



India भारत

PAVILION



21-24
APR 2026
SINGAPORE EXPO



APEDA
PARTICIPATION
AT FHA 2026
REPORT

Table Of

CONTENT

- 01 INTRODUCTION OF FHA 2026
- 02 APEDA PARTICIPATION AT FHA 2026
- 03 APEDA PAVILION AND LAYOUT
- 04 LIST OF EXHIBITORS
- 05 APEDA THEME PAVILION
- 06 APEDA PAVILION – EXHIBITORS STALL
- 07 INFLUENCER ENGAGEMENT
- 08 CULINARY SHOWCASE & LIVE DEMONSTRATIONS
- 09 SAMPLING & TASTING EXPERIENCE
- 10 CULTURAL ENGAGEMENT – HENNA ART
- 11 BRANDING & PROMOTION ACTIVITIES
- 12 CONCLUSION

FOOD & HOSPITALITY ASIA (FHA) 2026

SINGAPORE EXPO

21ST TO 24TH APRIL, 2026



FHA Singapore 2026

Food & Hospitality Asia 2026 (FHA 2026) is one of Asia's most prestigious and comprehensive B2B trade exhibitions for the global food, beverage, and hospitality industry. Held from **21st to 24th April 2026 at Singapore EXPO, Singapore**, the event is organized by Informa Markets and marked its **largest edition in a decade**, unifying FHA-Food & Beverage and FHA-HoReCa into a single powerhouse event.

FHA 2026 welcomed **over 70,000 industry professionals from around 110 countries and regions**, featuring **2,750+ exhibitors across 10 exhibition halls**. The event was held alongside ProWine Singapore 2026 and IndusFood Asia 2026, further strengthening its global industry reach and positioning as a key gateway to the Asia-Pacific market.

The exhibition showcased **18 diverse segments** spanning food, beverage, and hospitality sectors, with strong international participation including country pavilions from Asia-Pacific, Europe, and the Americas. Key highlights included the **European Union as Region of Honour**, the **Singapore Pavilion**, and the **FutureFWD zone**, which focused on emerging technologies such as AI, automation, and data-driven solutions.

FHA 2026 provided a highly effective platform for business networking and trade development, supported by its **Hosted Buyer Programme**, which attracted **700+ buyers from over 23 countries** and facilitated **19,000+ business meetings**, driving meaningful global partnerships and industry growth.

In addition to the exhibition, the event featured **seminars, masterclasses, culinary demonstrations, and international competitions**, including the Young Chefs Grand Prix, Asian Pastry Cup, and FHA Bakery and Dessert Challenges, highlighting innovation and excellence across the industry.

Overall, FHA Singapore 2026 stands as a premier global platform for trade, innovation, and collaboration, enabling stakeholders to expand market presence, explore new opportunities, and stay aligned with evolving trends in the food and hospitality industry.

APEDA PARTICIPATION AT FHA 2026

The Agricultural and Processed Food Products Export Development Authority (APEDA), under the Ministry of Commerce & Industry, Government of India, marked a significant presence at **FHA-Food & Beverage 2026**, held from **21st to 24th April 2026** at the **Singapore EXPO, Singapore**. APEDA's participation was strategically aimed at strengthening India's Agri and processed food exports in the **ASEAN and Asia-Pacific markets**, while enhancing the global visibility of "*Brand India*."

India recorded a strong overall presence at the event, with approximately **100 exhibitors** participating across various segments of the food and beverage industry, reflecting the country's growing strength as a global sourcing destination.

APEDA established a well-designed **India Pavilion spanning approximately 300 sq. mtr. (201 sq. mtr. in Hall 9 and 72 sq. mtr. in Hall 10)**, featuring **20 exhibitors** representing MSMEs, startups, FPOs, and established exporters. The pavilion was inaugurated by the **High Commissioner of India to Singapore**, in the presence of senior officials from APEDA and TPCI, marking the commencement of focused trade engagement.

The pavilion showcased a diverse range of products including **rice (including basmati), spices, processed and ready-to-eat foods, millets and millet-based products, fresh fruits and vegetables, organic products, beverages, and other value-added agricultural commodities**. This highlighted India's capability to deliver **high-quality, safe, sustainable, and globally compliant food products**.

