

# Business Creation and Networking

สำนักงานส่งเสริมการค้าในต่างประเทศ ณ กรุงสิงคโปร์

เดือน..... พฤษภาคม 2564.....

รายงานการเยี่ยมพบบริษัท..... Informa Markets.....

## 1. ข้อมูลบุคคล/บริษัทที่เข้าพบ

ชื่อ..... Mr. Sanchai Noombunnam..... ตำแหน่ง..... Managing Director.....

ที่อยู่..... 428 Ari Hills Building, 18th Floor, Phahonyothin Road, Bangkok, Thailand.....

โทรศัพท์..... (66) 2 036 0500.....

E-mail..... [Supaporn.A@informa.com](mailto:Supaporn.A@informa.com)..... Website..... <https://www.informamarkets.com/>

## 2. รายละเอียดบริษัท/องค์กร

2.1. ก่อตั้งเมื่อ ปี..... 2541.....

2.2. ประวัติความเป็นมา

บริษัท Informa เป็นบริษัทมหาชนที่จดทะเบียนในตลาดหลักทรัพย์ในสหราชอาณาจักร เป็นผู้ให้บริการข้อมูลเทคโนโลยีและจัดงานแสดงสินค้าและการประชุมนานาชาติมีนโยบายการขยายกิจการด้วยวิธีการควบรวมกิจการที่เกี่ยวข้องเข้ามา โดยแบ่งกิจการออกเป็นแผนกหลัก ๆ ได้แก่ (1) Informa Connect (จัดงานเพื่อการเชื่อมโยงกลุ่มเฉพาะทางในแต่ละสาขา) (2) Informa Intelligence (บริการข้อมูล งานวิจัยและให้คำปรึกษาธุรกิจ) (3) Informa Tech (ผลิตสื่อการสอน วิจัยและจัดงานเกี่ยวกับดิจิทัลเทคโนโลยี) (4) Taylor & Francis (ผลิต รวบรวม เผยแพร่และส่งเสริมงานวิจัยทางวิชาการ) (5) Global Support (ทำหน้าที่หา กระจาย ข้อมูลความรู้ให้แผนกอื่น ๆ) และ (6) Informa Markets ที่เน้นในการสร้างเวทีทางการค้า และต่อมาได้ควบรวมกิจการของ UBM ซึ่งเป็นผู้จัดงานฯ รายใหญ่ระดับโลกในสหรัฐฯ เข้ามาด้วย ทำให้บริษัทฯ กลายเป็น 1 ใน 2 ผู้จัดงานแสดงสินค้าและการประชุมนานาชาติที่ใหญ่ที่สุดในโลก มีสำนักงานสาขากระจายอยู่ทั่วทุกภูมิภาค ทั่วโลก มีการจัดงานแสดงสินค้าและการประชุมมากถึงกว่า 500 งานทั่วโลก โดยจัดขึ้นในสหรัฐฯ มากที่สุดถึง 103 งานต่อปี (ครอบคลุม 41 เมืองใน 25 รัฐ) รองลงมาคือในประเทศจีนมี 92 งาน (มากที่สุด ในเอเชีย) โดยในเอเชียมีการจัดงานอยู่ใน 13 ประเทศ รองลงมาคือ ญี่ปุ่น มาเลเซีย และไทยตามลำดับ งานที่จัดใน ประเทศไทย อาทิ Asian Defense and Security Exhibition, ICAD Bangkok, P-MEC South East Asia, Innopak South East Asia, Sheet Metal Asia, INTERMACH & MTA Asia, Subcon Thailand, Asia Paper/Tissue World Bangkok, Electric Vehicle Asia, Cosmoprof CBE ASEAN Bangkok งานส่วนใหญ่ จะเน้นเจาะตลาดเฉพาะทางของแต่ละอุตสาหกรรม (15 หมวดธุรกิจ)

2.3 รูปแบบของการดำเนินธุรกิจ

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|--|--|--|
| <input type="checkbox"/> โรงงานผู้ผลิต                                 | <input type="checkbox"/> ผู้ส่งออก           | <input type="checkbox"/> ผู้นำเข้า             |
| <input type="checkbox"/> ผู้ขายส่ง                                     | <input type="checkbox"/> ผู้ขายปลีก          | <input type="checkbox"/> บริษัทตัวแทน          |
| <input type="checkbox"/> ห้างสรรพสินค้า                                | <input type="checkbox"/> ห้างสรรพสินค้าเฉพาะ |  |
| <input type="checkbox"/> องค์กรระหว่างประเทศ                           | <input type="checkbox"/> องค์กรทางการค้า     | <input type="checkbox"/> องค์กรไม่แสวงหาผลกำไร |
| <input checked="" type="checkbox"/> อื่นๆ.....ผู้จัดงานแสดงสินค้า..... |  |  |

