



EU Pavilion 2012  **EABC**

Food & Hotel
Thailand 2012

A black silhouette of a waiter in a tuxedo, holding a tray with a red apple that has a smiling face and a green leaf.

5-8 SEPTEMBER 2012
BITEC, BANGKOK, THAILAND

For more information, please visit us at www.eabc-thailand.eu

or www.foodhotelthailand.com



EU Pavilion 2012

EU Pavilion offers European companies an attractive presentation platform. Food & Hotel Thailand (FHT) 2012 is the premium international food & hospitality trade show in Thailand today. FHT serves its food & hospitality products and services, international industries by delivering an international exhibition, premium opportunities and trade buyers all under one roof.

FHT gets strong and exclusive support from leading industry associations in Thailand. Working with these associations together with FHT's marketing and press activities ensure FHT delivers trade professionals from hotels, restaurants, importers, distributors, retailers, manufacturers, chefs, sommeliers, baristas and many more.

Why Thailand?

- ✓ Population of 65 million
- ✓ Gateway to IndoChina, ASEAN and Asian regions with combined population of over 580 million
- ✓ 2nd largest economy in Southeast Asia
- ✓ 2012 high GDP growth of 4.2% forecasted by Central Bank
- ✓ Good infrastructure
- ✓ Kitchen to the World—Thailand is one of the world's leading food producers and exporters
- ✓ 19.5 million tourist arrivals expected in 2012

FHT 2011 Show Facts

Professional Visitors:

26,408 from 60 countries

Participants:

241 from 20 countries

Participant Countries:

Australia, Austria, China, Egypt, Finland, France, Germany, Hong Kong, Italy, Japan, Malaysia, Mexico, Poland, Slovenia, Singapore, South Africa, Switzerland, The USA, United Kingdom

Incorporating:



In-Conjunction with:





EXHIBIT PROFILE

Food & Beverage Bakery / Pastry Products & Ingredients Chilled & Frozen Food Canned & Processed Food Halal **Food****Coffee & Tea** Confectionary / Chocolate / Sweets Dairy Products Fresh Produce Health & Organic Food & Beverages Ice Cream Products & Ingredients Meat & Poultry Processed & Convenience Food Seafood Specialty & Fine Food Snack Food **Wine & Spirits, Foodservice & Kitchen Equipment & Supplies** Bakery / Pastry Equipment & Supplies Bar Equipment & Supplies Coffee Equipment & Supplies Cookware Food Preparation Equipment & Supplies Housekeeping Products & Supplies Ice Cream Making Equipment Ice Making Equipment Laundry & Cleaning Equipment Refrigeration / Chillers / Freezers Storage / Carts / Trolleys **Hospitality Equipment & Supplies** Bathroom Fittings & Supplies Beds / Bedding Cutlery Furniture & Furnishings Guest Amenities Housekeeping Services & Supplies Interior Design Services Lighting Outdoor Furniture Tableware & Glassware Vending & Dispensing Machines **Spa & Lifestyle Services & Supplies Fitness & Leisure, Hospitality & Retail Technology Products & Services** Accounting / Billing Software Bar Coding / Scanners Food & Beverage Management Systems In-Room Technology / Entertainment Internet / Telecommunications Systems Payroll Systems Point-Of-Sale Systems (POS) Property Management Systems (PMS) Reservation Systems Safes / Lockers Security & Safety Systems

VISITOR PROFILE

Airlines / Cruise Liners / Rail / Travel Catering * Barista * Cafe / Coffee Shop / Bakery * Food & Beverage Importers / Distributors / Wholesalers * Food & Beverage Manufacturers & Processors * Foodservice & Kitchen Equipment & Supplies Importers / Distributors / Wholesalers * Government & Trade Associations * Hotel / Restaurant / Resort / Country Club * Media * Property Owner / Developer * Quick Service Restaurants * Retail / Hypermarket / Supermarket / Department / Grocery / Convenience Stores * Spa & Lifestyle Owners & Management * Service Apartment * Sommelier * Wine & Spirits Importers / Distributors / Wholesalers



EU Pavilion 2012

Pavilion Space

The pavilion is situated in a prime location and stretches an area of 90 sq.m. The pavilion gives 9 exhibitors the opportunity to present their products and services.