Serving as a dynamic platform for **B2B interactions, buyer-seller meetings, and trade enquiries**, the India Pavilion attracted significant international footfall, enabling exporters to explore new market opportunities, strengthen trade relationships, and gain insights into regional market trends.

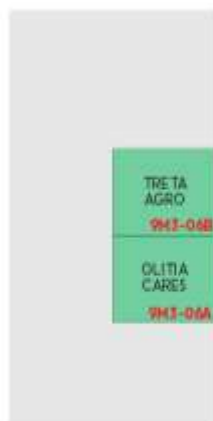
Overall, APEDA's participation at FHA Singapore 2026 significantly contributed to **enhancing India's Agri-export footprint, strengthening trade linkages, and reinforcing its position as a reliable and competitive global agri-food partner**.

APEDA INDIA PAVILION

APEDA established a well-designed **India Pavilion** spanning **approximately 300 sq. mtr. (201 sq. mtr. in Hall 9 and 72 sq. mtr. in Hall 10)**, featuring **20 exhibitors** participated under the APEDA umbrella, representing a broad spectrum of India's Agri-export ecosystem, including MSMEs, startups, FPOs, and established exporters.

LAYOUT PLAN

HALL 9



NATURE PEARLS 9N12-06	MAHEK DEHYDRATES 9N12-07
MOSO INTERNATIONAL 9N12-05	TARAMISU EXOTIC 9N12-08
BIKAJI FOODS 9N12-04	SPONGE ENTERPRISE 9N12-09

CHAMAN LAL SETIA 9N12-02 & 03	VIRBOR EXIM 9N12-10 RACHIRA EXIM 9N12-11
GOPAL GROUP 9N12-01	MAHIR FOOD 9N12-12



HALL 10

MAHARAJA IMPEX 10J2-16	ALCO BREW INDUSTRY 10J2-19
KASURA VALLEY 10J2-17	MOHAN MEAKIN 10J2-20
AAGHAAZ SINGLE MALT 10J2-18	VIRGIN HILLS 10J2-21
FRATELI WINES 10J2-22	
ALCO-BEVERAGE 24sqm	

LIST OF CO-EXHIBITORS

S NO.	NAME OF EXPORTER	AREA IN SQMTRS	STALL NO	BOOTH NO.
1	MAHEK DEHYDRATES PRIVATE LIMITED	9	7	9N3-07
2	VIBHOR EXIM PRIVATE LIMITED	9	10	9N2-10
3	TRETA AGRO PRIVATE LIMITED	7.5	06B	9M3-06B
4	NATURE PEARLS	9	6	9N3-06
5	SPONGE ENTERPRISE PVT. LTD.	18	9	9N3-09
6	RADHIRA EXIM PRIVATE LIMITED	9	11	9N2-11
7	BIKAJI FOODS INTERNATIONAL LIMITED	18	4	9N3-04
8	CHAMAN LAL SETIA EXPORTS LTD	18	2&3	9N2-02 & 03
9	TARAMISU EXOTIC FOODS PRIVATE LIMITED	9	8	9N3-08
10	MOSO INTERNATIONAL PRIVATE LIMITED	9	5	9N3-05
11	MAHIR FOOD	9	12	9N2-12
12	GOPAL GROUP(GOPAL AROMATIC PRIVATE LIMITED)	9	1	9N2-01
13	OLITIA CARES LLP	7.5	06A	9M3-06A
14	MOHAN MEAKIN	9	20	10J2-20
15	ALCOBREW INDUSTRY	9	19	10J2-19
16	FRATELI WINES	6	21	10J2-21
18	MAHARAJA IMPEX PVT LTD	6	18	10J2-18
19	KASURA VALLEY VINEYARDS PRIVATE LIMITED	6	17	10J2-17
20	SULA VINEYARDS	6	16	10J2-16

APEDA THEME PAVILION

The APEDA Theme Pavilion at FHA Singapore 2026 was conceptualized to present a strong and unified “Brand India” identity under the theme “*Grown in India for the World.*” The pavilion was designed with a modern and cohesive layout, enabling effective product display and seamless visitor engagement.

