



SHAPING THE FUTURE OF HORECA

5-7 MARCH | 10AM
-
6 PM

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General Information

Show Opening Hours

5 - 7 March 2025
10:00AM - 6:00PM

Venue

IMPACT Exhibition Halls 9 to 12
Muang Thong Thani

99 Popular Road, Banmai Subdistrict

Pakkred District, Nonthaburi 11120 Thailand

Shuttle and Taxi Options



Official Event App

Access the Event at Your Fingertips:



Browse Exhibitor and Product List



Overview Map



Academy and TECH Lounge Agenda and Speakers



Xperiential Zone Live Demo Sessions



Thailand Ultimate Housekeeping Challenge Agenda



ASEAN Barista Team Championship Agenda



Notification Alerts



General Information

ADMISSION RULES



Every attendee must always carry a physical badge for access into the exhibition halls

ผู้เข้าร่วมงานต้องสวมบัตรคล้องคอเพื่อเข้าสู่บริเวณงานจัดแสดงงาน



Badge is strictly non-transferable

บัตรคล้องคอไม่สามารถสับเปลี่ยนให้ผู้อื่นได้



Only business attire is allowed

วันธรรมดาธุรกิจอนุญาตเฉพาะ: การแต่งกายด้วยชุดสุภาพหรือชุดสุภาพ



Shorts and slippers are strictly not allowed

ไม่อนุญาตให้ผู้ที่สวมกางเกงขาสั้น รองเท้าแตะ หรือเสื้อสายเดี่ยว เข้าร่วมงานโดยเด็ดขาด



Exhibition is strictly open to trade professionals and business visitors aged 17 and above

ไม่อนุญาตให้เด็กอายุต่ำกว่า 17 ปี เข้าชมงานในวันธรรมดาธุรกิจ



Wheeled carriers and personal mobility devices are strictly prohibited

ห้ามนำรถเข็น หรืออุปกรณ์เคลื่อนที่ส่วนบุคคล เข้างานโดยเด็ดขาด

SHOES POLICY



LUGGAGE RULES



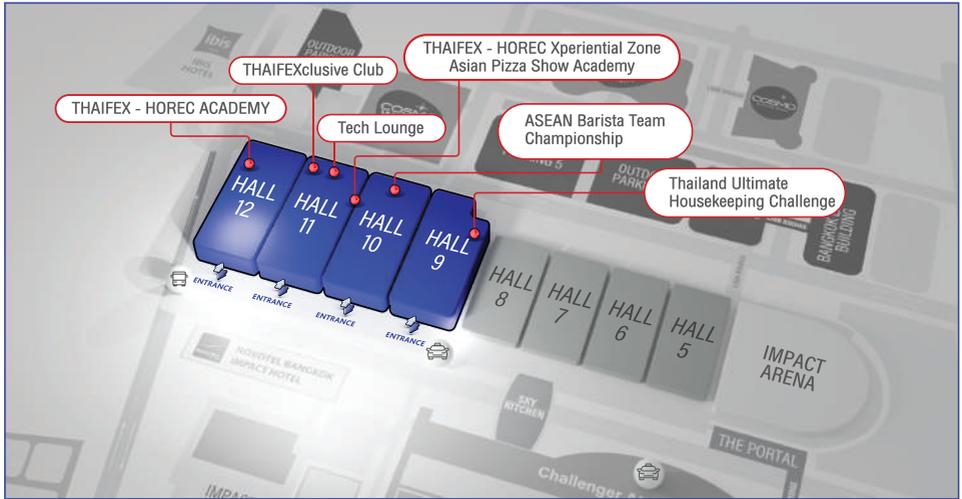
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Overview Map



PRODUCT SEGMENTS

HALL 9	HALL 10	HALL 11	HALL 12
CAFÉ & BAR	BAKERY & ICE-CREAM	DINING	FURNISHING
CLEANING & LAUNDRY		KITCHEN	TECH
SERVICES			HORECA FOOD
			WELLNESS