Pavilion Benefit

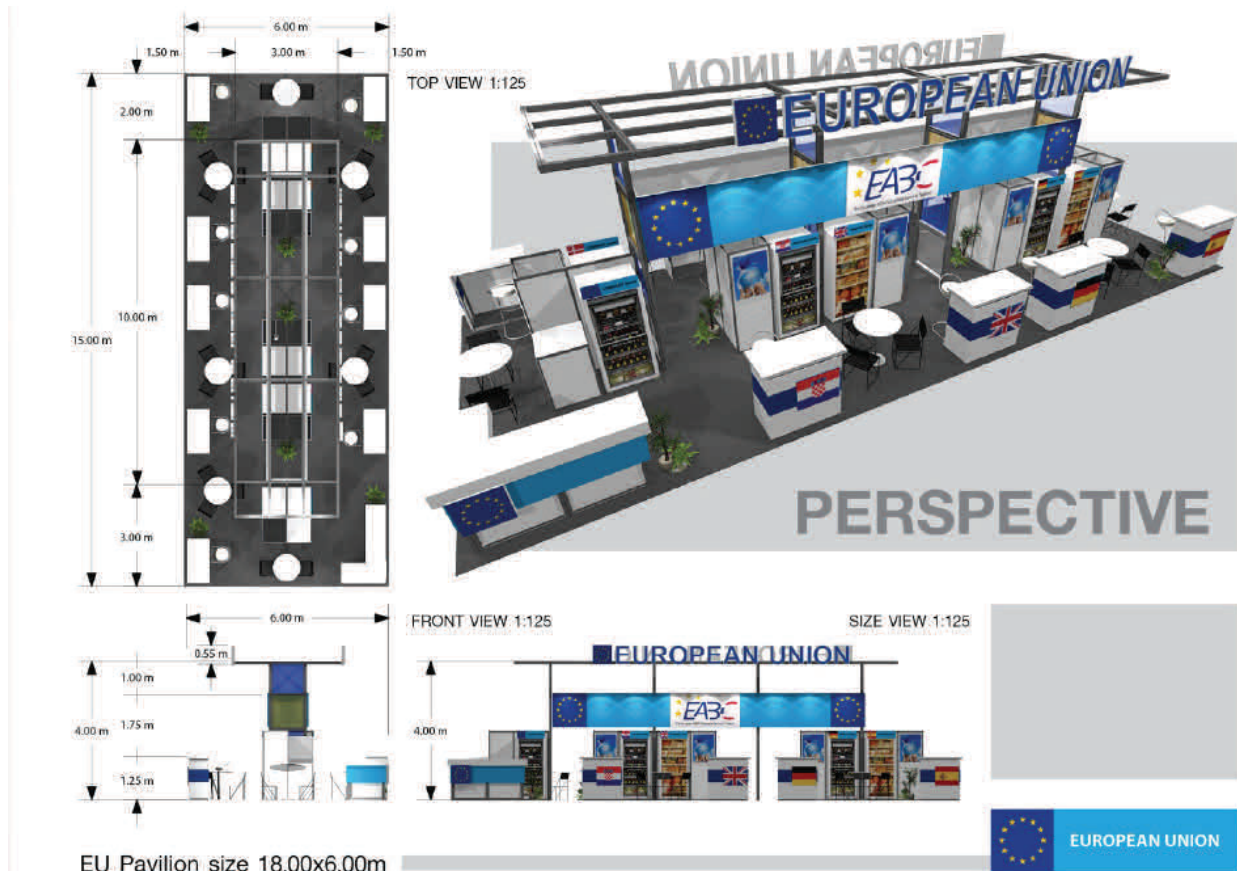
- ◆ Prime location “L1” (please refer page 8)
- ◆ Shared appearance under the umbrella of “European Pavilion” logo, without losing your corporate identity
- ◆ An easy and fast way to find all the European companies
- ◆ EU pavilion reception (1 hour reception with drinks and invited guests)
- ◆ Business matching opportunity