It highlighted India’s strengths in **quality, sustainability, innovation, and diverse agri-food offerings**, including value-added and GI-tagged products. The pavilion attracted significant attention from international buyers and served as a key platform for promoting India as a reliable and competitive sourcing destination in the global market.



INAUGURATION

The pavilion was inaugurated by H.E Dr. Shilpak N. Ambule, High Commissioner of India to Singapore, in the presence of senior officials from APEDA and TPCI, marking the commencement of focused trade engagement and reinforcing India's commitment to expanding its presence in the ASEAN region.



The **High Commissioner of India to Singapore**, along with senior officials from APEDA, visited the India Pavilion and interacted with participating exhibitors, gaining valuable insights into their products, innovations, and export potential. During the visit, detailed discussions were held with exhibitors regarding market opportunities, product positioning, and expansion strategies in the ASEAN region. This high-level engagement not only provided encouragement to the exhibitors but also served to strengthen institutional support for India's export promotion efforts, while reinforcing the Government of India's commitment to facilitating global market access for Indian Agri and processed food products.





EXHIBITION AREA HALL - 09





EXHIBITORS AREA



GOPAL AROMATIC PVT. LTD.



RADHIRA EXIM PVT. LTD.



MOSO INTERNATIONAL PVT. LTD.



BIKAJI FOODS INTERNATIONAL LTD.



CHAMAN LAL SETIA EXPORTS LTD.



MAHEK DEHYDRATES PVT. LTD.



SPONGE ENTERPRISES PVT. LTD.



VIBHOR EXIM PVT. LTD.



OLITIA CARES LLP



MAAHIR FOODS



NATURE PEARLS PVT. LTD.



INDIAN MAKHANA COMPANY



JUST ORGANIK



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ALCO BEVERAGE AREA HALL -10







MAHARAJA IMPEX PVT. LTD.



MOHAN MEAKIN LIMITED



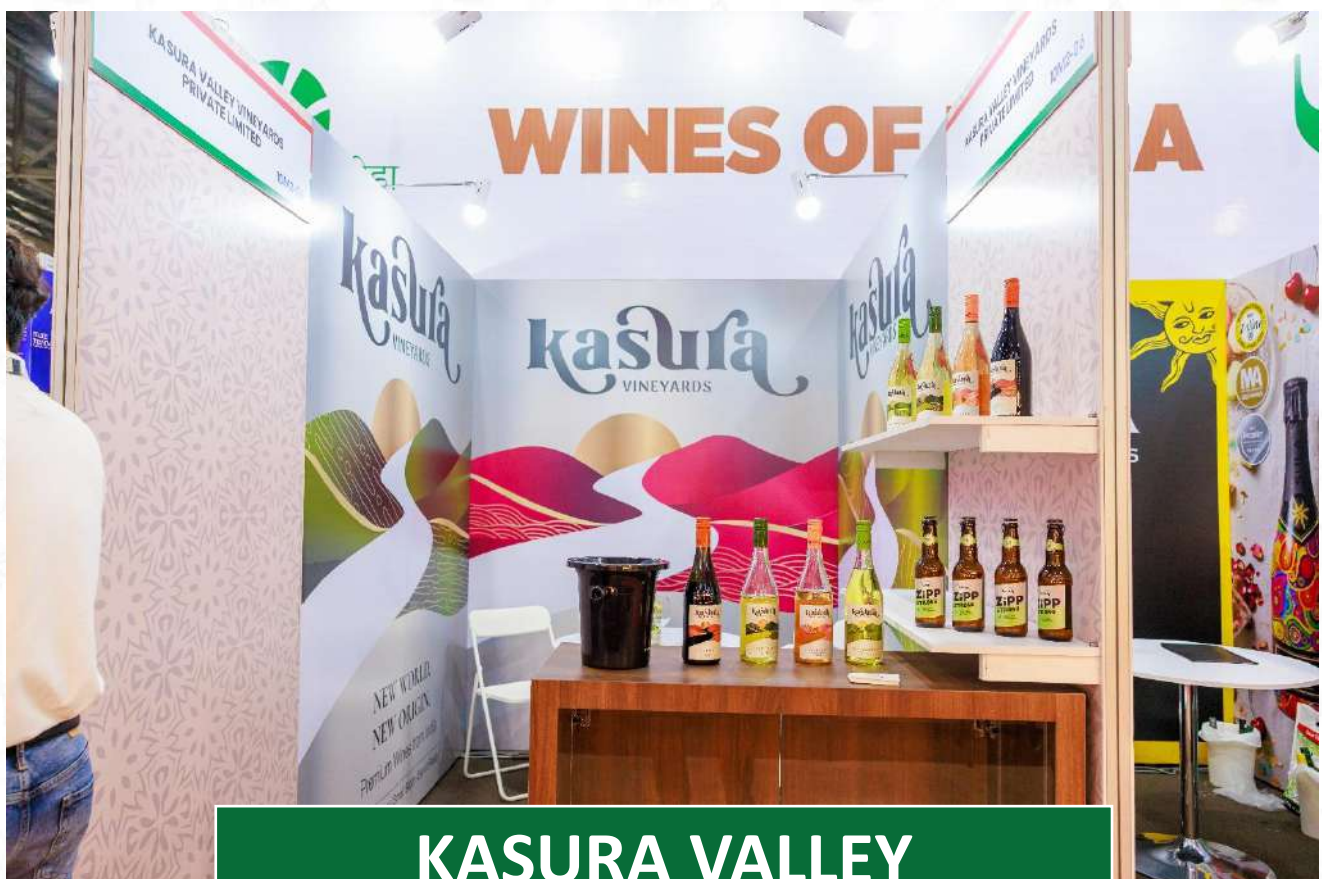
ALCOBREW DISTILLERIES INDIA LTD.



