

Your Gateway to Global Food Service and Hospitality Markets.



HORECA 
INNOVATION & SOLUTION



ORGANIZED BY



OFFICIAL SUPPORTER



Co-located Shows

The 3rd Pub Bar Asia 2025
The 10th ASEAN Retail Show 2025



POST SHOW

Overall Visitors: 22,221

(Co-located with TFBO, ASEAN RETAIL, PUB BAR ASIA)

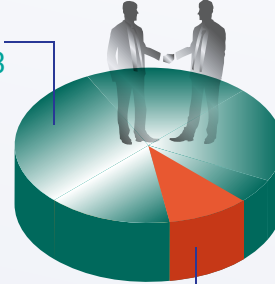


61 COUNTRIES



TRAFS STATISTICS 2024

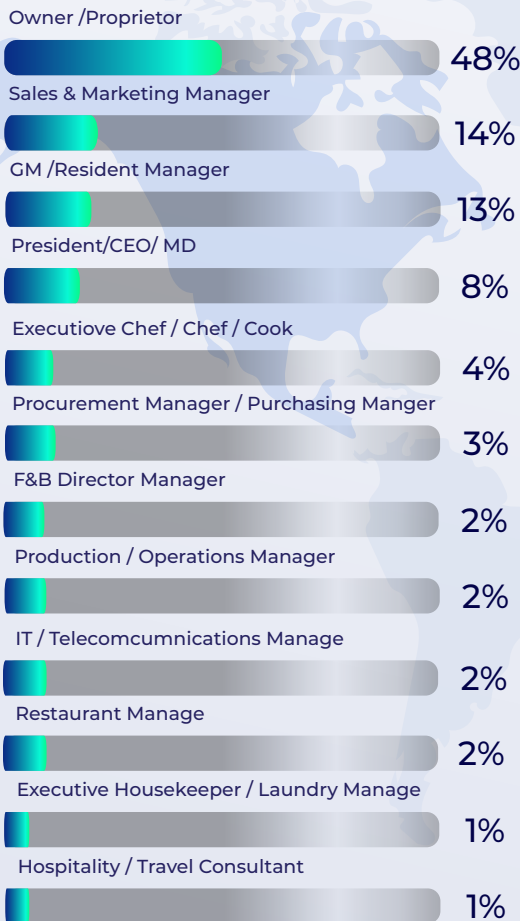
THAIS 10,473



OVERSEAS 414
45 COUNTRIES

OVERALL VISITORS
10,887
combine with
the 2nd Pub Bar Asia

JOB FUNCTIONS:



TOP 10 INTERNATIONAL VISITORS:



CHINA
38%



MALAYSIA
12%



INDIA
10%



USA
7%



SOUTH KOREA
7%



JAPAN
6%



MYANMAR
5%



SINGAPORE
5%

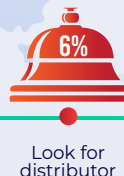
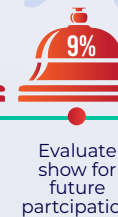
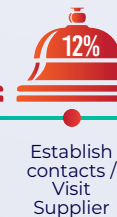
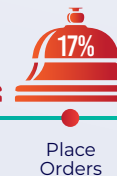
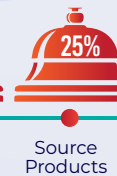


TAIWAN
5%

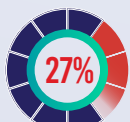


PHILIPPINES
5%

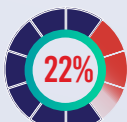
PURPOSE OF VISIT:



COMPANY'S MAIN ACTIVITY :



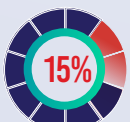
Retailer/Wholesaler/
Importer/Distributor



Fast food/ Cafe/
Bakery /Coffee Shop



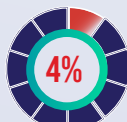
Fine Dining /
Food chain



Hotel/Resort/
Serviced Apartment
Condominium



Manufacturer/
Supplier



Department store /
Shopping Center /
Modern Trade / Supermarket

PRODUCT OF INTERESTS:



Food &
Non-alcoholic
Drinks



Hospitality
Equipment &
Service



Bakery /
Confectionery
Ice cream



Hospitality &
Life style

BOOK YOUR STAND:

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TRAFS 2025 offers an unparalleled opportunity for manufacturers/distributors of food, drinks, hotel equipment and supplies to grow their business in the ever-booming tourism industry in Thailand and ASEAN, with a combined market size of over 660 million population, not to mention international tourist arrivals.

