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**Country:** Thailand

**Post:** Bangkok

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**Report Highlights:**

This report highlights the key trade shows that will take place in Thailand in 2026, each of which has been carefully identified by the Bangkok Office of Agricultural Affairs (OAA) to ensure meaningful opportunities exist for U.S. exporters of agricultural and related products. OAA Bangkok remains available to support U.S. exporters and can help connect those firms with USDA-related cooperators and state and regional trade groups active in Thailand.

## Why Trade Shows in Thailand Are Important?

For U.S. exporters, trade shows and conferences in Thailand offer a powerful way to connect directly with importers, traders, and distributors. In a business culture that values personal relationships, attending these events is crucial for building trust, showcasing products, and gaining firsthand insights into the Thai market. Thailand's economy is dynamic and growing, with a strong demand for high-quality U.S. agricultural products. These shows provide a unique opportunity to establish relationships with key buyers, highlight the quality of U.S. goods, and understand local consumer preferences and market trends. They also help exporters expand their networks with industry leaders, government officials, and potential partners.

## USDA Endorsed Trade Shows

Bangkok Office of Agricultural Affairs (OAA) has identified three USDA-endorsed trade shows as premier opportunities for U.S. exporters. These include **THAIFEX – Anuga Asia**, one of the largest food and beverage trade shows in the region; **Food Ingredients Asia**, which focuses on the growing demand for food ingredients and innovations; and **VIV Asia**, a leading show for the animal protein production industry. At these events, the Bangkok OAA helps maximize opportunities by creating a **USA Pavilion**, a central hub designed to showcase the quality and diversity of U.S. products. Exhibitors within this pavilion receive valuable support, including marketing and promotional assistance, tailored strategies, market intelligence, logistical help with booth setup, and on-site support to address any challenges.

## Recommendations for Exporters

While this report provides a strong starting point, U.S. exporters should conduct their own independent research to confirm costs, travel requirements, and other logistical details before registering. It's highly recommended that they begin planning early, research events that align with their specific product categories, and evaluate all costs. Preparing marketing materials in advance is also essential. The Bangkok OAA is available to provide additional support and guidance throughout this entire process, ensuring a smoother and more successful experience for U.S. companies looking to enter or expand in the Thai market.



Date	Event	Category	Location	Sponsor/Host	Website
February 10-12, 2026	GRAPAS Asia	Grain Processing, Rice Milling, and Flour Milling	BITEC - Bangkok International Trade & Exhibition Center, Bangkok	VICTAM Corporation	<a href="http://www.grapas-asia.com">www.grapas-asia.com</a>
March 11-13, 2026	THAIFEX-HORECA Asia	Food & Beverage	IMPACT Exhibition and Convention Center, Nonthaburi	Koelnmesse Co., Ltd.	<a href="http://thaifex-horeca.asia">http://thaifex-horeca.asia</a>
March 12-14, 2026	Health & Nutrition Asia 202	Animal Feed and Health	BITEC - Bangkok International Trade & Exhibition Center, Bangkok	VNU Exhibitions Asia Pacific Co., Ltd.	<a href="http://www.vivhealthandnutrition.nl">www.vivhealthandnutrition.nl</a>
March 12-14, 2026	Horti & Agri Asia	Seed to Food Supply Chain	BITEC - Bangkok International Trade & Exhibition Center, Bangkok	VNU Exhibitions Asia Pacific Co., Ltd.	<a href="http://www.hortiandagriasia.com">www.hortiandagriasia.com</a>

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

March 12-14, 2026	VICTAM Asia	Livestock, Feed, and Processing	BITEC - Bangkok International Trade & Exhibition Center, Bangkok	VNU Exhibitions Asia Pacific Co., Ltd.	<a href="http://www.victamasia.com">www.victamasia.com</a>
May 7-9, 2026	World of Coffee	Food and Beverage (Coffee)	BITEC - Bangkok International Trade & Exhibition Center, Bangkok	Specialty Coffee Association (SCA)	<a href="http://asia.worldofcoffee.org/">http://asia.worldofcoffee.org/</a>
May 20-22, 2026	AGRITECHICA ASIA	Agricultural Technology	BITEC - Bangkok International Trade & Exhibition Center, Bangkok	DLG Asia Pacific Co., Ltd.	<a href="http://www.hortex-exhibitions.com/thailand">www.hortex-exhibitions.com/thailand</a>
May 20-22, 2026	HortEx Thailand	Horticulture	BITEC - Bangkok International Trade & Exhibition Center, Bangkok	DLG Asia Pacific Co., Ltd.	<a href="http://hortex-exhibitions.com/thailand/">https://hortex-exhibitions.com/thailand/</a>