FRATELLI WINES PVT. LTD.



SULA VINEYARDS



KASURA VALLEY VINEYARDS PVT. LTD.



KLC WINES PVT. LTD.



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Engagement with Enterprise Singapore

A meeting was held with officials from Enterprise Singapore during FHA Singapore 2026 to discuss the organization of promotional activities within the FairPrice retail chain for fresh horticultural and processed food products, including rice and dairy products. The discussion focused on enhancing market access and strengthening the presence of Indian agri-food products in the Singapore retail sector.



INFLUENCER ENGAGEMENT

APEDA collaborated with digital influencer **Akash Choudhary** to enhance the visibility of the India Pavilion at FHA Singapore 2026. Through engaging and informative content across his digital platforms, he showcased the pavilion, participating exhibitors, and the wide range of Indian Agri and processed food products on display. His coverage highlighted key aspects such as product diversity, pavilion branding, and visitor engagement, helping to expand outreach and strengthen the global positioning of “Brand India.”

AKASH CHOUDHARY



APEDA also partnered with **Nitika Bhatia Whig**, who created impactful and visually engaging content capturing the key highlights of the India Pavilion. Her coverage focused on product showcases, overall pavilion experience, and interactions at the event, effectively promoting India's agri-food strengths. This engagement contributed to increasing digital visibility, enhancing audience interaction, and reaching a broader international audience. Together, these influencer collaborations complemented on-ground activities by amplifying digital presence, increasing engagement, and reinforcing India's image as a competitive and reliable sourcing destination in the global agri-food sector.

NITIKA BHATIA WHIG



Culinary Showcase & Live Demonstrations

A key highlight of APEDA's participation at FHA Singapore 2026 was the **Culinary Showcase & Live Demonstrations**, which offered an immersive platform to present India's rich culinary heritage with a contemporary global appeal.

Curated across four days, the live sessions featured a diverse menu blending Indian ingredients with international cuisines. The showcase commenced with dishes such as **Kang Kong with Garlic and Chilli** and **Hainanese Chicken Rice with Indian-style Ghee Rice**, followed by fusion creations like **Roti Pranial** and **Mango Sago Pudding**.

The subsequent days highlighted innovative offerings including **Kala Namak Rice Buddha Bowl**, **Indian-Spiced Hokkien Noodles**, and traditional rice-based preparations such as **Gobindobhog Rice Payesh** and **Matta Rice Coconut Rice with Curry**, complemented by desserts like **Cardamom & Rosewater Kaya Toast**.

