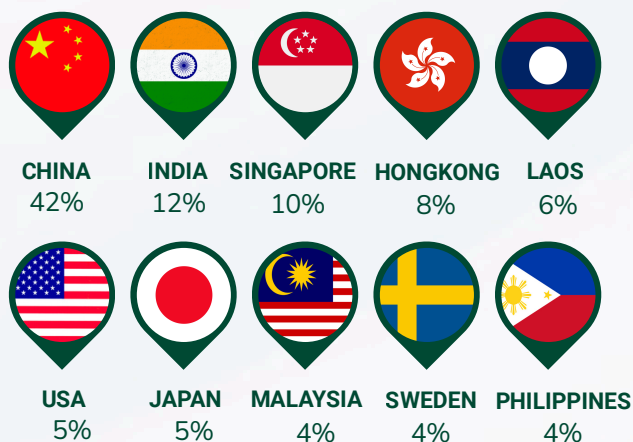
COUNTRIES: **59**



JOB FUNCTIONS:

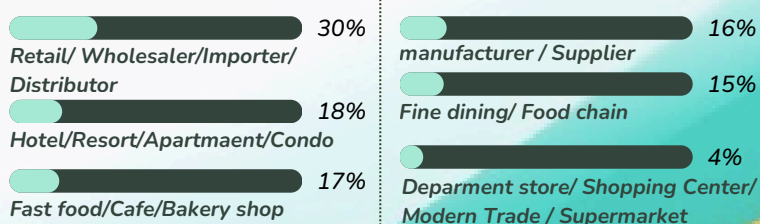


TOP 10 INTERNATIONAL VISITORS:

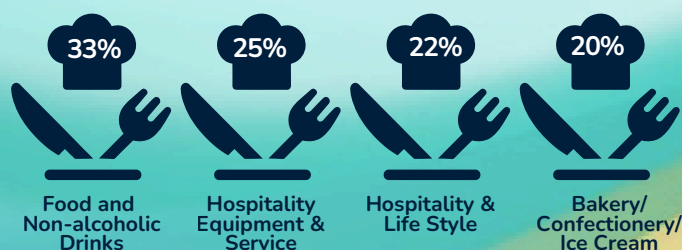


COMPANY'S MAIN ACITIVITY

Main Activities:



PRODUCT OF INTERESTS



Purpose of visit:



Unlock Global Opportunities for ASEAN Food and Hospitality Markets

The ASEAN food and hospitality market is experiencing a golden age of growth, and TRAFS 2026, now in 20th edition, is your direct link to its success. We've crafted this event not just as an exhibition, but as a strategic platform designed to unlock your brand's full potential in this dynamic region.



The Market at a Glance: Why Now Is the Time

The numbers speak for themselves. The foodservice market in the Asia-Pacific region is predicted to experience sustained growth, reaching a market value of US\$116.9 billion in 2026, with key Asian nations leading the charge. This isn't just a number; it's a testament to rising consumer spending, a booming tourism sector, and an increasing demand for innovative and quality products. TRAFS 2026 places you at the very heart of this immense opportunity.



Our Main Concept: More Than Just a Booth

TRAFS 2026 will be the leading B2B platform, unlocking trade, investment, and innovation opportunities across ASEAN's food and hospitality markets. We connect you directly with the people who matter: buyers, importers, and key operators from around the globe. Our focus is on creating meaningful connections and tangible business outcomes.



**BOOK YOUR
BOOTH NOW**

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Experience Zones: A Curated Journey for Your Customers

We've designed specialized zones to ensure your products get the attention they deserve and to enhance the visitor experience.



01 Innovation Kitchen Lab:

- Showcase your cutting-edge kitchen and food technology to chefs and restaurateurs looking to modernize their operations.

02 Sustainable Solutions Pavilion:

- Highlight your eco-friendly HoReCa innovations and meet the growing demand for sustainable products.

03 ASEAN Flavors Collective:

- Feature your local food, ingredients, and menu concepts to an audience eager for authentic culinary experiences.

04 Future Hospitality Hub:

- Position your smart hotel and restaurant solutions as essential tools for the next generation of hospitality.