Exemplary representation. Subject to change



EU Pavilion 2012



EU Pavilion size 18.00x6.00m

Pavilion design include as following;

Furniture	Details
Floor	Cover with gray carpet for the total area (90 sqm.)
Structure	Tower: Maxima Light Build high 4.00 decorated with PVC and di cut logo on foam
Storage room	System structure size 1.00x2.00x2.50 m. (4 units)
Cooking counter	1 unit of cooking counter: System structure size 0.50x1.00x1.00 m. Electricity cost will be charged if required cooking demonstration
Exhibitor Area	9 units of information counter: System structure size 0.50x1.00x1.00 m. decorated with inkjet on PP board 9 units of white stool 7 units of discussion set (7 round tables,21 steel upright chairs) 1 unit of PVC decorated at tower 2 units of di cut logo on foam 9 units of company's name (sticker on PP board) 9 units of sticker decorated at information counter (Exhibitor)
Electricity	10 units of spotlight 100 w. at tower 9 units of spotlight 100 w. at poster panel of each exhibitor 9 units of socket 5 amp. (not for lighting)



EU Pavilion 2012



Exemplary representation. Subject to change

Your contact in Thailand:

Ms. Chuthakan Nitisappayotye

Email: service@eabc-thailand.eu

Tel: +66 2670 0624

Fax: +66 26700608

URL: www.eabc-thailand.eu

Your contact in Brussels:

Ms. Freya LEMCKE

Email: lemcke@eurochambres.eu

Tel: +32 2 282 08 76

Fax: +32 2 230 00 38

URL: www.eurochambres.eu



Exhibitor Package

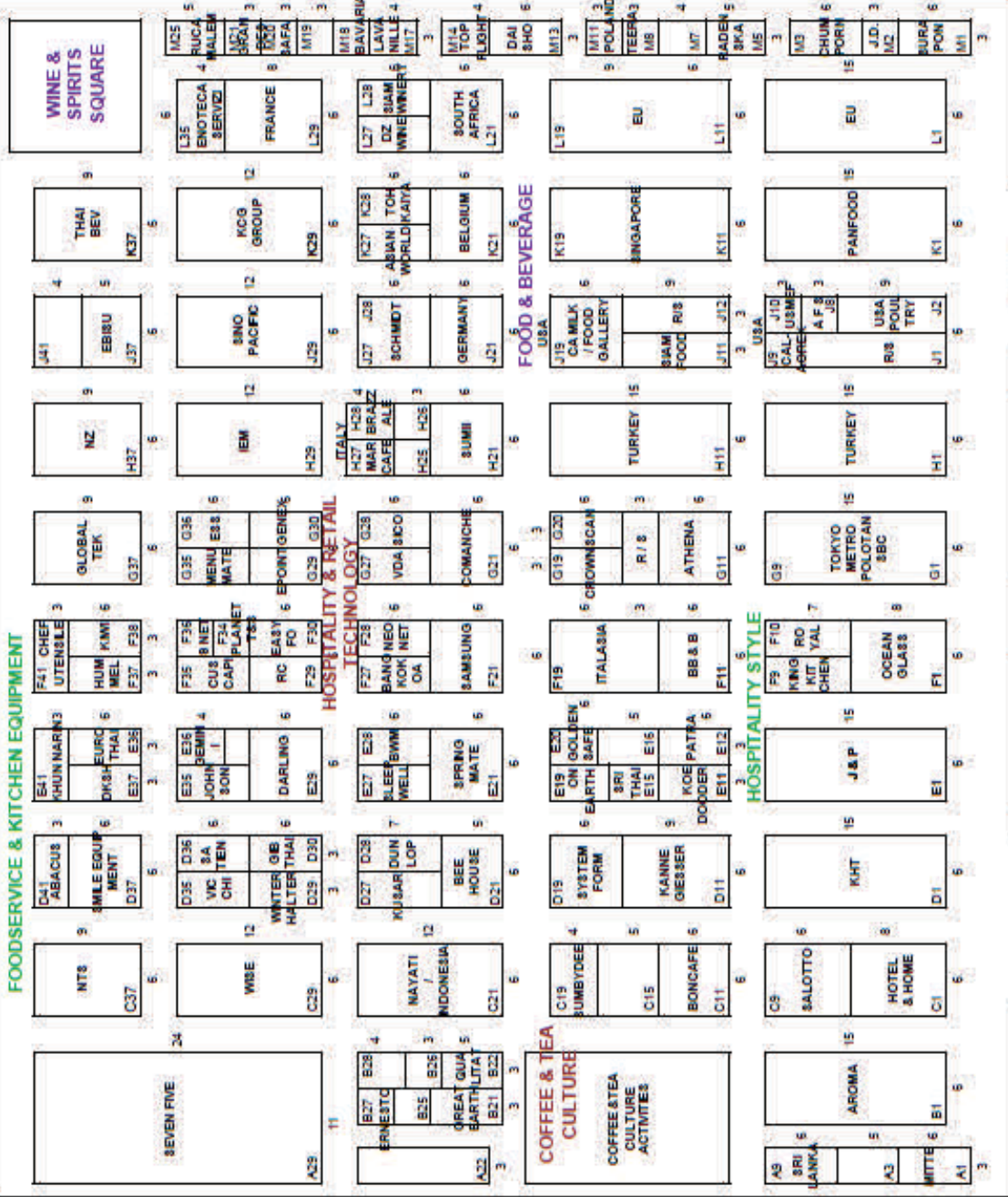
Standard Package : (Price € 4,350.-)

