

FOOD & HOTEL ASIA • SINGAPORE

USA PAVILION

APRIL 23 - 26, 2024



USA Pavilion Organized & Managed By Oak Overseas, Ltd.

USAPAVILION



Highlights of FHA-Food & Beverage 2022

Returning after a four-year-hiatus, **FHA-Food & Beverage 2022** wrapped up, abuzz with four days of business exchange, seminars, cooking demonstrations, competitions, and workshops.

Held across 6 halls at Singapore Expo, the global gathering of F&B and hospitality professionals saw experiences and value delivered in record fashion!



60,000 sqm



3 Feature Areas,
1 Competition



2100
Exhibitors from
50 Countries /
Regions



56
International
Group Pavilions



57,510
Total Attendees
from 109 Countries
/ Regions



40,134
Trade Visitors
(33% Overseas)

USAPAVILION SERVICE & AMENITY PACKAGE

Minimum 9 square meters per package

Optimize precious time with a cost-effective turnkey booth package. (Other furnishings and 24 hr power available at additional cost)

- Professional guidance and total logistical coordination from Oak Overseas staff in the U.S. and on-site in Singapore
- Marketing support services from the U.S. Agricultural Trade Office including local promotion to importers, on-site market briefing and on-going market assistance during the show
- Exclusive USA Pavilion Exhibitor Lounge
- Assistance with hotel accommodations and shipping



- One individual entry in official show directory and USA Pavilion directory
- Exhibitor passes (as needed, with a maximum of 5 per booth)
- Strong USA identification - focal point for international importers and brokers
- Prime location on show floor
- Daily booth cleaning
- Full booth design and construction
- Fascia board with firm name
- Carpeting
- One Lockable Reception Counter
- Two shelves
- Lighting
- One electrical outlet, 220 volt, 13 amp
- One round table
- Two chairs
- One Trash Bin

**Other furnishings available at additional cost*

CONTACT

RESERVE YOUR BOOTH TODAY

ROXANNE BROWN
Oak Overseas, Ltd.
8611 Concord Mills Blvd.
Suite 159
Concord, NC 28027
Tel +1 704 837 1980 ext. 304
rbrown@oakoverseas.com

USAPAVILION PACKAGE RATES

Early Bird Rate SGD1265/sqm
**Expires June 16, 2023*

Regular Rate SGD1315/sqm
**Minimum 9 square meters per package.*

Space-Only Rate SGD965/sqm
**Minimum 36 square meters per package.*

Products exhibited in the USA Pavilion must promote and display a majority of products (greater than 51% by SKU count) that are of U.S. origin. A product is determined to be of U.S. origin content if it is comprised of at least 51% U.S. origin content by volume or by value, exclusive of added water.