Who You'll Meet: The Decision-Makers

Our extensive marketing and B2B matchmaking efforts are meticulously planned to attract the most influential professionals in the industry. At TRAFS 2026, you won't just meet anyone; you'll meet the people who can truly change your business.



Owner / Proprietor



F&B Director Manager



GM / Resident Manager



Restaurant / Fine Dining owners



President / CEO / MD



Food, Bakery, Ice Cream Chains



Executive Chef / Chef / Cook



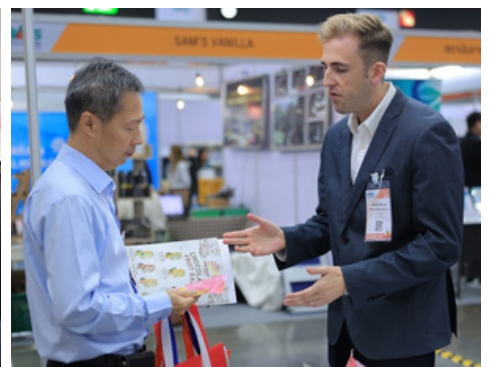
Hotel Executive Housekeepers



Procurement Manager / Purchasing Manager



IT / Telecommunications Manager



Why Exhibit with TRA FS 2026?

This is not just an expense; it's an investment in your company's future.

Access the fastest-growing market:

Tap into ASEAN's vibrant and expanding food and hospitality sector.



Meet qualified buyers and partners:

Forge direct connections with investors, distributors, and global partners.

Launch and elevate your brand:

Use our platform to introduce new products and strengthen your brand's visibility on an international stage.



Gain unrivaled exposure:

Benefit from extensive international media and network coverage, amplifying your presence beyond the event.



Co-located with

the rapidly booming Pub Bar Asia 2026: More opportunities to expose your products to the entertainment industry, a new untapped market.



EXHIBITOR'S TESTIMONIALS



"NFI's participation in **TRAFS** is a strategic utilization of the platform to directly support and promote food entrepreneurs and suppliers. We leverage this event to present our end-to-end services, ensuring Thai food businesses can expand into global markets and achieve sustainable growth."



Arunee Usaha

Vice President

Department of Entrepreneur Business Development
National Food Institute (NFI)

"**TRAFS 2025** serves as a key marketing platform for the company to directly engage with target clients (**hotels and restaurants**), thus strengthening confidence and driving business growth."



Thatchapong Bejrakashem

Managing Director, FOOD WAY COMPANY LIMITED



"Participating in **TRAFS 2025** has given us valuable opportunities to negotiate with large-scale clients in various Group Chains. This exposure has been instrumental in helping our company grow and effectively expand our market share within the hotel and chain restaurant businesses."



Thaveesak Georgcharoen

Assistant Sales Manager, Blue Square Group Ltd.

"**TRAFS** participation was highly effective, significantly boosting sales and providing direct access to key targets like hotels, cafes, and restaurant owners. It is a crucial platform for both customer base expansion and brand visibility."



Manassith Trisukasem

Chief Executive Officer, M.A.P. FOOD CO., LTD.



Exhibit Types :



RAW SPACE

Minimum 18 sq.m.
Exhibitor must order carpet in your booth.
Extra equipment i.e, lightning, furniture and utilities
are responded by exhibitor
Corner Charge 10% of total space.
Start at USD 400 per SQ.M..



STANDARD

1 x White back and side wall 2.50 m. height
1 x Fascia board with company name
and booth number
1 x Reception desk
2 x Chairs
1 x Waste paper basket
2 x Tube lamp 18 w. LED
1 x Socket 5 Amp. 220 V. (not for lighting)
Carpet
Corner Charge 10% of total space.
Start at USD 430 per SQ.M.



PREMIUM

2 x Tube 10w. LED
1 x 5amp. 220v. socket
1 x Table
2 x Chairs
1 x Trash bin
Carpet
Fascia board
Panels
2 x Wall shelf
Country's flag
One Cabinet
Corner Charge 10% of total space.
Start at USD 460 per SQ.M.



**BOOK YOUR
BOOTH NOW**

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