- ◆ Approx. 9 m²
- ◆ Carpet
- ◆ Storage room (1x1 m)
- ◆ 1 Spotlight
- ◆ 5 Amp sockets
- ◆ Information counter
- ◆ 1 White Stool
- ◆ 1 Round table + 3 upright chairs
- ◆ Wastepaper basket

Remarks:

1. The above prices include installation and dismantling.
2. The above prices exclude refrigerators and electricity
(*Please see the attached file name "Refrigeration Equipment (FHT11).pdf", "FHT11 - Lighting and Electrics", "FHT11 - online manual_water" of 2011 for your reference. **Updated on 2012 will be announced shortly. Exhibitor is requested (if as) to register on online form which will be available 4 months before the event begins**)
3. The equipment shall be returned to the lessor after the show
4. The section cooking demonstration (if as) does not include electricity cost. The kitchen equipment such as following;
 - a. Stove
 - b. Oven
 - c. Sink
 - e. Refrigerator
 - f. etc (if as)

Thailand International Culinary Cup (TICC) 2012



Incorporating:



In-conjunction with:





Application Form



Incorporating:



The 20th International Hotel, Catering, Bakery, Food, Beverage and Retail Supplies Exhibition

EU Pavilion

5-8 September 2012

Register TODAY

BITEC, Bangkok

or before April 30, 2012

Exhibitor (Company)

Company

Address

Post Code, City

Country

Tel

Fax

E-mail

Website

Products/Services to be exhibited

Booth Package (Total booth cost)

We wish to exhibit in Food & Hotel Thailand 2012 on EU Pavilion 2012 and apply for service as follows:

Standard Package € 4,350.- (All prices plus VAT if applicable)

100% cost due 30 May 2012 = Euro 4,350.-

We agree to pay 100% of the service fee by 30 May 2012

We understand that responsibility of all insurance connected with this event rests with individual exhibitors. No insurance of any kind is undertaken by the organizer on behalf of exhibitors.

We understand that the submission of this application Form confirms that the signatory of signatory's employer/company

Signature, Maturity, General and Special Exhibition Terms and Conditions

The signatory expressly declares that he is authorized to make this legally binding application.