International tourist arrival in Thailand is expected to top 40 million in 2025 vs 36 million forecast for 2024. When combined with other ASEAN countries with the market annual growth rate of 5.78% (CAGR 2024-2029), the industry market volume is projected to exceed US\$16.4 billion by 2029.

TRAFS 2024 In the Number*



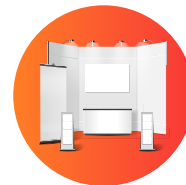
22,221
Trade Visitors



250
Special Buyer
45 Countries



360
Leading Brands
Co-Located with
TFBO, Retail & PBA



20,000
Sq.m.



100+
Activities

Who you will meet:

- 
Hotels, Resorts, Serviced Apartment, Condominiums
- 
Retailer, Hypermarket, Supermarket, Department Store, Convenience store
- 
Trade Associations/ Government Agencies
- 
Restaurants, Fine Dining, Restaurant Chains
- 
Food & Beverage manufacturers & Processors
- 
Catering / Food Center
- 
Coffee, Bakery & Ice-cream shops
- 
Food & Beverage Importers/ Distributors/Wholesalers
- 
Hospitals / Boarding Schools
- 
Cloud Kitchen
- 
Food Service & Kitchen Equipment
- 
Cleaning / Laundry and service providers



Top Reasons to Showcase Your Products at TRAFS 2025

What a Challenge!



Huge Market Potential: The Hotels market in ASEAN volume is expected to grow annually at a rate of 5.78% (CAGR 2024-2029), ultimately reaching a projected market volume of US\$16.41 billion by 2029.



Target Audience: Drawing professionals from more than 40 countries, a wider target buyer group in one exhibit.



Brand Exposure: Position your brand as an industry leader and benefit from top-notch marketing promotions prior to the show to onsite visibility. Showcasing: Unveil new products directly to your target audience at TRAFS. Instantly capture market feedback and insights.



Unparalleled Exposure: Showcase your new innovation of products and services to industry professionals with buying power and decision-makers. Stay ahead from your competitors!



Lead Generation: TRAFS serves as a robust platform for lead generation. Capture qualified leads and forge new business relationships.



Business Expansion: potential business partnerships and avenues for growth within the vibrant retail, food, and hospitality ecosystem.



Business Matching: A one-on-one discussion with target buyers to ensure your participation success.



Strategically Co-located Shows: One of the USPs, TRAFS is co-located with 2 leading international trade shows, The 10th ASEAN Retail 2025 and 3rd Pub Bar Asia 2025, broadening your buyer prospects to include bartenders, supermarkets, modern trade, nightclub and chain restaurants.

Exhibitor Testimonials:



"TRAFS is the leading exhibition in the food industry that entrepreneurs, restaurant owners, and chain restaurant procurement should not miss. It's a great opportunity that happens only once a year to expand your business. We have exhibited in this show for the last five years, and will definitely return in 2025."

Nutnapa Kraikulsait
Managing Director,
ARCO STAINLESS (THAILAND) CO., LTD.



"This is a major event in the hospitality and hotel industry. We have B2B buyers visiting our booth and interacting with numerous B2B sellers in the hotel sector."

SIBASISH MISHRA
Founder & CEO Bookingjini



"At this exhibition, we hope to find a distributor in Thailand and connect with influencers to boost our brand awareness. So far, visitors have shown great interest in our products. Thank you TRAFS, I love you, Thailand!"

