USDA United States Department of Agriculture
Foreign Agricultural Service

GAIN Global Agricultural Information Network

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Report Name: Show Up - Stand Out - 2027 Trade Show Guide for US Exporters

Country: Thailand

Post: Bangkok

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Report Highlights:

To guide U.S. exporters through these market opportunities, the Office of Agricultural Affairs (OAA) in Bangkok has identified several known, key trade shows taking place in Thailand throughout 2027, ensuring targeted and impactful engagement for U.S. agricultural exporters.

THIS REPORT CONTAINS ASSESSMENTS OF COMMODITY AND TRADE ISSUES MADE BY USDA STAFF AND NOT NECESSARILY STATEMENTS OF OFFICIAL U.S. GOVERNMENT POLICY

Why are Trade Shows in Thailand Important?

For U.S. exporters, participating in Thailand's trade exhibitions is a powerful way to engage directly with importers, traders, and distributors. Because Thailand's business culture places a high value on personal relationships, attending these events is vital for building trust, showcasing products, and gaining firsthand insights into dynamic local consumer trends. Moreover, shows in Thailand often draw visitors from across the region, including Burma, Laos, and many ASEAN countries. Moreover, many of these shows include pavilions from other countries who are supplying into the region and a U.S. company presence often signals commitment to the region, including existing and new customers.

- **Direct Access:** Connect with key industry leaders, government officials, and major buyers.
- **Market Expansion:** Establish robust partnerships to scale entry into the growing Thai agricultural market.

USDA Endorsed Trade Shows

FAS Thailand will host **three premier USDA-endorsed trade shows** for 2027. Exhibitors participating through the official **USA Pavilion** receive tailored support, including marketing assistance, market intelligence, logistical setup help, and on-site coordination.

Event Name	Focus Area	Key USDA Representation Contact
VIV Asia *(March 10–12, 2027)*	Animal protein production and livestock	**IMEX Management, Inc.** Contact: Madison Martin Email: MadisonM@imexmanagment.com Phone: +1.704.248.4805
THAIFEX – Anuga Asia *(May 25–29, 2027)*	Regional food and beverage industry showcase	**Koelnmesse Co., Ltd.** Contact: Veronica Woods Email: v.woods@koelnmess.us Phone: +1.773.326.9922
Food Ingredients Asia (Fi Asia) *(September 1–3, 2027)*	Food ingredients and sector innovations	**Informa Markets PCL** Email: ficustomerservice@informa.com

Thailand Trade Show Calendar by Category

The following schedule outlines key exhibitions across various sectors taking place throughout Thailand in 2027:

Category	Date	Event	Location	Sponsor/Host	Website
Agricultural Technology	September 9-10, 2027	Agri Expo Thailand	Khon Kaen Internation	Firework Media	www.agriculturethai.com

			al Convention and Exhibition Center (KICE), Khon Kaen	(Thailand) Co., Ltd.	
Alcohol/Wine	TBD	Bangkok International Wine Fair (BIWF)	TBC	Wine Today Magazine	https://www.bangkokwinefair.com/
Alcohol	July 22-25,2027	Pub Bar Asia 2027	BITEC - Bangkok International Trade & Exhibition Center, Bangkok	Kavin Intertrade Co., Ltds.	https://pubbarasia.com/
Bakery/Café	November 2027	ASEAN Café Show	BITEC - Bangkok International Trade & Exhibition Center, Bangkok	Kavin Intertrade Co., Ltds.	www.aseancafeshow.com
Coffee	July 8-11, 2027	Thailand Coffee Fest	IMPACT Exhibition and Convention Center, Nonthaburi	Specialty Coffee Association of Thailand	www.thailandcoffeefest.org
Cotton, Wool, Leather	June 30-July 3, 2027	GFT- Garment and Textile Industry	BITEC - Bangkok International Trade & Exhibition Center, Bangkok	RX Tradex	www.gftexpo.com
Cotton, Wool, Leather	June 17-19, 2027	Asia International Yarn & Fabric Sourcing Show	IMPACT Exhibition and Convention Center, Nonthaburi	CEM-Global USA	www.asia-textilesourcing.com
Cotton, Wool, Leather	July 8-10, 2027	Asia Fashion (Thailand) Show	BITEC - Bangkok International Trade & Exhibition Center,	Guangdong Qiya Exhibition Co., Ltd.	www.af-show.com