Name in capital letters

Position in capital letters

Stamp and authorized signature

Please make payment to:

Place and Date

Bank: Kasikorn Bank, Empire Tower

Account Number: 646-1-00076-0 Swift Code: KASITHBK

PARTICIPANT'S TERMS AND CONDITIONS

Note: Before completing the Application Forms you should read the conditions below. If you have any queries about these documents you should consult

1. Application to Exhibit

Application for exhibit service shall be made on the form overleaf and shall be duly signed by the exhibitor or a person authorised by him. When the application for services is signed on behalf of an exhibitor it should so state and should state the name of the exhibitor. Following receipt of the Application together with the initial payment EABC shall issue an acceptance of such Application which shall bind the Exhibitor to observe the Rules and Regulations of the exhibition (as amended from time to time). EABC reserve the right to refuse to accept any Application at their absolute discretion without giving reasons therefor

2. Payment

(a) The payment schedule for service fee and Organiser's stand package is as follows:

if Application is signed and submitted before 30 May 2012

100% payment on the Contract.

(b) All sums payable under this Contract shall be paid together with the addition of such Goods and Services Tax (or such other government tax or levy) as is legally payable on those sums. The total cost represents only the payment for details set out overleaf and all other goods and services required by the Exhibitor shall be paid for by the Exhibitor in addition thereto, with the exception of food and beverage served at the official functions during the event. Exhibitors will not be allowed to occupy their stands if the payment terms specified on the contract are not followed. These terms cannot be varied under any circumstances. Interest at the rate of 2% per month will be charged on any amount outstanding for a period exceeding 14 days after the due date for payment until payment is made.

3. Cancellation

In the event of EABC agreeing to any request for release from the contract, the Exhibitor will be liable for all or part of the service fee stated in the contract overleaf on the following scale:

Cancellation between 180 and 61 days before the show	80% of cost
Cancellation 60 days or less before the show	full cost

These terms cannot be varied under any circumstances.

4. Failure to Exhibit

(a) Any organisation which, having signed a contract fails to exhibit whether or not for any reason of the Exhibitor's own choosing and has not been released from the contract incurred by EABC as a result of such failure to exhibit

(b) EABC will not be liable in any way in the event that Bodies of Authority such as immigration and customs, prevent the attendance of personnel or exhibits at the Exhibition

5. Limitation of Liability

(a) To the extent permissible under the law, EABC, its officers, directors, employees, servants or agents shall not be liable for:-

(i) the safety of the Exhibitor, its staff, servants, agents, contractors or invitees during the exhibition;

(ii) any damage to or loss of exhibits, articles or other property of whatever kind brought in to the exhibition by the Exhibitor, its staff, servants, agents, contractors or invitees or members of the public; or

(iii) any other damages or loss (including, without limitation, the loss of goodwill or business profits, interruption due to work stoppage, data loss, computer failure or malfunction and all other commercial damages or losses or exemplary, aggravated, punitive or such similar damages whether arising out of contract, tort or any other legal theory).

(b) EABC shall not in any event be held responsible for any restrictions or conditions which prevent the construction, erection, completion, alteration or dismantling of stands or the entity, siting or removal of exhibits, or for the failure of any services or amenities provided by the hall landlords or other third parties

(c) While the EABC may provide information on the relevant legal requirements applicable to the Exhibitor (including the licences and permits which the Exhibitor has to obtain), EABC shall not be responsible for any errors or omission and the Exhibitor is solely responsible for ensuring that it has complied with all legal requirements.

(d) EABC shall not be responsible for the acts or omission of any contractor appointed by EABC prevent the construction, erection, completion, alteration or dismantling of stands or the entity, siting or removal of exhibits, or for the failure of any services or amenities provided by the hall landlords or other third parties.

(c) While the EABC may provide information on the relevant legal requirements applicable to the Exhibitor (including the licences and permits which the Exhibitor has to obtain), EABC shall not be responsible for any errors or omission and the Exhibitor is solely responsible for ensuring that it has complied with all legal requirements.