Further enriching the experience, visitors were presented with globally inspired dishes such as **Indian-Spiced Laksa**, **Mango & Burrata Salad**, and **Grilled Chicken with Fruit Salsa**, demonstrating the versatility of Indian ingredients across international formats.

On the final day, live cooking featured **Masala Popiah** and **Millet Noodles (Live Wok)**, highlighting innovation in millet-based cuisine, followed by traditional desserts like **Kaju Kulfi**, reinforcing India's strength in both health-focused and indulgent offerings.

The culinary showcase attracted significant footfall from international buyers, chefs, and HoReCa professionals, providing a **first-hand sensory experience** of taste, quality, and adaptability of Indian food products. Overall, the initiative played a crucial role in **enhancing visitor engagement, strengthening product recall, and positioning India as a dynamic and innovative culinary destination** in the global food market.







Sampling & Tasting Experience

As part of the India Pavilion at FHA Singapore 2026, APEDA curated a **Sampling & Tasting Experience** to offer visitors a first-hand introduction to the quality, taste, and diversity of Indian Agri and processed food products.

The sampling featured a carefully selected range of offerings across key categories, including **Basmati Rice Veg Biryani** and **Non-Veg Biryani**, showcasing the richness and aroma of premium Indian rice. Fresh and natural produce such as **Mango** and **Pomegranate** were presented to highlight India's strength in horticultural exports.

Beverage offerings included **Mango Smoothie**, **Organic Turmeric Latte**, and **Organic Green Tea**, reflecting the growing global demand for wellness and health-oriented products. The experience was complemented with **Fruit Custard**, adding a touch of traditional Indian dessert appeal.

The initiative attracted strong visitor engagement, enabling buyers and industry professionals to experience the **authentic taste, quality, and versatility** of Indian products, thereby enhancing product recall and strengthening India's positioning as a premium and reliable sourcing destination in the global market.









