



Bigger...

Better...

More Quality...

TRAFS

Thailand Retail, Food & Hospitality Services **2010**
(4th Edition)

Thailand's **BEST** and **LARGEST** international show on food, equipment and supplies for hotels, restaurants, bars, catering, coffee shops, bakery and retail.

Co-located with Thailand Franchise & Business Opportunities 2010 (6th edition), the **LARGEST** event in Asia.

Two in One Show : 10,000 sqm.

July 15 -18, 2010
BITEC, Bangkok, Thailand

- 25,000 hospitality professionals and retail operators from 50 countries are targeted.
- Huge potentials for hospitality industry in Thailand and ASEAN.

Website : www.thailandhoreca.com

Organized by



Supported by



Official Airline



Media Supporters





Exhibit Profile

Hospitality

- Hotel/Catering Equipment and Supplies
- Chilling and Freezing Equipment
- Tableware/Accessories
- Cleaning Equipment and Supplies
- Information System
- Laundry Equipment
- Security

Coffee, Bakery & Ice Cream

- Coffee, Bakery and Ice Cream Equipment
- Ingredients and Supplies
- Coffee Beans/Syrup

Food/Food Products/Beverages

- Meat and Poultry, Seafoods
- Fine and Ready-to-Eat Food
- Food Ingredients
- Dairy Products/Cheese
- Wine, Beer, Liquor
- Non-Alcoholic Drinks

Retail/Restaurants/Bars

- POS/Data Information system
- Shop Fitting/Fixtures
- Kiosks/Mobile Carts
- Signage Display and Equipment/System
- Chilling/Freezing Equipment
- Packaging Materials/Equipment
- Supermarket/Retail Suppliers
- Logistics

Visitor Profile

As many as 25,000 hospitality professionals and retail operators from 50 countries are targeted visitors of and will be attracted to TRAFS 2010. They are from:

- Hotels/Resorts/Serviced Apartments
- Restaurants/Fast Food and Bakery Outlets
- Coffee Shops/Bars
- Supermarkets/Caterers
- Wholesalers/Importers
- Schools/Hospitals
- Airlines/Cruises
- Department Stores/Shopping Centers/Modern trade
- Retailers/Convenient and Grocery Stores
- Trade Associations/Government Agencies

Why TRAFS 2010

- More than 60% of 2009 exhibitors have confirmed to participate in TRAFS 2010.
- Over 25,000 hospitality professionals and retail buyers from 50 countries will be attracted and invited to visit the show.
- The only show in Asia where exhibitors can sell their products to franchise and retail operators in the show.
- Bright opportunities for suppliers due to increasing demand for new food equipment and supply by hospitality industry in Thailand and ASEAN.
- Aggressive advertising, PR and promotion in Thailand and overseas.
- Full hotelier competitions, seminars, workshops to attract target buyers.
- TRAFS 2010 is well supported locally and internationally by various Thai Government agencies and associations.
- Overwhelming supports from different media, i.e. newspapers, related trade publications, websites and links.





2010 Highlights

- "Hot Sale" Campaign to help boost your sales.
- Hotelier competitions by hospitality professionals i.e. Chefs, FSBs, Laundry and Housekeepers.
- More than 10 seminars and workshops by industry experts.
- Showcases on Hotel Room Tech, Modern Kitchen Equipment and Tableware.

Marketing & Promotion

A comprehensive marketing and promotion campaign has been planned to aggressively promote the show, both exhibitors and visitors, in Thailand and overseas markets. They include:

- Advertising and PR in newspapers, food and hospitality publications.
- Show website and web links.
- Continuous direct mail to 30,000 hospitality and retail professionals in Thailand and overseas.
- Posters
- E-letter invitation
- 15 Radio stations nationwide
- Press Releases/Press Conference

Online Business Matching

Two months prior to the show, all exhibitors' list and info will be online to enable target visitors and potential customers to make advance appointments for business discussions.

Exhibitors' Testimonials



Mr. Raymond Li
Director
Somerville (Siam) LTD.

"We at Somerville has participated in TRAPS for the 2nd year running and we have truly enjoyed the atmosphere and the positive response. Being part of TRAPS 2009 was a great marketing opportunity within the competitive industry today. We'd like to thank all the visitors this year for their visit, and hope that others will follow in the years to come."



Mr. Oliver Zaiser
BSG Supply Co., Ltd.

"This is quite a great experience for us in displaying a 10-meter long tunnel washer system for the first time in Thailand. Thanks to the professionalism of Kavin Intertrade in drawing quality visitors from as far as Middle East to India and Australia. We strongly believe TRAPS 2009 has set a new milestone for not only Thailand laundry industry, but also Asian market as well."