(d) EABC shall not be responsible for the acts or omission of any contractor appointed by EABC to provide any products or services to the Exhibitor.

(e) In the event that EABC is found by a court of competent jurisdiction or any other competent authority or tribunal to be liable notwithstanding the provision of this clause, the aggregate liability of EABC for all claims made by the Exhibitor in respect of any loss or damage incurred or suffered shall not exceed the amount paid by the Exhibitor to EABC for the space at the event at or during which the loss or damage was incurred or suffered. This limitation does not apply to claims in respect of personal injury or death.

(f) The Exhibitor shall indemnify and hold EABC harmless in respect of any and all loss, damage, expense (including legal costs on a solicitor and clients basis), or liability (whether criminal or civil) and costs of settlement suffered or incurred by EABC due to any act, omission, neglect or default of the Exhibitor, its staff, servants, agents, contractors or invitees, and any claim by any third party that any exhibit, service or other material or information exhibited, provided or used by the Exhibitor infringes the intellectual property rights or any other rights of any party. The indemnity provided under this clause shall survive the termination of this Contract and is in addition to any other remedy which EABC is entitled to under the law.

6. Assignment

Either party shall not assign its rights and obligations under this Agreement without the prior written consent of the other party

7. Exhibitor's Insurance

Exhibitors shall make sure they are fully covered by insurance including, but not restricted to, all risks on their property, exhibits or articles of any kind, public liability and comprehensive protection against any loss or damage caused by any circumstance whatsoever whether by reason of fire, water, theft, accident or any other cause.

The exhibitor shall insure against, indemnify and hold EABC harmless in respect of all costs claims, demands and expenses to which EABC may in any way be subject as a result of any loss or injury arising to any person (including members of the public or EABC staff, agents or contractors) or property howsoever caused as a result of any act or default of the Exhibitor, his servants, agents or contractors or invitees. If EABC so demand the Exhibitor shall provide proof to EABC that the Exhibitor has adequate insurance cover

Exhibitors must ensure that their temporary staff and the staff of their employees, agents or contractors are insured against claims for workman's compensation

The period of which such insurances shall be maintained shall run from the time the Exhibitor or any of his servants, agents or contractors first enters the exhibition grounds, and to continue until he has vacated the exhibition grounds and all of his exhibits and property have been removed.

8. Group Stands

Contracting parties for group stands are responsible for ensuring that all Exhibitors within their group are fully aware of and agree to abide by these Terms and Conditions and by the Rules and Regulations of the Exhibition

9. Force Majeure

EABC shall not be liable to the exhibitor by reason of any cancellation or part-time opening of the exhibition, either as a whole or in part, for any non-performance of their obligations under this contract or for any amendments or alterations to all or any of the Rules and Regulations of the exhibition in each case to the extent that such occurrence is due to any circumstance not within their control

10. Unforeseen Occurrences

In the event of any occurrences not foreseen in these Rules and Regulations, the decision of EABC shall be final.

11. Copyright

The Exhibitor gives permission to EABC to publish before, during and after the Exhibition any and all press releases, photographs, product information, and brochures sent to them for the purpose of obtaining publicity for the Exhibition and/or Exhibitor.

The Exhibitor guarantees that all graphic elements, designs and photos are either:

- 1) *original material,*
- 2) *paid for by the Exhibitor or,*
- 3) *already in the public domain such that EABC cannot be sued for copyright violation.*

12. Counterfeits and Copyright Infringements

Copyright infringement will be vigorously policed at the Exhibition. Copies or counterfeit goods are not permitted at the Exhibition. Exhibitors infringing copyright laws may have their goods confiscated by customs and be banned from future exhibitions.

13. Government Ruling

The Exhibitor shall have no claim against EABC should national or state government authorities, acting independently or under the auspices of an international authority (e.g. the United Nations), ban, restrict or refuse participation at the Exhibition by the Exhibitor or the display or promotion of any of its products or services

14. Governing Law and Jurisdiction

These Terms and Conditions and the Contract between EABC and the Exhibitor shall be governed by the laws of Thailand, and the parties submit to the non-exclusive jurisdiction of the courts of Thailand.

