## THE EXHIBITION

<table>
<thead>
<tr>
<th>Show Title</th>
<th>Superfood Asia 2019</th>
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<tbody>
<tr>
<td>Concurrent Events</td>
<td>Healthy &amp; Natural Food Asia &amp; Halal Food Asia</td>
</tr>
<tr>
<td>Date &amp; Time</td>
<td>24 – 26 April 2019</td>
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<tr>
<td></td>
<td>24 -25 April 2019 (Wed &amp; Thurs) 10.30am to 6pm</td>
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<td>26 April 2019 (Fri) 10.30am to 5pm</td>
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<tr>
<td>Venue</td>
<td>Sands Expo &amp; Convention Centre, Hall B &amp; C, Singapore</td>
</tr>
<tr>
<td>Size</td>
<td>80,000sqft</td>
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<tr>
<td>Admission</td>
<td>Trade and Industry Professional Only (All of 3 days)</td>
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<tr>
<td>Exhibiting Companies</td>
<td>300 (Local &amp; Overseas)</td>
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<tr>
<td>Country Pavilion</td>
<td>Japan, Indonesia, South Korea, Thailand, Taiwan, Singapore, Turkey, Malaysia</td>
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<tr>
<td>Website</td>
<td><a href="http://www.superfood-asia.com">www.superfood-asia.com</a></td>
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<tr>
<td>LinkedIn</td>
<td>Superfood-asia</td>
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<tr>
<td>Facebook</td>
<td>@Superfoodasia</td>
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VISITORS PROFILE

Industry Trade Delegates, Industry Trade Buyer, F&B Business Owner, Chairman/CEO/MD/ F&B Director / GM/ Purchasing Director/ Manager/Government Agencies.

Business:
Exporter/ Manufacturer/ Importer/ Distributor/ Wholesaler /Retailer
Including Chain, Natural, Organic and health product stores
Convenience, Supermarkets and Grocery stores
Food Service and Caterers
Drug Stores, Pharmacies
Spa and Wellness Management and Beauty stores
Gourmet and Specialty Food retailers
Hotels, Restaurants, and Cafes

Which Country:
Besides Local Trade Buyers, Overseas Trade Visitors Promotion
(including existing trade buyers database of over 2000) will cover countries:
The Middle East, Malaysia, Indonesia, India, Sri Lanka, India, Thailand, Pakistan, China, Hong Kong and CLMV.

NATURAL & HEALTHY FOOD ASIA – EXHIBITS PROFILE

- Organic / Vegan / Vegetarian / Plant Base / Specialty / Gluten-free / GMO-free / Low GI
- Functional Food and Supplement
- Nutraceutical Products
- Herbs, Spices, Nuts and other Alternative Ingredients
- Food and Beverage Products
- Raw Material and Ingredients
- Chilled and Frozen Products
- General Grocery and Fresh Produces
- Dried Goods / Snack Food
### Beverages
- Grain, Nut & Soy Milk
- Mineral Water
- Juice
- Coffee & Tea
- Powered Drinks
- Organic Wine

### Dry Goods
- Baking Products
- Noodles/Vermicelli/Pasta/Ramen/Udon
- Rice/Grains
- Bread
- Baby Food
- Cereal & Breakfast Food
- Soup Broth
- Dried Fruits
- Muesli
- Jam & Spread
- Nuts & Seeds

### Frozen & Chilled
- Meat
- Seafood
- Ready to Cook
- Gelato, Ice Cream & Yoghurt

### Honey & Sweeteners
- Honey, Bee Products
- Stevia

### Farm & Fresh Produce
- Vegetables
- Fruits
- Mushroom
- Poultry
- Eggs

### Condiments
- Dried Herbs, Spices & Seasonings
- Dried Enzymes & Vinegars
- Oil
- Tamari
- Pastes & Sauces
- Salt

### Healthy Snacks
- Chocolate
- Candy
- Energy/Protein/Nutritional Bar
- Crackers & Biscuits

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**Superfood - a nutrient-rich food, especially beneficial for health and well-being.**

Include:

