

10th GAI presents Food, Beverage, and Hospitality Exhibition 2024 Report

September 12-15, 2024

The 10th GAI presents Food, Beverage and Hospitality 2024 organized by House of Rajkarnicar held from September 12th to September 15th, 2024, was a resounding success.

The 10th GAI Food, Beverage & Hospitality Nepal 2024 has set a new benchmark in the industry by expanding to two halls, making it the only and the largest food, beverage, and hospitality exhibition ever held in Nepal. The scale and grandeur of this year's event reflect the growing interest and development in the sector, attracting both national and international exhibitors and participants.

The exhibition hosted total 150 exhibitors & 250 booths which were exclusively from food, beverage and hospitality sector purely with trade interest. A wide selection of products/services and producers/suppliers from the food, beverage and hospitality sectors were presented at the exhibition. Food Beverage and Hospitality (FBH) 2024 continued to strengthen & consolidate as business to business event. This year FBH attracted exhibitors from not only from Nepal representing popular international and national brands but also direct participations from India, China, Bangladesh as well. With exhibitors from four of the region's most dynamic markets, the event highlighted the growing significance of the food, beverage, and hospitality industry in South and East Asia.

The visitor promotion campaign was designed to target key decision-makers and business visitors from not just the capital, but also major cities across Nepal, including Chitwan, Pokhara, Lumbini, Bhairahawa, Biratnagar, Birgunj, Butwal, and more. This comprehensive effort included an extensive social media campaign, print advertisements, an event app, telemarketing, SMS, WhatsApp, and email campaigns. The goal was to ensure the exhibition reached a broad national audience, maximizing its impact across the country.

The opening day of FBH 2024 was reserved as the special preview day for the visitors with invitation allowing proper business visitors to get first opportunity to interact with the exhibitors. FBH 2024 was kindly inaugurated by Mr. Binayak Shah (President of HAN), Mr. Sangharsha Bista (President of REBAN), Chef. (President of Chef Association of Nepal), Mr. Kumar Koirala (President of HPMF, Mr. Uttam Prakash Sharma President of EVA Nepal) and Mr. Pavitra Bajracharya (President of Retailers Association of Nepal), Mr. Raj Kumar Shrestha (President Fast Food Association of Nepal), Mr. Shree Tebendra Ratna Shakya (President Federation of EVA Nepal). 2000 Key decision makers of Food beverage and hospitality community gathered during the inauguration and the special preview evening.

This year's 10th edition hosted an exclusive networking session with all the members from Hotel Association of Nepal, Chef Association of Nepal, Restaurant & Bar Association of Nepal, Hospitality Purchasing Managers Forum Nepal Chapter, Events & Venue Association of Nepal, Retailers Association of Nepal and Fast Food Association Nepal. During the session, attendees engaged in fruitful discussions on improving industry standards, fostering innovation, and enhancing business opportunities both locally and internationally.

Special events also included Retailers Power Breakfast Reception and launching of small business mart to bring the exhibition within the reach of small companies, professional business, freelance entrepreneurs and startups in addition to the big, popular established national and international brands that the exhibition hosts every year.

GAI International, a leading manufacturer, exporter, and supplier of commercial kitchen equipment in Nepal was the title sponsor of 10th Food Beverage and Hospitality Nepal 2024. The other official sponsors included Platinum Sponsors Ghoriwala Mart & Baltra, Diamond sponsor Oscar Hospitality & Bidi Commercial Equipment Solutions Pvt Ltd, Gold Sponsor RMC and Silver Sponsors KL Dugar & Kapsun Coolers.

FBH 2024 was kindly supported by Hotel Association of Nepal, Chef Association of Nepal, Restaurant & Bar Association of Nepal, Hospitality Purchasing Managers Forum Nepal Chapter, Events & Venue Association of Nepal, Retailers Association of Nepal and Fast Food Association Nepal, HOTREMAI India, Cruz Expo India, ARCHII India and Easy Consultant India. The Special Preview Nite was supported by Food Partner Anand Events & meeting, and Monin (Universal Beverage Pvt Ltd). Hotel Mulberry was the hospitality partner of the 10th GAI Food Beverage and Hospitality Nepal 2024

This year's Food, Beverage, and Hospitality Exhibition awarded the following titles to recognize excellence and innovation in the industry:

Best exhibition award: GAI International

Best promotion award: Balajee NP Pvt Ltd

Best new product award: Manaram Farm Pvt. Ltd

Best visitor interaction award: AST Pvt Ltd & VRB Consumer Products Pvt Ltd

The judgment and decision was made by prominent visitors of the FBH 2024.

The efforts by the organizers, sponsors, exhibitors and event partners paid off very well. A total of 28,951 visitors visited the exhibition among which 15,864 were the business visitors and rest were the general visitors. The improvement in the targeted business visitors indicates what FBH is all about and where it is headed in the future. The event's

international representation further enhanced its stature, creating new opportunities for business partnerships and promoting the exchange of industry best practices across borders. The 10th GAI Food, Beverage and Hospitality 2024 clearly defined and demonstrated the power of live marketing and has set precedence for the remaining of years 2024 and 2025.

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10

Years

Anniversary

GAI

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10th

FOOD & BEVERAGE

AND

HOSPITALITY

2024

A BIG

Thank you

TO ALL OUR INCREDIBLE SPONSORS FOR SUPPORTING US!

TOGETHER, WE'VE ACHIEVED SOMETHING GREAT, AND

WE'RE EXCITED TO MAKE NEXT YEAR EVEN GREATER! LET'S CONTINUE THIS JOURNEY OF SUCCESS.

Bhrikutimandap, Kathmandu | 13th - 15th Sept 2024 | 28th - 30th Bhadra 2081

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