SPECIAL HIGHLIGHTS

THAILAND ULTIMATE HOUSEKEEPING CHALLENGE	Hall 9	ASEAN BARISTA TEAM CHAMPIONSHIP	Hall 10
THAIFEX - HOREC XPERIENTIAL ZONE	ASIAN PIZZA SHOW ACADEMY	Between Hall 10 and 11	THAIFEXexclusive CLUB TECH LOUNGE
THAIFEX - HOREC ACADEMY	Hall 12	Specially Invited Partner	TDB

REGISTRATION



OUTSIDE HALL
9 & 10

ACCESSIBILITY

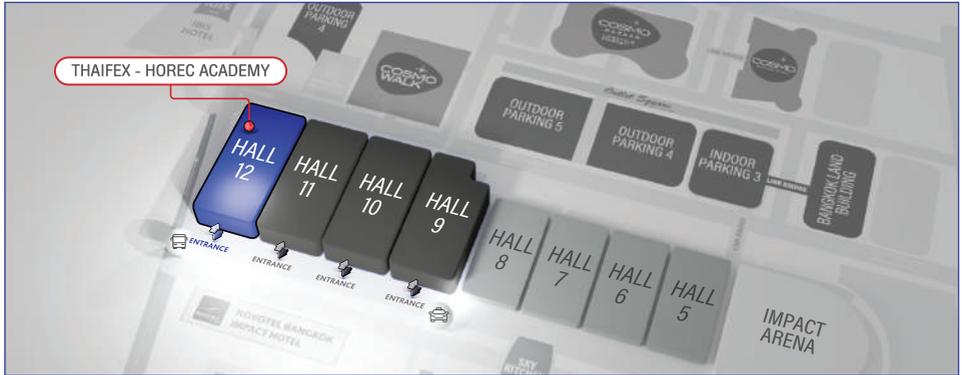


TAXI STAND
IMPACT Exhibition Center,
Hall 9 Foyer
& Challenger
Level 1, Atrium 2



THAIFEX-HOREC SHUTTLE BUS
Outside IMPACT
Exhibition Center,
Hall 12

20+ sessions led by 50 industry experts over 3 days—
delivering actionable insights for HORECA professionals



Agenda

5-Mar-25

10:30 - 10:50 AM	Hotel F&B performance: can we do better?
10:55 - 11:35 AM	Future-Forward Leadership in Hospitality
11:40 AM - 12:30 PM	Navigating Hospitality's Evolving Landscape: Challenges and Opportunities in Hotel Operations
12:35 - 1:35 PM	Asian Institute of Hospitality Management (AIHM) and Dhurakij Pundit University (DPU) presents: The Next Generation Leaders in Hospitality Part 1: Women Leading Hospitality and Management Part 2: Mentoring Future Hospitality Innovators
1:40 - 2:10 PM	Smart Hospitality through Energy Efficiency with NECTEC & PTT Innovations
2:30 - 4:30 PM	HSMAI Masterclass: Revenue Management and Marketing Strategies for Hospitality <ul style="list-style-type: none"> • Smarter Social Media for Restaurants - A Framework of Getting Things Right • Mastering Menu Engineering – Unlocking Profitability • AI + EI = Revenue Optimization To Drive Smarter Restaurant Decisions



View
Full Agenda
and Speakers



Agenda

6-Mar-25

10:10 - 10:30 AM	The Future of Foodservice: Key Trends Shaping the Industry
10:30 - 11:00 AM	Designing the Future of Hospitality: Where Aesthetics Meet Experience
11:05 - 11:20 AM	Brewing a Bean-Free Revolution
11:20 - 11:35 AM	Maximise Profits, Minimise Waste: Unlocking Hidden Revenue in HORECA
11:40 - 11:55 AM	Boosting Your Restaurant Revenue: How Hungry Hub Helped Attract Over 300 Million Baht in International Sales
12:00 - 1:00 PM	Designing for Success: Chef Willment's Guide to Optimal Kitchen Layouts and Equipment
1:40 - 2:20 PM	Sustainability in Hospitality
2:25 - 3:05 PM	The Role of Hotels in Empowering Local Communities
3:10 - 3:50 PM	Hotel Marketing Evolution: Adapting for Long-Term Success
3:55 - 4:35 PM	Smart Hospitality: Transforming Sales & Guest Experience with Digital Marketing