Acai, Arrowroot, Avocado, Beetroot, Barley, Black Sesame, Black Bean, Buckwheat, Brown Lentils, Brown Rice, Black Garlic, Camu Camu, Chia Seed, Chlorella, Cranberry, Flaxseed, Ginger/Turmeric, Grapeseed, Hemp Seed, Lecithin, Maqui Berry, Millet, Moringa, Mulberry, Mung Bean, Purple Corn, Oat, Prune, Quinoa, Raw Cacao, Raisin, Red Dates, Rye, Soy Bean, Sogo, Sunflower Seed, Yacon Root, Walnut, Wolfberry, White Fungus
HALAL FOOD ASIA – EXHIBITS PROFILE

Beverage:
- Fruit Juices and Concentrates
- Non-alcoholic Juices
- Soft Drinks

Frozen Food:
- Frozen Pastry Products
- Frozen Prepared Food
- Meat and Fish Cook-Chilled Food

Oils, Fats, and Sauces:
- Cooking Fats
- Ketchups, Mayonnaise, and Sauces
- Margarine and Spreads
- Rendered Animal Fats
- Vegetable Oils

Tea and Coffee:
- Coffee Beans
- Coffee Drinks
- Coffee Substitutes
- Extracted (aqueous or dried extracts) Tea
- Flavoured Tea
- Freeze Dried Coffee
- Granulated Tea
- Ground Coffee
- Instant Coffee
- Loose Tea Leaf

Grocery Products:
- Cereal, Nuts, Dried Fruits
- Food Concentrates and Additives
- Pasta, Instant Food (soups and noodles)
- Snacks, Potato Chips, and Crackers
- Spices, Seasonings, and Salt
- Sugar and Starch

Confectionery:
- Flour & Bakery Products
- Chocolate and Cocoa Products
- Frozen and Semi-finished Products
- Honey and Jam
- Ingredients and Food Additives
- Low Fat Confectionery Products
- Pastry Products
- Snacks & Sweets

Dairy Products:
- Milk, Butter, Cream, Cheese
- Canned Milk
- Pasteurized Milk Products
- Ice Cream
- Ready to eat (RTE)
- Rice and Rice Products

*The above lists are not exhaustive. Intended as a guide only.*
THE ORGANIZER

Sphere Exhibits Singapore - Incorporated in April 2008 and a wholly owned subsidiary of Singapore Press Holdings (SPH), the largest media group in Singapore. Sphere Exhibits which stands for “SPH Events, Roadshows, and Exhibitions”, is the leading M.I.C.E Company behind exciting and innovative fairs, shows, events and exhibitions for all trade and consumers businesses in Asia. Sphere Exhibits organizes over 40 exhibitions and events each year across Asia primarily in Singapore, Malaysia, Myanmar and the Philippines. Featuring over 3500 exhibitors and attracting over 1.8 Million visitors.

Some key brands that Sphere represents across Asia include:

Consumer events: Singapore Food Shows, Comex and IT Show, Smart Kids Asia, Beerfest Asia, Gourmet Festivals, Facon Education Fair and Baby Baby etc.

Trade events: Malaysian International Food & Beverage Trade Fair, BuildTech Asia, Singapore Gifts & Premiums Fair and Franchising & Licensing Asia etc.

Sphere Exhibits Malaysia - Organizer of Malaysian International Food & Beverage Trade Fair (Malaysia’s leading F&B Trade Event)

Nearly 20 years of successful track records.

Catch the highlights of MIFB 2018:

https://www.facebook.com/SuperfoodAsia/videos/498847457221506/

BOOTH RENTAL

<table>
<thead>
<tr>
<th>Standard Shell Scheme:</th>
<th>Raw Space:</th>
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<tbody>
<tr>
<td>$550 per sqm</td>
<td>$480 per sqm</td>
</tr>
<tr>
<td>9sqm $4950</td>
<td>18sqm (Min) $8640</td>
</tr>
<tr>
<td>18sqm $9900</td>
<td>36sqm $17280</td>
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<td>36sqm $19800</td>
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CONTACT

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Head of Business, Food Sector

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