			Bangkok		
Ethanol and Renewable Fuels	September 14-16, 2027	The Sugar & Ethanol Asia 2027 conference	Radisson Blu Bangkok Plaza	Informa Connect	https://informaconnect.com/sugar-ethanol-asia/
Food Ingredient	September 1-3, 2027	Fi Asia (Food Ingredient Asia)	Queen Sirikit National Convention Center (QSNCC), Bangkok	Informa Markets PCL	www.figlobal.com/asia-thailand
Food Packaging	June 9-12, 2027	ProPak Asia	IMPACT Exhibition and Convention Center, Nonthaburi	Informa Markets PCL	www.propakasia.com
Food Packaging / Technology	March 10-13,2027	Food Pack Asia	BITEC - Bangkok International Trade & Exhibition Center, Bangkok	Digiview Advertising Group	https://foodpackasia.com/en/home-page/
Food & Beverage	May 25-29, 2027	THAIFEX-Anuga Asia	IMPACT Exhibition and Convention Center, Nonthaburi	Koelnmesse Co., Ltd.	www.thaifex-anuga.com
Food & Beverage	March 2-5, 2027	THAIFEX-HORECA Asia	IMPACT Exhibition and Convention Center, Nonthaburi	Koelnmesse Co., Ltd.	https://thaifex-horeca.asia
Food & Beverage	July 2027	Beyond Food Expo (BFX)	Khon Kaen International Convention and Exhibition Center (KICE), Khon Kaen	Khon Kaen International Convention and Exhibition Center (KICE)	https://beyondfoodexpo.com/
Fruit	May 10-11,2027	The Asia Fruit Logistica SE Asia Meet Up	TBC	ASIA FRUIT LOGISTICA Team	https://www.asiafruitlogistica.com/se-asia-meet-up-2027/#
Halal	September	Grand Halal	BITEC -	Worldex	www.grandhalalbangkok.com

	15-17. 2026	Bangkok	Bangkok International Trade & Exhibition Center, Bangkok	G.E.C. Co., Ltd.	
Hemp and Hemp Products	November 2027	Asia International Hemp Expo	Queen Sirikit National Convention Center (QSNCC), Bangkok	N.C.C. Exhibition Organizer Co., Ltd.	https://www.asiahempexpo.com/
Horticulture / Crop	May 19-21, 2027	Horti & Agri Asia	BITEC - Bangkok International Trade & Exhibition Center, Bangkok	VNU Exhibitions Asia Pacific Co., Ltd.	https://hortiandagriasia.com/
HRI	September 15-18, 2027	Food & Hospitality Thailand	Queen Sirikit National Convention Center (QSNCC), Bangkok	Informa Markets PCL	www.fhtevent.com
HRI	July 22-25, 2027	Thailand Retail, Food & Hospitality Service (TRAFS)	BITEC - Bangkok International Trade & Exhibition Center, Bangkok	Kavin Intertrade Co., Ltds.	www.trafs.net
Livestock, Feed, and Processing	March 10-12, 2027	VIV Asia	IMPACT Exhibition and Convention Center, Nonthaburi	VNU Exhibitions Asia Pacific Co., Ltd.	https://asia.viv.net/
Nutraceutical	September 21-23, 2027	Vita Food Asia	Queen Sirikit National Convention Center (QSNCC), Bangkok	Informa Markets PCL	www.vitafoodasia.com
Organic Food	TBD	Biofach Southeast Asia	IMPACT Exhibition and	NurnbergMesse and Department of International	www.biofach-southeastasia.com

			Convention Center, Nonthaburi	Trade Promotion (DITP)	
Palm and Palm Oil	August 5-6, 2027	Palmex Thailand 2026	CO-OP Exhibition Centre, Suratthani, Thailand	Fireworks Media (Thailand) Co., Ltd.	https://thaipalmoil.com/
Pet Food	April 29-May 2,2027	Pet Expo Thailand	Queen Sirikit National Convention Center (QSNCC), Bangkok	N.C.C. Management & Development Co., Ltd.	www.petexpothailand.net
Pet Food	June 24-27, 2027	Thailand International Dog Show	IMPACT Exhibition and Convention Center, Nonthaburi	IMPACT Exhibition Management Co., Ltd.	www.thailand-dogshow.com
Pet Food	October 2027	Pet Fair SEA	BITEC - Bangkok International Trade & Exhibition Center, Bangkok	VNU Exhibitions Asia Pacific Co., Ltd.	http://petfair-sea.com/
Rice	TBD	SS Rice News Annual Convention	TBD	SS Rice News	https://ssriceevents.com/
Sugar, Sugar Cane, bioethanol	September 9-10, 2027	SugarEx and Agri Expo Thailand 2026	Khonkaen International Convention & Exhibition Center	Fireworks Media (Thailand) Co., Ltd.	https://www.thaisugarexpo.com/
Wood Products	April 27 - May 2, 2027	Architect Expo	IMPACT Exhibition and Convention Center, Nonthaburi	TTF International Co., Ltd.	www.architectexpo.com

Recommendations for Exporters:

- **Plan Early:** Conduct independent research to verify event dates, venue updates, and travel/registration expenses ahead of time.

- **Strategic Alignment:** Select trade shows that closely match your precise product categories to ensure maximum return on investment.
- **Leverage Local Support:** Maintain close contact with the USDA OAA team in Bangkok to receive market intelligence and support.

Need Additional Help? Contact the OAA Bangkok.

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Attachments:

No Attachments.