



THAIFEX - HOREC ASIA 2025

POST SHOW

REPORT

5-7 MARCH
2025

IMPACT

MUANG THONG THANI
BANGKOK, THAILAND

www.thaifex-horec.asia



JOINTLY ORGANISED BY



CONNECT WITH US @thaifexhorecasia



thaifex
HOREC
ASIA

THAIFEX - HOREC ASIA 2025: THE ULTIMATE DESTINATION FOR HORECA PROFESSIONALS

To establish Thailand as a leading HoReCa destination, THAIFEX - HOREC ASIA 2025 was organised by the Department of International Trade Promotion (DITP) under the Ministry of Commerce, the Thai Chamber of Commerce (TCC), and Koelnmesse (KM). The event took place from 5-7 March 2025 at Halls 9-12 of the IMPACT Exhibition Centre in Muang Thong Thani, Bangkok, Thailand. Spanning 27,000 square metres, this second edition of THAIFEX - HOREC ASIA showcased nine key product categories: Bakery and Ice Cream, Café and Bar, Cleaning and Laundry, Dining, Furnishing, Kitchen, Service, Tech, and Wellness, along with a dedicated HoReCa Food zone.

Entrepreneurs from multiple countries took part, with 466 companies exhibiting across 969 booths and attracting 19,454 visitors from Thailand and abroad. The event generated a total order value of THB 3,347.11 million.

This success highlights the global business community's confidence in Thailand's HoReCa sector, indicating a positive trajectory for the country's economic recovery. The fair also serves as a crucial driver for exports and supports the tourism industry, aligning with Thailand's vision to position itself as a leading Tourism Hub in Asia.





THAIFEX – HOREC ASIA 2025 IN NUMBERS



466
EXHIBITORS



25
COUNTRIES



969
BOOTHs

ESTIMATED TRADE VALUE



3,347.11

MILLION BAHT

COMPRISING: ON-SITE 3,093.2 MB
HOSTED BUYER PROGRAMME 253.91 MB

9

HORECA SEGMENTS



CAFÉ & BAR



SERVICES



KITCHEN



DINING



FURNISHING



CLEANING & LAUNDRY



WELLNESS



TECH



BAKERY & ICE-CREAM

+ HORECA FOOD



19,454

TRADE
VISITORS



600+

BUYERS

FROM 30+ COUNTRIES

27,000

SQM OF IMMERSIVE EXPERIENCE





THAIFEX – HOREC ASIA 2025

SHAPING THE FUTURE OF HORECA

6

HORECA TRENDS

- CONTACTLESS
- DIGITAL GUEST EXPERIENCE
- ENERGY EFFICIENCY
- FOOD WASTE
- PLANT BASED MENU
- SUSTAINABILITY



20+

SESSIONS



4

HIGHLIGHT ACTIVITIES

THAILAND ULTIMATE HOUSEKEEPING CHALLENGE
ASEAN BARISTA TEAM CHAMPIONSHIP
ASIAN PIZZA SHOW ACADEMY
TECH LOUNGE



50+

HORECA EXPERTS
THAIFEX-HOREC ACADEMY



THE OPENING CEREMONY

The opening ceremony of THAIFEX – HOREC ASIA 2025 was presided over by Mr. Pichai Naripthaphan, Minister of Commerce. The event aimed to enhance Thailand's potential as a leading hub for the hotel, restaurant, and catering industry in Asia, while also generating employment and supporting the country's economic recovery.

With a strong emphasis on technology, innovation, and management systems essential to the hospitality sector, THAIFEX – HOREC ASIA 2025 showcased Thailand's capabilities on the global stage. It served as a key trading platform for the future of the HoReCa industry, providing Thai entrepreneurs with opportunities to expand into international markets and reinforcing Thailand's position as the centre of the HoReCa business in Asia.



NETWORKING RECEPTION

The atmosphere at the THAIFEX - HOREC ASIA 2025 Networking Reception was filled with fun, smiles and friendship. The event was organised as a gesture of appreciation for all partners and provided a valuable opportunity for entrepreneurs and buyers to connect, socialise, and establish meaningful business relationships.