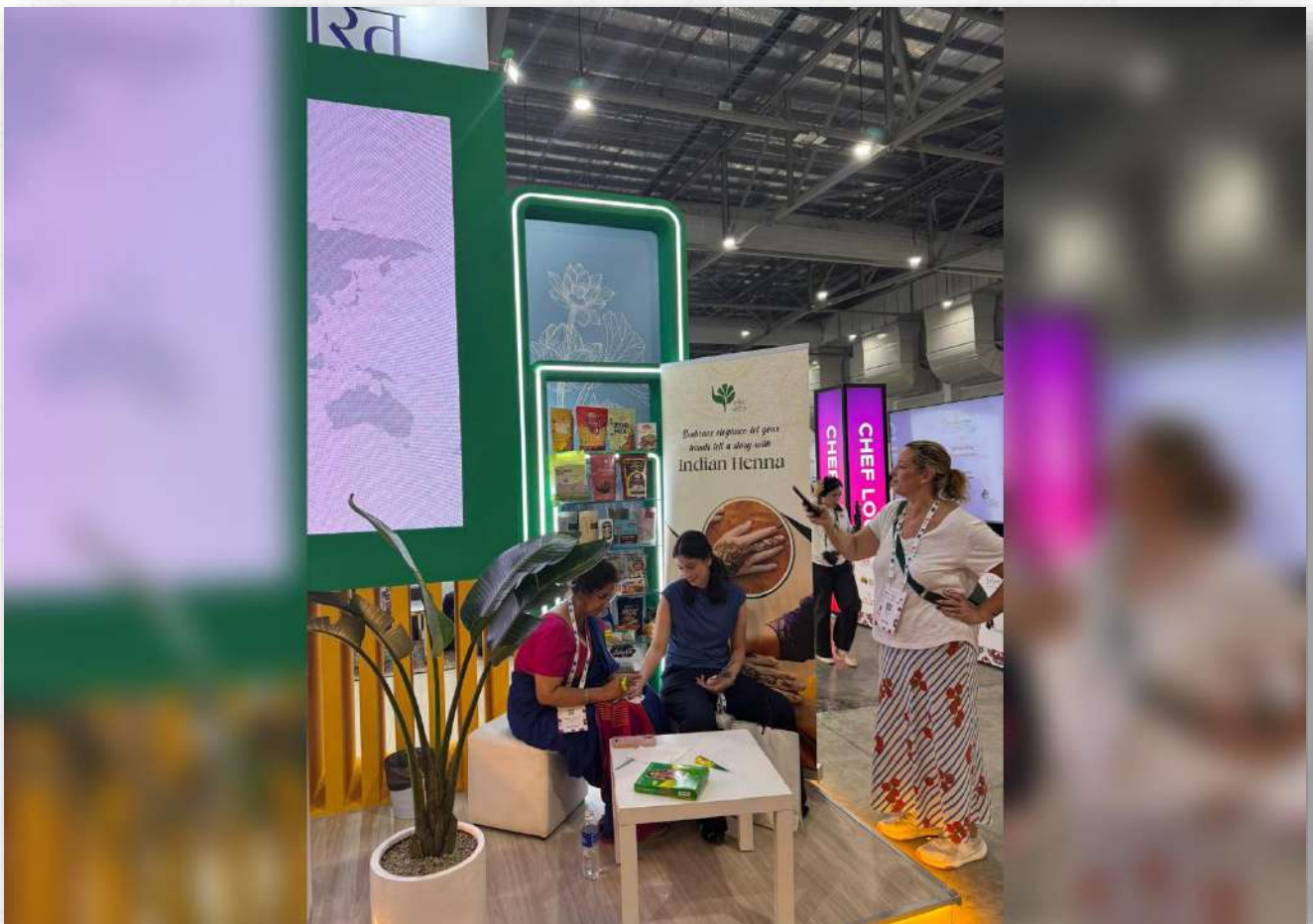
CULTURAL ENGAGEMENT – HENNA ART

To enrich the visitor experience and showcase India's vibrant cultural heritage, a **Henna (Mehendi) Art Experience** was organized at the India Pavilion during FHA Singapore 2026.

International visitors were offered complimentary henna applications, allowing them to engage with an authentic and traditional Indian art form. The intricate designs and live artistry created a lively and interactive atmosphere, attracting significant attention throughout the event.

This initiative added a unique cultural dimension to the pavilion, helping to **increase footfall, enhance visitor engagement, and create a memorable Brand India experience**. It also strengthened the emotional connect with global audiences by presenting India's rich traditions alongside its diverse agri-food offerings.





PROMOTION ACTIVITIES

As part of its promotional outreach at FHA Singapore 2026, APEDA undertook on-ground branding initiatives to enhance the visibility of the India Pavilion and reinforce the “Brand India” identity.

Branded promotional bags carrying the theme “**Grown in India for the World**” were distributed to visitors, serving as a strategic tool for both engagement and visibility. These bags not only attracted attention across the exhibition floor but also acted as mobile branding assets, extending the reach of the India Pavilion beyond its physical space.

The initiative contributed to **increased footfall, stronger brand recall, and wider recognition** of India’s Agri and processed food offerings among international buyers and industry stakeholders.



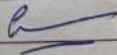


Honoured Presence

H.E. Dr. Shilpak N. Ambule, High Commissioner of India to Singapore, appreciated the scale and diversity of FHA 2026, noting it as a **remarkable platform showcasing global food and hospitality excellence**. He highlighted the **strong presence and impressive display of Indian products**, reflecting India's growing footprint in the international food and beverage sector.

He further expressed optimism about the future of the event, stating that FHA has the potential to become an **important annual platform for global industry engagement and collaboration**. He extended his best wishes to the organizers and participants, acknowledging the event's role in **strengthening international partnerships and promoting innovation in the sector**.



23	4/26	Dr. Shulzick Ambule	High Commissioner of India.	A great display of Indian prod ucts. We hope that this becomes an annual exercise. Wishy everyone all the very best always. 
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"A great display of Indian food products. We hope that this becomes an annual exercise. Wishing everyone all the very best always."

