



now USDA-ENDORSED!

USA

BEYOND FOOD EXPERIENCE

ASIA'S LEADING FOOD & BEVERAGE TRADE SHOW

May 27-31
2025

IMPACT MUANG THONG THANI
BANGKOK, THAILAND

www.thaifex-anuga.com



80,000+

VISITORS

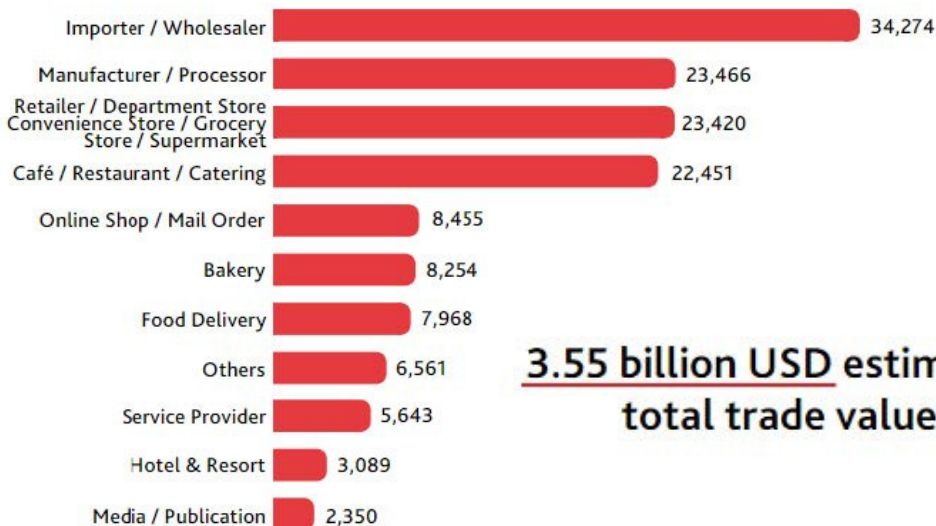
from 133 countries

3,200

EXHIBITORS

from 45 countries

VISITORS LISTED BY INDUSTRY



3.55 billion USD estimated
total trade value

USA Pavilion Launch

PRIME LOCATION ★ EYE-CATCHING DESIGN ★ USA CAFE

Join the Priority List



Koelnmesse Inc. #weareAnuga #ThaifexAnuga



The USA Pavilion Advantage

Marketing & Buyer Matching

- ★ participation in show's highly rated hosted buyers' matching program
- ★ promotion in show's exhibitor listing online and mobile app
- ★ USA Pavilion features in show's social media channels & visitor promo

Upscale Design & Booth Features

- ★ front row location & new USDA USA Branding
- ★ fully furnished hard-shell booth with company logo on signage

USA Cafe

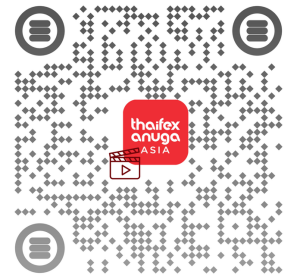
- ★ free hot, cold beverages and light snacks

Personalized Service & Support

- ★ dedicated USA Pavilion sales and services team based in the US
- ★ market support via USDA FAS Bangkok team



Kelly Stange
AG Counselor
USDA FAS
Bangkok



Floor Planning & Registration to Open Soon!

Be the First in the Know - Sign up for Alert!



Open Floor Plan - Exhibitors Select Location!

Inline Booths start at 9 sqm

Corner Booths start at 12 sqm

Endcap Booths start at 30 sqm

200+ sqm
prime space