THAIFEX - HOREC INNOVATION AWARDS

The Networking Reception event also included the winner announcement of the THAIFEX - HOREC INNOVATION AWARDS for innovative entrepreneurs in the HoReCa business sector. From 125 entries, The competition resulted in 26 finalists and 10 triumphant THAIFEX – HOREC Innovation Award winners.



THAIFEX – HOREC XPERIENTIAL ZONE

The highlight showcase of THAIFEX - HOREC ASIA 2025 is the THAIFEX - HOREC Xperiential Zone, showcasing products and future trends of the HoReCa sector. What makes this zone special is its immersive exhibition format, which allows visitors to directly experience the products and services with live demos. It also provided a golden opportunity for exclusive networking. A self-guided tour was also available.





THAIFEX - HOREC ACADEMY

THAIFEX - HOREC Academy served as a dynamic platform for learning, discussion, and industry transformation within the HoReCa sector. Featuring over 20 expert-led sessions, it provided invaluable insights into emerging trends, innovations, and best practices, fostering meaningful dialogue and shaping the future of the industry. The academy attracted lots of HoReCa enthusiasts, with 1,873 people registered for the event.





ASEAN BARISTA TEAM CHAMPIONSHIP

One of the special highlights adding excitement to THAIFEX - HOREC ASIA 2025 is the ASEAN Barista Team Championship. This prestigious competition attracts individuals from the coffee industry across the world. The event gathered 64 coffee experts from 6 countries in the region, who showcased their skills and knowledge in the art of coffee.

THAILAND ULTIMATE HOUSEKEEPING CHALLENGE



The Thailand Ultimate Housekeeping Competition celebrates excellence in hotel housekeeping, featuring challenges such as bed-making, flower arranging, creative towel folding, and speed cleaning. More than 140 competitors from across Thailand take part, bringing energy and excitement to THAIFEX - HOREC ASIA 2025. Showcasing both precision and creativity, the competition highlights the essential role of housekeeping skills in maintaining high standards within the hospitality industry.



ASIAN PIZZA SHOW ACADEMY

The latest addition to THAIFEX - HOREC ASIA 2025 is the Asian Pizza Show Academy featuring expert demonstrations, advanced pizza-making equipment and a carefully curated selection of suppliers. The academy is co-organised by Bellavita, a global leader in Italian gastronomy.



TECH LOUNGE AT THAIFEX - HOREC ACADEMY

This edition, the THAIFEX - HOREC Academy featured TECH LOUNGE, a special zone dedicated to AI-powered automation, contactless service, and cutting-edge solutions designed to seamlessly manage data for every HoReCa business. The curated activities in this zone attracted over 224 participants.





Sukrit Benjangjaru

FOOD MARKET HUB, THAILAND

"At THAIFEX – HOREC ASIA, we had chances to meet real entrepreneurs, people who came to look for new suppliers and solutions in the form of equipment and technology, things that will help improve their businesses."



Willment Leong

CHEF, SINGAPORE

"In order to actually really want to know more about THAIFEX - HOREC, you have to come here to visit the exhibitor booths and talk to the people about what they have and how their products can solve our problems. They have solutions for us."



Natasha Santos

MCT MACHINE CONNECTIVITY TECHNOLOGY, SPAIN

"This is my first time at THAIFEX – HOREC ASIA and I'm really happy. I'm really surprised about how many companies this fair has, and also the amazing speakers they have at this event."



Teeradon Supapanpinyo

CHEF AND RESTAURANTEUR, THAILAND

"If you are in the restaurant business, this is the fair you will enjoy and you can be here all day long. As a chef who owns a restaurant, I feel like this fair has everything I need. It is for B2B, but also B2P as well. You will see lots of food and also lots of kitchen equipment and tools, everything in one place."



JOINTLY ORGANISED BY



SEE YOU NEXT YEAR!

SHAPING THE FUTURE OF HORECA

11-13 MARCH
2026

IMPACT

MUANG THONG THANI
BANGKOK, THAILAND

www.thaifex-horec.asia



CONNECT WITH US    @thaifexhorecasia

#ThaifexHorecAsia