7-Mar-25

10:30 - 11:10 AM	Tomorrow's Taste: Food Trends and Innovation with LINE MAN Wongnai
11:15 - 11:55 AM	Innovative Catering Service: AI-Driven Ingredient Management
12:00 - 12:40 PM	The Art of Café Survival: Insights for Sustained Success
1:40 - 2:20 PM	Content-driven Commerce: Building Media-centric Business Strategies
2:25 - 3:05 PM	Sip, Stay, Spend: Making Your Hotel Bar the Place to Be
3:10 - 3:50 PM	Gourmet Streets: Elevating Traditional Street Food to New Heights
3:55 - 4:35 PM	From Farm to Table: The Science of Food Ingredients
4:40 - 5:20 PM	Thriving Through Challenges: Revenue Strategies for Restaurants in Recessions

Academy Partners

AIHM

Les Baches

FUTURELOG

HOTSTATS

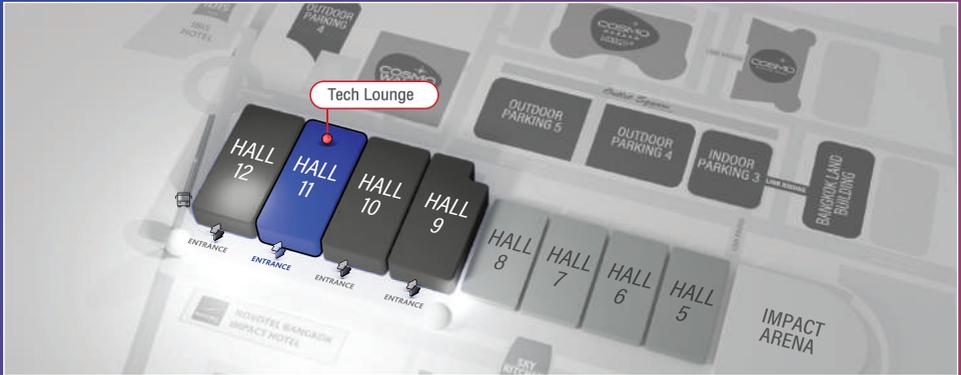
hsmi
ACADEMY



SKAL
INTERNATIONAL
Sponsoring Tourism Industry



The hub for automation, AI, and next-gen digital solutions in HORECA



Agenda

5-Mar-25

- 2:00 - 2:45 PM Revolutionising Hospitality Procurement in Thailand: How FutureLog can help you in Driving Digital Transformation (EN)
- 2:45 - 3:30 PM The Future of Food Safety: How Digital Transformation is Revolutionising Compliance and Efficiency (EN)
- 3:30 PM - 4:15 PM Maximising cost savings and purchasing efficiency through BirchStreet Systems (EN)

6-Mar-25

- 11:00 - 11:45 AM Comanche Gogoji: A Game Changer for the Hospitality Industry in the Asia-Pacific Region (TH)
- 11:45 AM - 12:30 PM Improving Hotel Operations with Digital Tools: Enhancing Efficiency and Revenue (TH)
- 2:00 - 3:00 PM Revolutionising Hospitality: The Power of Automation for Seamless Service (TH)
- 3:30 - 4:15 PM Innovative Travel Gear: The Future of Mobility with Elala (EN)

7-Mar-25

- 11:00 - 11:45 AM Enhance F&B Operations: How Food Market Hub helped save cost and time for the multi-outlet brand (TH)
- 11:45 AM - 12:30 PM Enhancing Restaurant Operations with AI through ZoftConnect POS (TH)



Secure
your Seat
Now!