TERMS AND CONDITION of Contract

Accepted by Exhibiting Company

Signature _____

Press Release

Food & Hotel Thailand (FHT) 2011 – Serving Up Business

Bangkok, 16 September 2011 –Food & HotelThailand (FHT) 2011once again confirmed its reputation as the premier international trade event for Thailand and the region's 5 star food and hospitality industries by delivering high quality trade buyers.

The 19th edition of Food & Hotel Thailand (FHT) 2011 was a sold out event. FHT2011 exhibition grew 25% in terms of exhibitors and size from last year, and presented premium food, beverage, foodservice equipment, hospitality supplies, hospitality technology, coffee and wine products and services from 241 exhibitors from over 20 countries including Australia, Austria, China, Egypt, Finland, France, Germany, Hong Kong, Italy, Japan, Malaysia, Mexico, Poland, Slovenia, Singapore, South Africa, Switzerland, Thailand, United Kingdom and The USA.

FHT2011 featured international pavilions from China, Japan, Poland, South Africa and The USA.

Thailandand the region's growing appetites for premium food and hospitality products and services were clearly seen as FHT2011 attracted 26,408 professional visitors from 60 countries, with an 18% increase in international visitors, and recorded an estimated onsite trade value of THB 300 million.

FHT2011 delivered both high quality and high numbers of trade buyers from the hospitality, import & distribution, retail, airline catering and manufacturing industries including key buyers from S&P, Oishi Group, MK, Little Home, Zen, Marriott, Centara, Sheraton, Hyatt, Swissotel, Sofitel, Novotel, Hilton, Intercontinental, Renaissance, Villa Supermarket, CP 7-11, Central Food Retail, Tesco Lotus, Big C, Nestle, Black Canyon, Doi Tung, Thai Airways, LSG Sky Chefs, DKSH, Berli Jucker and many many more.

FHT2011 received many accolades from exhibitors including:

Poonsri Chittirungsan, Marketing Manager, Pan Food Co.,Ltd.said "It was the third consecutive year for the company participating in Food and Hotel Thailand. We were very successful with each show and got many new customers, from restaurant owners to prominent chefs. It's an event of the year that cannot be missed."

Bozena Wroblewska, President of the Board, Polish Chamber of Commerce Promotion Centressaid, "Food and Hotel Thailand is one of the best trade exhibitions in Asia. It's held in the region's strategic location of Thailand, which makes it easily accessible for exhibitors and visitors. By participating in this show, we met a large number of potential buyers, with a unique opportunity to share ideas and network with others. From this, we have a better understanding of the Thai market."

Weerapan Intasorn, Director of Sales & Marketing, MICROS-Fidelio (Thailand) Co., Ltd.,confirmed the high quality of this year's visitors. He said, "The event lived up to our expectations. Most of the visitors are highly qualified trade professionals and potential buyers. We won't miss the next edition definitely."

Food & Hotel Thailand (FHT) 2011 was bursting with business, conferences, seminars, activities, meetings and events over its 4 days including a presentation of The Thai Tourism Roadmap by Mr. Suraphon Svetasreni, Governor, Tourism Authority of Thailand, which opened the 13th Hospitality Industry Congress organised by the Thai Hotels Association (THA). The congress was organised under the theme 'Attracting High-Yield Tourists' and saw senior government and industry leaders discuss how to promote Thailand's many attractive and high-yield tourist industries, and position itself as a regional hub.

Over its many editions FHT has become a must-visit event for its industries. Allowing participants to source products and services from over 241 exhibiting companies from 20 countries, make valuable contacts, gain industry insights and market information so exhibitors and visitors can deliver the best results for their businesses.

