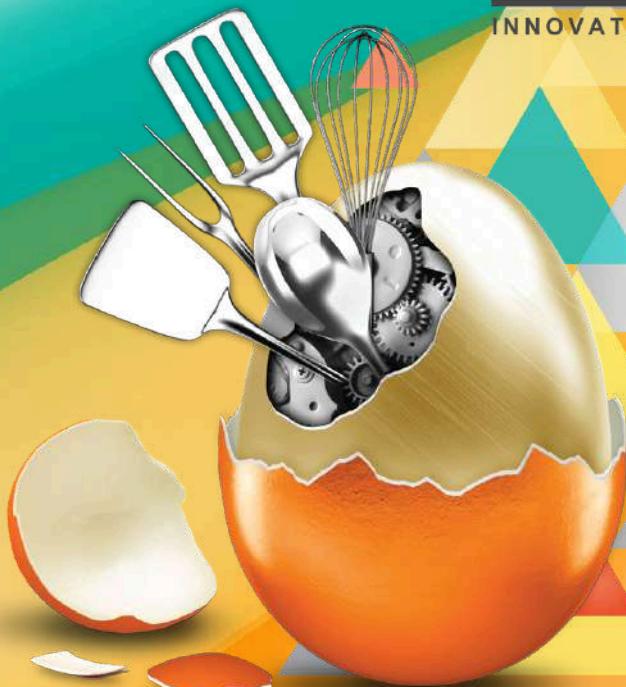




The 20th Edition of Thailand Retail, Food & Hospitality Services 2026

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:



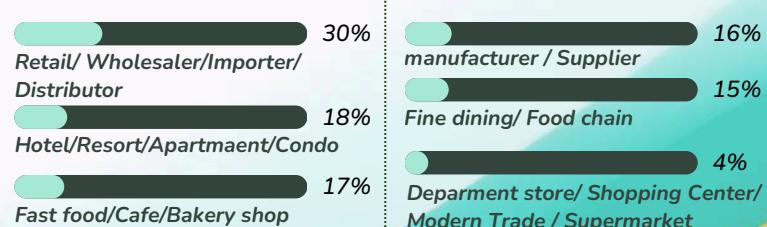
CHINA 42% INDIA 12% SINGAPORE 10% HONGKONG 8% LAOS 6%



USA 5% JAPAN 5% MALAYSIA 4% SWEDEN 4% PHILIPPINES 4%

COMPANY'S MAIN ACTIVITY

Main Activities:



PRODUCT OF INTERESTS



Purpose of visit:



9-12 JULY 2026
 BITEC, EH100-101

Unlock Global Opportunities for ASEAN Food and Hospitality Markets

The ASEAN food and hospitality market is experiencing a golden age of growth, and TRAFFS 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. TRAFFS 2026 places you at the very heart of this immense opportunity.



Our Main Concept: More Than Just a Booth

TRAFFS 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**

Ms. Maylinya C.
 Mobile: +66(0) 65 638 5326
 E-mail: maylinya@kic.co.th

Ms. Pantila M.
 Mobile: +66(0) 89 457 9588
 E-mail: pantila@kic.co.th

Mr. Prin M.
 Mobile: +66(0) 84 020 3464
 E-mail: prin@kic.co.th

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 TRAFFS 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 TRAFS 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.



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.