THAIFEX – HOREC XPERIENTIAL ZONE THAIFEX - HOREC XPERIENTIAL ZONE

Step into the THAIFEX – HOREC Xperiential Zone where innovation comes to life through contactless tech, digital guest experience, energy efficiency, food waste solutions, plant-based menus, and sustainability.



Sign up for Live Demo



Explore via Self-Guided Tour

Live Demo

	5-Mar-25	6-Mar-25	7-Mar-25
11:00 - 11:30 AM	Mazzer, Doge, Scotsman	Codemax	Sammic
12:15 - 12:45 PM	Fujimak	UNOX	Hobart (Precipan)
1:45 - 2:15 PM	Giorik	YPT, Kimberly-Clark	Elmeco
3:00 - 3:30 PM	Principessa	Carpigiani	Gastros
4:15 - 4:45 PM	Electrolux Professional	Hobart (Dishwasher)	Mazzer, Doge, Scotsman
5:30 - 6:00 PM	Thermomix, RedFox	Sober Spirits	Dusit Gastro

Strategic Partners



New! Asian Pizza Show Academy



The Iconic Pizza Showcase Comes to Asia
Straight from London, the legendary pizza experience arrives at THAIFEX - HOREC Asia 2025!



Date: 5-7 March | Time: 10:00 AM - 6:00 PM

Watch Pizzeria Peppina's master chefs in action as they demonstrate:



Dough stretching & topping techniques



Wood-fire baking for the perfect crust



60 artisanal pizzas made fresh daily –
and yes, tastings included!



ASEAN BARISTA TEAM CHAMPIONSHIP



Watch ASEAN teams compete in precision brewing, latte artistry, and signature drink creations, all for a share of SGD 14,500 prize pool.



Competition & Judging
6-7 March



Final Round
(Champion Set)
7 March, 1:50 PM



Prize Ceremony
7 March, 2:30 PM onwards

Participating Teams



Brunei



Indonesia



Malaysia



Philippines



Singapore

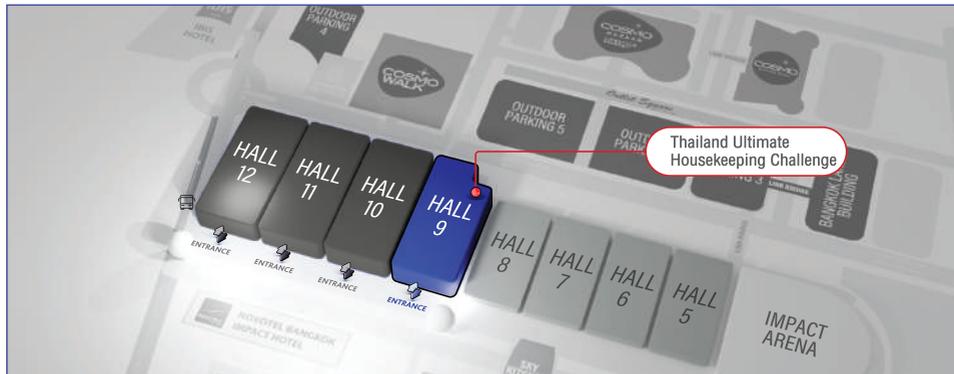


Thailand



Thailand Ultimate Housekeeping Challenge

100 of Thailand's best housekeepers face four intense challenges, testing their speed, efficiency, and attention to detail. Who will set the new gold standard in hospitality service?