TRADE ENQUIRY

S.No	Name	Company Name	Contact No	Product
1	S.K. Sandor (BOB)	Valentino Chocolate Co. Ltd.	+66 819107914	Interested in Wine
2	IEGX Asia (Arpan Vadhwa)	IEGX Asia	+65 89105777	Importer (Italian items)
3	Food & Bar Expo (Velisha)	Food & Bar Expo	+62 8190587 989	Indonesia Expo
4	Cassell R. Meyer	—	96161957	Aircraft Food
5	Hindu Endowments Board	HEB Office	91459525	Singapore Hindu Temple – Bhandara Food (Rice enquiry)
6	Rakesh Dubey / Mohamad Habib	Lens Pte Ltd	64403692	Import Rice, Dairy Products
7	Paul Tan	—	81313149	Turmeric, Moringa Powder
8	Calvin Yap	—	—	Malting Barley
9	Shifiza (GMS/DSM)	—	0.100371944	Frozen Food Expo / Management
10	Ramzee Aboo Bakkar	—	9607797968	Fruits, Maldives, Tropical Fruits
11	Otto Tingay	Marketing Corp	99871.61406	Onions and Garlic
12	KM Saiful Islam	—	8.80172E+12	Rice (Buyer)
13	Huong Cong	—	1000.101175	Indian Restaurant (Vietnam), Frozen Food
14	H. Sarah Chanda	—	947777796	Rice Products
15	Mohamed Zayed Khan	—	95199550	Rice, almonds
16	Havel Tan	—	—	Rice, pulses, spices, cashew (import/export)
17	Don Ajith Edippulavara Achi	ajith@greendalfoods.com.au (Buyer from Sydney)	+61 468301307	Dry fish, frozen meals, veggies
18	Nel Joseph	noel.joseph@cees.co.nz / organicfoods.co.nz	+64 21655558	Deals only in organic items
19	Mathi Karakudi Mani	—	+65 64590402	Fresh veggies
20	Kader	kaderitk@gmail.com / kala@vegpro.com.sg	+65 9001059 / +91 9003962642	Mango & fruits (in punnets packing)
21	Neha Padda	neha@murvalobal.com.sg	+65 8292699858	Importer, dealing with fair price NTUC

CONCLUSION

APEDA's participation at **FHA-Food & Beverage Singapore 2026** marked a significant step towards strengthening India's presence in the **ASEAN and Asia-Pacific markets**. The India Pavilion effectively showcased the country's **diverse, high-quality, and export-ready Agri and processed food products**, reinforcing India's position as a **reliable and competitive sourcing destination** in the global food industry.

The participation brought together **20 exhibitors** under a well-curated pavilion, enabling them to connect with international buyers, importers, distributors, and HoReCa professionals. The initiative facilitated **strong B2B interactions, trade enquiries, and potential business collaborations**, contributing to the expansion of India's Agri-export footprint.

Key highlights such as the **Culinary Showcase & Live Demonstrations, Sampling & Tasting Experience**, and **promotion of value-added and millet-based products** provided visitors with a comprehensive understanding of India's culinary diversity, product quality, and global adaptability. These initiatives played a crucial role in enhancing **visitor engagement, product visibility, and brand recall**.

In addition, strategic efforts including **digital influencer engagement** and **cultural initiatives like the Henna Art Experience** further amplified outreach, creating a strong emotional and experiential connect with international audiences. Promotional activities, including the distribution of branded materials carrying the message "*Grown in India for the World*," significantly enhanced on-ground visibility and extended the pavilion's presence across the exhibition.

Overall, APEDA's participation at FHA Singapore 2026 successfully promoted **"Brand India" on a global platform**, strengthened trade linkages, and opened new avenues for export growth. The event reaffirmed India's commitment to delivering **quality, sustainability, innovation, and diversity** in the global agri-food sector.



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कृषि और प्रसंस्कृत खाद्य उत्पाद
निर्यात विकास प्राधिकरण
वाणिज्य एवं उद्योग मंत्रालय, भारत सरकार

**AGRICULTURAL AND PROCESSED FOOD PRODUCTS
EXPORT DEVELOPMENT AUTHORITY (APEDA)**
MINISTRY OF COMMERCE & INDUSTRY, GOVERNMENT OF INDIA

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