Mr. Joseph Suchaovanich
Director and Executive
Chairman
Bangkok Ranch Public Co., Ltd.

"To us as a frozen duck manufacturer, TRAPS 2009 is one of the best trade shows for food equipment and supplies, restaurants, catering and retail stores. This show built up our sale volume and position in this market."



Mr. Marco Meuwis
Managing director
M-Trade Bangkok Co., Ltd.

"It now has been for the 3rd consecutive year that we participated at the 2 in 1 TRAPS exhibition. The Kavin Intertrade team is making their promises come true. Important is the visitors profile, they specially come for this event and we don't find them in the other fairs. TRAPS is certainly not the place where you will lose your time and money as 90% of the visitors are really interested in the show and the exposed products. We booked more than expected orders during the show days but even the feedback afterwards is more than sufficient to participate."

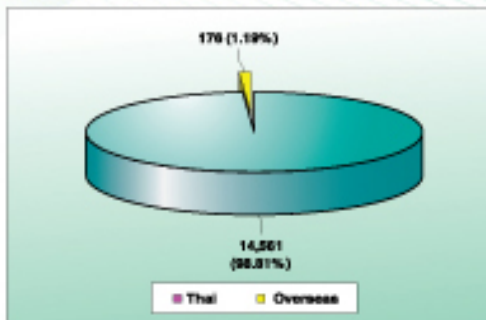


Miss Vatchanee Laevuthun
Director Marketing
and Business Development
Coffee Beanery
Co., Ltd.

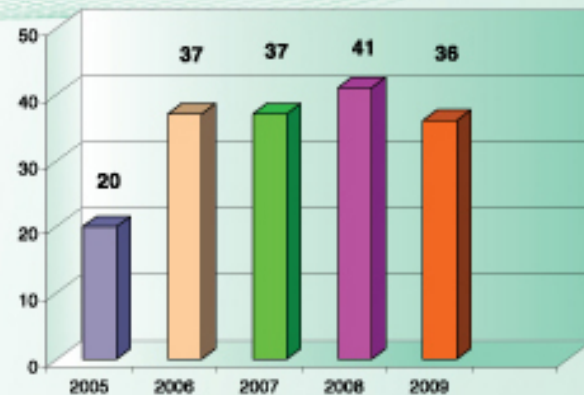
"Coffee industry is known for the competitiveness particularly in Marketing. Coffee Beanery Co., Ltd. chooses only the leading exhibitions from the Food and Drink sectors to build Brand Awareness. We use this opportunity to meet new customers, to learn and revolutionize our products. That's why, TRAPS is our solution!"

TRAFS 2009 Statistics at a glance

1. Overall Visitors = 14,737



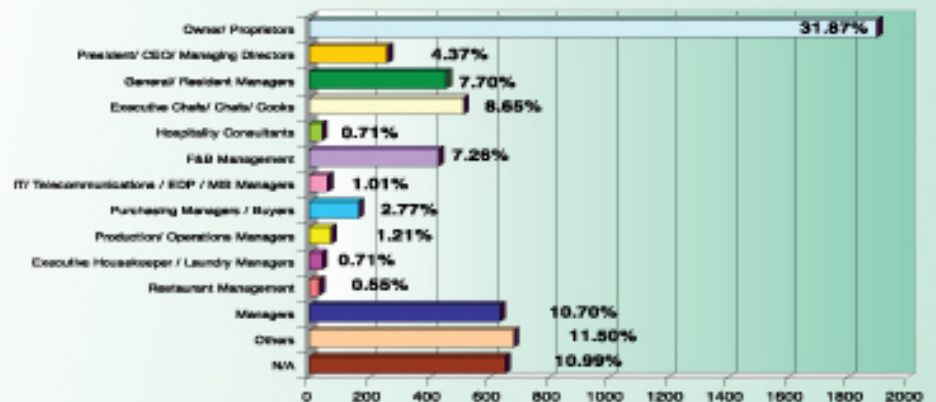
3. Number of Visiting Countries (2005-2009)



2. Top Ten International Visitors

| Countries | Number |
|----------------------|--------|
| 1. Republic of Korea | 22 |
| 2. India | 16 |
| 3. Singapore | 12 |
| 4. U.S.A | 11 |
| 5. Malaysia | 10 |
| 6. Laos | 9 |
| 7. Australia | 9 |
| 8. Vitenam | 7 |
| 9. Union of Myanmar | 7 |
| 10. Philippines | 7 |

4. Visitor Job Functions



For more information,

please contact your sales agents, or **Kavin Intertrade Co.,Ltd.**

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Show website: www.thailandhoreca.com

Related web: www.thailandfranchising.com

Our Sales Agent

