



## USA Pavilion at Fi Asia

September 9-11, 2009  
Bangkok, Thailand

**What:** Food Ingredients Asia (Fi Asia)

**Who Should Attend:** U.S. Exporters of Food and Beverage Ingredients, Additives, Equipment and Supplies

**Why:** Recognized as the top meeting place for highly professional food ingredient suppliers and one of the industry's "must-attend" food ingredient shows, **Fi Asia 2008** attracted over 7,000 visitors and welcomed nearly 300 exhibitors from 33 countries. Featured products included sweeteners, colorings, dairy ingredients, flavorings, and functional ingredients for the food, beverage, confectionary industry and more! Returning to Bangkok in 2009, this USDA-endorsed event attracts food professionals from across Southeast Asia.



**The Market:** Thailand is Southeast Asia's second largest economy and has long been an important producer of food items using quality food ingredients. Based on Thailand's forecasted economic growth, the total value of spending for food and beverages is expected to reach \$38 billion in 2009.



Thailand is currently the 19<sup>th</sup> largest export market for U.S. agricultural products including fish and forestry products. In 2007, Thailand imported \$218 million in consumer-oriented foods from the United States, up 36 percent compared to 2006. U.S. exports of specialty food ingredients, bakery, snack ingredients and other related items were valued at \$151 million in 2007, up 43 percent from the previous year. Strong Asian demand, diverse export markets, a shift towards wellness and healthy foods, as well as a competitive presence in both the agricultural and the industrial sectors support continued economic growth.

**Best Market Prospects:** Specialty Food Ingredients, Bakery, and Snack Ingredients

**USDA Contacts:**

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