

2024 THAIFEX ANUGA Trade Show

May 28–June 1, 2024 – Bangkok, Thailand

Funded by the [Wisconsin Initiative for Agricultural Exports](#)



About the Show



May 28-June 1, 2024
IMPACT MUANG
THONG THANI
BANGKOK, THAILAND

THAIFEX ANUGA is the premier food trade show in Thailand. Over 50,000 visitors came from 30 countries to meet with over 1,600 exhibitors at the 2023 show. THAIFEX ANUGA is dedicated to retail, foodservice, food ingredient products, and more.

Who Should Attend

Wisconsin food businesses interested in building or expanding exports to Asia are invited to exhibit in the Wisconsin Pavilion at the 2024 THAIFEX ANUGA Trade Show. Wisconsin specialty foods, dairy, retail, foodservice, and food ingredient product companies are encouraged to apply.

Cost

Exhibit space in the Wisconsin Pavilion is funded by the Wisconsin Initiative for Agricultural Exports (WIAE) and provided to participating Wisconsin companies at no charge.

Airfare, lodging, meals, samples or literature shipping costs, additional equipment or furnishings, lead retrieval system costs, and other costs are the responsibility of participants. Companies can apply to [the Food Export Branded Program](#) for reimbursement of up to 50% of eligible expenses. Participating companies are encouraged to register for Food Export Midwest Food Show Plus services offered at the show.

Highlights and Services

- Shared, furnished space within 27 square meters of the Wisconsin DATCP booth, including coordinated displays and graphics of your business and products, and use of the booth for meeting space.
- Companies are required to register for Food Show Plus™ services of Food Export Midwest for tradeshow enhancement services.

Proposed Schedule

Sunday, May 26: Arrive in Bangkok

Monday, May 27: Booth Setup

Tuesday, May 28-Saturday, June 1: Show Days

Application Deadline: March 1, 2024

Booth space is limited. To apply, contact:

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