**PRESS RELEASE**

**FOR IMMEDIATE RELEASE**

**Free From Food Asia is rescheduled to 14–16 September 2022**

BANGKOK, 6 April 2021 – The rollout of the COVID-19 vaccine has resulted in continuous uncertainty about international travel and led the organizers of Free From Food Asia to re-assess the situation and exhibition plan in 2021. As a result, VNU Asia Pacific and Expo Business Communications BV have decided to postpone the physical trade show **‘Free From Food Asia 2021’ to 14 – 16 September 2022**.

Along with consideration of our exhibitors’ and visitors’ safety, the organizers, aiming to find the most convenient facility to host the show, have decided to move the venue from IMPACT to **BITEC** **(Bangkok International Trade & Exhibition Centre)** to which the BTS Sky Train is connected. In 2022, the show will be co-located with Thailand LAB INTERNATIONAL 2022 where food innovation, food research and development, and finished food products can be merged under one roof.

During 10 – 12 March 2021, we introduced our first online activity ‘**Free From Food Asia Virtual Summit’** with 525 participants from 50+ countries and 190+ matchmaking. The three-day virtual event featured a matchmaking program for alternative food products with top food industry suppliers and distributors from all over the world along with 15 keynote speakers from IFOAM ASIA, The Good Food Institute India, Allergen Bureau Australia, More Foods Innotech, and more, sharing their insights.

In the meantime during 2021, the organizers will launch a comprehensive virtual roadmap consisting of fully virtual activities accompanied by various online conferences and a business matchmaking platform to create a Pan-Asian alternative food industry hub for the manufacture, distribution, retail and sourcing of health food, food supplies and products. All details and implications for the activities will be communicated in the coming weeks.

For more information, please contact the organizer team via e-mail [freefromfoodasia@vnuasiapacific.com](mailto:freefromfoodasia@vnuasiapacific.com) or tel. +66 2 111 6611 ext. 210 or 232

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**About VNU Asia Pacific**

VNU Asia Pacific is part of VNU Group, a globally operating exhibition company with offices in Utrecht, Shanghai, Bangkok and consolidates the international exhibition business of Royal Dutch Jaarbeurs. In Southeast Asia, Jaarbeurs formed a Joint Venture with TCC Group, a leading corporate conglomerate in the fast-growing region. From its business hub located in Bangkok, VNU Asia Pacific covers all key exhibition markets in South East Asia. VNU Asia Pacific has a constantly expanding portfolio with currently 19 trade shows and event formats both online and face-to-face platforms including brands from the AgriTech, Animal Husbandry, Animal Companion, Food, Life Sciences, Biotechnology, 5G and IoT and Disaster Resilience industries. For more information, please visit [www.vnuasiapacific.com](http://www.vnuasiapacific.com)

**About Expo Business Communications BV (EBC)**

EBC is a b-2-b Media Company based in the Netherlands and has a long track record business experience in developing, launching and organising trade and consumer shows in Europe particularly in food, construction and health.

EBC is an innovative, energetic and entrepreneurial media company and the sole owner of the Free From Functional & Health Ingredients Expo brand and all related assets.