5-Mar-25

10:30 - 11:00 AM	Opening Ceremony "Thailand Ultimate Housekeeping Challenge 2025"
11:00 AM - 12:30 PM	Housekeeping Management Seminar: The Significant Role of Thailand's Hotel Housekeeping to The World's Best Hospitality Destination
1:30 - 3:10 PM	Professional Bed-Making Competition Round 1 - 4

4:00 - 4:30 PM SIMMONS EXCLUSIVE PROMOTION

Limited quantities available!
SIMMONS EXCLUSIVE PROMOTION
 To celebrate 100 years of Beautyrest® Original Pocketed Coil® technology, Simmons is having a never-before exclusive promotion:

- Single Size (107 x 198 cm) 7,000 baht each
- King Size (182 x 198 cm) 10,000 baht each

4:30 - 5:30 PM	Day 1 Award Ceremony
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6-Mar-25

10:30 AM - 12:30 PM	Professional Table Floral Arrangement and Bouquet Competition
2:30 - 3:30 PM	Creative Towel Folding Competition – "Thailand Local to Global"
4:30 - 5:30 PM	Day 2 Award Ceremony

7-Mar-25

10:30 AM - 1:00 PM	Speed Housekeeping Cleaning Challenge Round 1 - 4
3:00 - 3:30 PM	Cocktail Reception (By invitation only)
3:30 - 5:00 PM	Thailand Ultimate Housekeeping Challenge 2025 Award Ceremony



EXCLUSIVE PHENIX TOUR FOR THAIFEX - HOREC ASIA

6-7 March 2025

Time: 3:00 PM – 4:30 PM (Shuttle departs from IMPACT at 2:00 PM)

Location: Phenix Shopping Mall, Bangkok

Discover the Future of Food Wholesale Hub at Phenix!

THAIFEX – HOREC Asia exhibitors are invited to join an exclusive guided tour of Phenix Shopping Mall, Bangkok's newest Food Wholesale Hub & Dining Destination.

Get a first-hand experience of this dynamic marketplace where B2B buyers and F&B professionals connect with top food producers, distributors, and import/export businesses from Thailand and around the world.

➤ PHENIX INTRODUCTION AT THE AUDITORIUM HALL

Gain insights into how Phenix helps unlock new markets and shaping the future of food business in Thailand.

➤ EXCLUSIVE SITE TOUR

Explore the THAIFEX Pavilion and International Pavilion Zone, featuring top brands and global suppliers.

➤ 500 THB FOOD VOUCHER

Indulge in the best of Phenix's culinary offerings, from authentic Thai flavors to international delicacies.

Why join ?

- **Expand Your Business Opportunities**
Connect with industry leaders in a dedicated B2B environment.
- **Experience Phenix's Unique Offerings**
Connect with industry leaders in a dedicated B2B environment.
- **Enjoy a Taste of Phenix**
Sample exquisite dishes with our complimentary food voucher.

**Limited Spots Available – Pre-Register Now!
Reserve Your Spot Today!**



Shuttle Bus Service

Complimentary round-trip service
from IMPACT (departing at 2:00 PM)



Venue

Complimentary round-trip service
from IMPACT (departing at 2:00 PM)

FOR INQUIRIES, CONTACT :

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Pre-Register Today!

Scan QR Code Here



Exclusive Dining Privileges

Enjoy 10-25% Off at Top Hotels' F&B Outlets (Feb – Jun 2025)

Participating Hotels:



INNSiDE by Meliã
Bangkok Sukhumvit



MELIã CHIANG MAI



For More Information & RSVP

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Tel: +66 6 597 80287

THAIFEXplorer Booth Hall 12

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1

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REVEAL 1 OF 6
THEMED IMAGES.

2

🕒 YOU HAVE 20
SECONDS TO SOLVE
THE PUZZLE!

3

🎯 SOLVE IT IN TIME
& ENTER THE
LUCKY DRAW!



**Win Our
Grand Prize!**

- ✔ Mister Robot Laser Navigator
 - ✔ THAIFEX Limited Edition Uniqlo Hoodie
- and other exclusive THAIFEX - HOREC Asia goodies up for grabs!

The next HORECA breakthrough starts here.

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11-13 MARCH
2026

Bangkok, Thailand

Lead the future of HORECA—secure your booth today