May 26-30, 2026	THAIFEX-Anuga Asia	Food and Beverage	IMPACT Exhibition and Convention Center, Nonthaburi	Koelnmesse Co., Ltd.	<a href="http://www.thaifex-anuga.com">www.thaifex-anuga.com</a>
June 3-5, 2026	Asia International Yarn & Fabric Sourcing Show	Cotton, Wool, Leather	IMPACT Exhibition and Convention Center, Nonthaburi	CEM-Global USA	<a href="http://www.asia-textilesourcing.com">www.asia-textilesourcing.com</a>
June 25-28, 2026	Thailand International Dog Show	Pet Food	IMPACT Exhibition and Convention Center, Nonthaburi	IMPACT Exhibitions Management Co., Ltd.	<a href="http://www.thailand-dogshow.com">www.thailand-dogshow.com</a>
July 1-4, 2026	GFT-Garment and Textile Industry	Cotton, Wool, Leather	BITEC - Bangkok International Trade & Exhibition Center, Bangkok	RX Tradex	<a href="http://www.gftexpo.com">www.gftexpo.com</a>
July 10-12, 2026	Asia Fashion (Thailand) Show	Cotton, Wool, Leather	BITEC - Bangkok International Trade & Exhibition Center, Bangkok	Guangdong Qiya Exhibition Co., Ltd.	<a href="http://www.af-show.com">www.af-show.com</a>

July 15-17, 2026	Grand Halal Bangkok	Halal Food	BITEC - Bangkok International Trade & Exhibition Center, Bangkok	Worldex G.E.C. Cpl., Ltd.	<a href="http://www.grandhalalbangkok.com">www.grandhalalbangkok.com</a>
July 23-26, 2026	Thailand Retail Food & Hospitality Service (TRAFS)	HRI	BITEC - Bangkok International Trade & Exhibition Center, Bangkok	Kavin Intertrade Co., Ltd.	<a href="http://www.trafs.net">www.trafs.net</a>
August 6-7, 2026	Palmex Thailand	Palm and Palm Oil	CO-OP Exhibition Centre, Suratthani	Fireworks Media (Thailand) Co., Ltd.	<a href="http://thaipalmoil.com">http://thaipalmoil.com</a>
August 19-22, 2026	Food & Hospitality Thailand	HRI	Queen Sirikit National Convention Center (QSNCC), Bangkok	Informa Markets PCL	<a href="http://www.fhtevent.com">www.fhtevent.com</a>
September 2-4, 2026	Vitafoods Asia	Nutraceutical	Queen Sirikit National Convention Center (QSNCC), Bangkok	Informa Market PCL	<a href="http://www.vitafoodasia.com">www.vitafoodasia.com</a>
September 10-11, 2026	Agri Expo Thailand	Agricultural Technology	Khon Kaen International Convention Center	Fireworks Media (Thailand) Co., Ltd.	<a href="http://www.agriculturethai.com">www.agriculturethai.com</a>

November 26-29, 2026	ASEAN Café Show	Bakery/Cafe	BITEC – Bangkok International Trade & Exhibition Center, Bangkok	Kavin Intertrade Co., Ltd.	<a href="http://www.aseancafeshow.com">www.aseancafeshow.com</a>
TBD	Asia International Hemp Expo	Hemp and Hemp Products	Queen Sirikit National Convention Center (QSNCC), Bangkok	N.C.C. Exhibition Organizer Co., Ltd.	<a href="http://www.asiahempexpo.com">www.asiahempexpo.com</a>
TBD	Brew Asia	Alcohol/Beer	BITEC – Bangkok International Trade & Exhibition Center, Bangkok	Asia Brewer Network	<a href="http://www.brew-asia.com">www.brew-asia.com</a>
TBD	Fi Asia (Food Ingredient Asia)	Food Ingredient	Queen Sirikit National Convention Center (QSNCC), Bangkok	Informa Markets PCL	<a href="http://www.figlobal.com/asia-thailand">www.figlobal.com/asia-thailand</a>
TBD	Beyond Food Expo	Food & Beverage	Khon Kaen International Convention and Exhibition Center (KICE), Khon Kaen	Khin Kaen International Convention and Exhibition Center (KICE)	<a href="http://beyondfoodexpo.com">http://beyondfoodexpo.com</a>

TBD	Pet Fair Asia	Pet Food	BITEC – Bangkok International Trade & Exhibition Center, Bangkok	VNU Exhibitions Asia Pacific Co., Ltd.	<a href="http://petfair-sea.com">http://petfair-sea.com</a>
TBD	SS Rice News Annual Convention	Rice	Pattaya Exhibition and Convention Hall (PEACH)	SS Rice News	<a href="http://ssriceevents.com">http://ssriceevents.com</a>
TBD	Thailand Coffee Fest	Coffee	IMPACT Exhibition and Convention Center, Nonthaburi	Coffee Association of Thailand	<a href="https://thailandcoffeefest.org/">https://thailandcoffeefest.org/</a>
TBD	Thailand International Woodworking & Furniture Exhibition (TIWF)	Wood Products	IMPACT Exhibition and Convention Center, Nonthaburi	IMPACT Exhibition Management Co., Ltd.	<a href="http://www.thailandwoodworking.com">http://www.thailandwoodworking.com</a>
TBD	The Sugar & Ethanol Asia Conference	Ethanol Renewable Fuels	Radisson Blu Bangkok Plaza	Informa Connect	<a href="http://informaconnnect.com/sugar-ethanol-asia/">http://informaconnnect.com/sugar-ethanol-asia/</a>
March 2027 (TBC)	VIV Asia	Livestock, Feed, and Processing	IMPACT Exhibition and Convention Center, Bangkok	VNU Exhibitions Asia Pacific Co., Ltd.	<a href="http://www.vivasia.nl">www.vivasia.nl</a>

## **USDA Endorsed Trade Shows Representatives**

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### **Attachments:**

No Attachments.