Food & Hotel Thailand2011 is also dedicated to developing talent. It coincides with several competitions including 17th Thailand's International Culinary Cup 2011, ASEAN Bartender Championship 2011, Thailand Bartender Championship 2011, FBAT International Wine Challenge 2011 and Housekeeper Competition. Dedicated to excellence, the competition enhanced the role of the exhibition as an encouragement for the development of the region's food, hotel and tourism sectors. The result of the competitions can be found atwww.foodhotelthailand.com

Food & Hotel Thailand (FHT) will celebrate its 20th edition next year, and return to Bangkok 4 to 7 September 2011.

For more information please contact:

Wantita Porntanawong, PR Executive, Bangkok Exhibition Services Ltd,

Tel. +662-615-1255 begin_of_the_skype_highlighting +662-615-1255 end_of_the_skype_highlighting Ext.123, wantita@besallworld.com



USEFUL CONTACT LIST ORGANISER

Bangkok Exhibition Services Ltd. (BES)

SPE Tower, 9th Floor, 252 Phaholyothin Road,

Phyathai, Bangkok 10400, Thailand

Tel: (+66 2) 615 1255 Fax: (+66 2) 615 2991

www.foodhotelthailand.com

Sales Department CUSTOMER SERVICES

Ms. Supaporn Aungsuraporn (Goog), Project Manager (ext 111)

supaporn.a@besallworld.com

Ms. Chudaporn Nirangsan (Dao), Project Executive (ext 110)

chudaporn@besallworld.com

Operations Department TECHNICAL SERVICES

Ms. Wittawan Deeprasertkul (Tun), Operations Manager (ext 127)

wittawan@besallworld.com

Mr. Arch Prakasvudhisarn (Mark), Operations Executive (ext 126)

arch@besallworld.com

Ms. Patcharisa Thepawong (Pat), Operations Coordinator (ext 125)

patcharisa@besallworld.com

WORLDWIDE CO-ORDINATOR

Overseas Exhibition Services Ltd. (OES)

12th Floor, Westminster Tower,

3 Albert Embankment, London SE1 7SP, UK

Tel: (+44 0) 20 7840 2108 Fax: (+44 0) 20 7840 2111

www.allworldexhibitions.com

Ms. Fiona Murray

fmurray@oesallworld.com

ASIAN CO-ORDINATOR

International Expo Management Pte., Ltd. (IEM)

1 Jalan Kilang Timor,

#09-03 Pacific Tech Centre, Singapore 159303

Tel: (+65 6) 233 6777 Fax: (+65 6) 233 6768

Mr. Davin Er

davin@iemallworld.com

Ms. Fiona Seetoh

fiona@iemallworld.com

STAND CONTRACTOR

N.C.C. Image Co., Ltd.

Queen Sirikit National Convention Centre
60 New Rachadapised Road,
Klongtoey, Bangkok 10110, Thailand
Tel: (+66 2) 203 4152 Fax: (+66 2) 203 4117

Ms. Nednapa Lertrattanapongsing

nednapa@nccimage.com

ELECTRICAL CONTRACTOR

Exhibition Design & Lighting Co., Ltd.

1326, 1328 Soi Intramara 26,
Suthisarnvinichai Rd.,
Dindaeng, Dindaeng, Bangkok 10400
Tel: (+66 2) 693 9544 Fax: (+66 2) 693 9549-50

Mr. Chawinthorn Chanthawat (ext 114) & Mr. Anulux Rayphech (ext 120)

edx@ksc.th.com

FREIGHT FORWARDERS

Agility Co., Ltd.

136 Romklao Road, Klongsampravej,
Ladkrabang, Bangkok 10520, Thailand
Tel: (+66 2) 326 3456 Fax: (+66 2) 360 8634
www.agilitylogistics.com

Ms. Pitpassorn Lucksubb

PLucksubb@agilitylogistics.com

Sun Expo Services Co., Ltd.

60/107 M.9, Dokmai, Praves,
Bangkok 10250, Thailand.
Tel: (+66 2) 728 4452-4 Fax: (+66 2) 752 8545-6
www.sunexpothai.com

Ms. Duangkamon Siripaibool

ning@sunexpothai.com

Official hotel – Please see the attached file name “Official Hotel Food Hotel Thailand 2012.pdf”