

SHOW INFORMATION

Show Name: [Speciality & Fine Food Asia \(SFFA\)](#) 4th edition

Dates: 28 – 30 September 2021

Venue: Suntec Singapore, Halls 401-403

Co-located Shows:

- [Restaurant, Pub & Bar \(RPB\) Asia](#) 4th edition
- [Speciality Coffee & Tea Asia \(SCTA\)](#) 1st edition
- [Meat & Poultry Asia \(MPA\)](#) 1st edition

Organized by [Montgomery Asia](#)

The 4 in 1 trade event will come together in 3 halls at Suntec Singapore this September showcasing fine food, gourmet, innovative and unique food & drink producers and purveyors with decision makers in the retail, food service and hospitality sectors, providing companies an excellent platform to discover new trends, expand their business and reach the right buyers.

In our 3rd edition ([July 2019](#)), we welcomed close to **4,200** trade visitors, almost **200** exhibitors (**59% overseas exhibitors**) and **15** country pavilion, growing substantially every edition. In terms of country pavilions' participation, we welcomed new & returning participation from various countries.

KEY BUYERS

Meet key decision makers and buyers from **Foodservice, Distribution & Wholesale, Hospitality and Retail sectors**. Have a look at our [Key Buyers](#) from 2019! Please find a snapshot of our key buyers below.

KEY COMPANIES THAT ATTENDED INCLUDE*

Distribution & Wholesale / Manufacturing



Foodservice / Restaurant



Embassy / Consulate



Hospitality



Retail



Others



*This list is non-exhaustive

PARTICIPATING COST

| |
|--|
| Shell Scheme |
| 9sqm |
| SGD6,120* |
|  |

Furniture and electrical entitlements for Shell Scheme packages increase with stand size.

Entitlements:

As an exhibitor, you get to stretch your marketing dollars with our wide-reaching campaign that includes:

- Online business matching tool
- Hosted Buyer Programme
- Direct mailers to key buyers and VIPs across the region
- eDMs to a targeted database
- Search engine marketing & digital marketing campaigns
- Social media shoutouts
- PR & media campaigns
- Website and show guide listing
- Marketing materials, invitation cards, web banners and more

Show Brochures: *(note: we will send the 2021 brochures once they are ready)*

- [SFFA 2020 Brochure](#) | [RPB Asia 2020 Brochure](#) | [SCTA 2020 Brochure](#)

2019 Post Show Information:

- [2019 Post Show Report](#)
- [SFFA 2019 Post Show Press Release](#)
- [2019 Show Highlight \(video\)](#)