LEE, MIN YONG
Executive Director
ALALIFOOD CO., LTD.



"For Fur-9, this year is the first time to participate in TRAFS. We see that this event will be a gateway for us to expand our customer base and create brand awareness among customers in CLMV countries."

Piyaparn Kogtoranin
Marketing Manager FUR-9

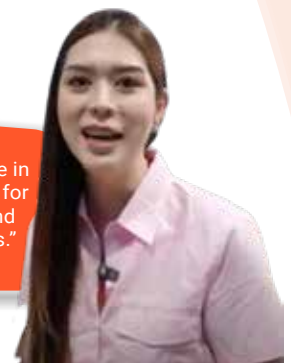


Exhibit Profiles:



Food & Beverages

- Meat and Poultry, Seafoods
- Fine and Ready-to-Eat Food
- Plant Based
- Food Ingredients
- Dairy Products/Cheese
- Halal Food

Coffee, Bakery, Ice Cream & Tea

- Coffee, Bakery and Ice Cream Equipment
- Ingredients and Supplies
- Coffee Machines, Beans/ Syrup/ Accessories



Hospitality

- Hotel/Food Equipment and Supplies
- Chilling and Freezing Equipment
- Cleaning Equipment and Supplies
- Laundry Equipment
- Tableware/Kitchen Utensils
- Mattress and linens
- Furniture in and outdoor
- Vehicles/Golf carts
- Amenity/Spa products
- Uniforms
- Food and Drinks Package

Food & Hospitality Technology

- Information System
- Security
- Robot
- Food Waste Solution
- Food Service
- Delivery
- Sustainability
- Energy Efficiency



Decision makers Profiles:

- CEO/President/Managing Director
- General Manager
- Executive Chef, Sous Chef
- Owner / Proprietor
- Resident Manager
- Procurement Manager/ Purchasing Manager



KEY HIGHLIGHTS OF TRAFS

TRAFS
Thailand Retail, Food
& Hospitality Services **2025**
(19th edition)



Food Demo:

Experience Culinary Innovation Join renowned chefs as they showcase cutting-edge techniques and flavors, inspiring attendees to elevate their cooking skills. This interactive demonstration promises to enhance creativity and knowledge in the kitchen.



Bakery Demo:

Master the Art of Pastry Immerse yourself in the world of pastries with expert bakers sharing their secrets for creating exquisite desserts. Participants will gain valuable skills and ideas to impress in their own baking ventures.



Live Theater:

Insights from Industry Leaders Engage with top experts discussing the latest trends and challenges in hospitality. This dynamic session will provide actionable insights to help attendees navigate the competitive landscape effectively.



Hospitality Innovation & Sustainability Product Contest:

Pioneering Green Solutions Explore groundbreaking innovations in sustainable hospitality products and practices. This contest showcases visionary ideas that contribute to a more sustainable future for the industry.



Guest Room Styling Competition:

Design for Impact Participate in a hands-on competition focused on creating inviting and functional guest room designs. Gain practical skills and tips while competing against peers, enhancing guest experiences.



Business Matching:

Build Meaningful Connections Take advantage of tailored business matching sessions to connect with like-minded professionals. This platform fosters valuable relationships and opens doors to new opportunities in the industry.



ATMOSPHERE



ACTIVITIES

TRAFS
Thailand Retail, Food & Hospitality Services 2025
(19th edition)



Kavin Intertrade 25th Anniversary



BOOTH 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.

Co-exhibitors 1,000 USD / exh.



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.

Co-exhibitors 1,000 USD / exh.



PREMIUM

2 x Tube 10w. LED

1 x 5amp. 220v. socket

1 x Table

2 x Chairs

1 x Trash bin

Carpet

Facsia board

Panels

2 x Wall shelf

Country's flag

One Cabinet

Corner Charge 10% of total space.

Co-exhibitors 1,000 USD / exh.

BOOK YOUR STAND:



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Ms. Danita T.



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