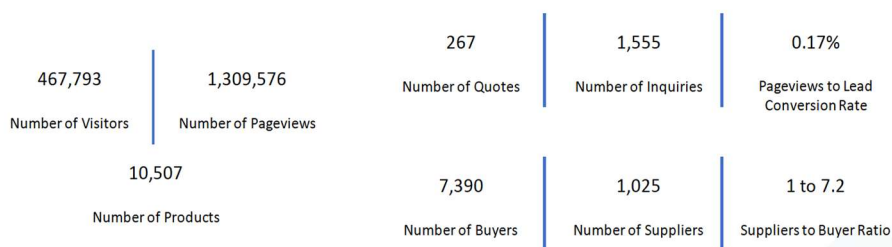
### 3. สรุปผลของการหารือ/เข้าพบ

เมื่อวันที่ 11 พฤษภาคม 2564 สดต. ณ กรุงสิงคโปร์ ได้พบหารือผ่าน Zoom กับ Mr. Sanchai Noombunnam ตำแหน่ง Managing Director และทีมงานของบริษัท Informa ประเทศไทย ผู้จัดการงานแสดงสินค้าและการประชุมนานาชาติ เพื่อหารือเกี่ยวกับโครงการสนับสนุนให้ผู้ประกอบการไทยเข้าร่วมขายสินค้าแพลตฟอร์ม Saladplate ของบริษัท

Mr. Sanchai ได้ให้ข้อมูลว่า Informa Markets อยู่ภายใต้บริษัท Informa บริษัทแม่จากสหราชอาณาจักรผู้จัดการงานแสดงสินค้าและการประชุมนานาชาติ และยังมีแพลตฟอร์มการค้าและดิจิทัลที่นำผู้ซื้อและผู้ขายที่มีคุณภาพมารวมกันจากทั่วโลกงานครอบคลุมหลากหลายภาคส่วนอุตสาหกรรม ได้แก่ ความงาม พลังงาน อาหาร วิศวกรรมความปลอดภัยและอื่นๆ อีกมากมาย โดย Informa Markets ในประเทศไทยทำหน้าที่จัดงานแสดงสินค้าที่สำคัญ ได้แก่ CPHI South East Asia, Intermach, ASEAN Sustainable Energy Week, ProPak Asia, Food & Hotel Thailand , Fi Asia Thailand และ Cosmoprof CBE ASEAN Bangkok. และยังเป็นตัวแทนรับผิดชอบลูกค้าในประเทศไทยช่วยเหลือผู้ประกอบการไทยให้เข้าร่วมงานแสดงสินค้าในต่างประเทศ ผ่านการสนับสนุนจากกรมส่งเสริมการค้าระหว่างประเทศภายใต้โครงการ SMEs Pro-active อย่างไรก็ตาม ในสถานการณ์การแพร่ระบาดของโควิด-19 ทำให้ Informa Markets ได้เปิดใช้แพลตฟอร์ม Saladplate ในปี 2563 ที่ผ่านมา ซึ่งเป็นแพลตฟอร์มที่บริษัทได้พัฒนามานานกว่า 3 ปี เพื่อรองรับสินค้ากลุ่มอาหารและเครื่องดื่ม ช่วยจับคู่ทางธุรกิจกับผู้ซื้อที่เหมาะสมกับผู้ขาย ซึ่งแพลตฟอร์มมีการเข้าถึงผู้ซื้อจากกว่า 95 ประเทศทั่วโลก สินค้า 140 กลุ่ม ได้แก่ อาหาร เครื่องดื่ม อุปกรณ์ประกอบอาหาร วัสดุใช้แล้วทิ้ง ร้านอาหาร เป็นต้น โดยบริษัทได้ให้ข้อมูลการเข้าถึงแพลตฟอร์มในช่วงเดือนพฤษภาคม 2563 – เมษายน 2564 ว่ามีจำนวนผู้เยี่ยมชมแพลตฟอร์มกว่าสี่แสนราย โดยเป็นผู้ซื้อ 7,390 ราย และ ผู้ขาย 1,025 ราย

#### Site Performance Summary

Date Range: May 25, 2020 (SP Launch Date) to Apr 30, 2021



ทั้งนี้การเข้าร่วมแพลตฟอร์ม Saladplate จะมีการคิดค่าใช้จ่าย ดังนี้

- ค่าสมัครสมาชิกแบบ Lite

หากเป็นผู้จัดแสดงสินค้า ราคาอยู่ที่ 1,599 เหรียญสหรัฐฯ ต่อปี (ประมาณ 49,000 บาท) และบุคคลภายนอก ราคาอยู่ที่ 2,399 เหรียญสหรัฐฯ ต่อปี (ประมาณ 74,000 บาท) การจัดการคำสั่งซื้อดิจิทัลไม่เกิน 360 คำสั่งต่อปี และจำนวนพนักงานที่ถือสมาชิกได้ไม่เกิน 1-3 บัญชี

- ค่าสมัครสมาชิกแบบ Standard

หากเป็นผู้จัดแสดงสินค้า ราคาอยู่ที่ 2,899 เหรียญสหรัฐฯ ต่อปี (ประมาณ 90,000 บาท) และบุคคลภายนอก ราคาอยู่ที่ 4,299 เหรียญสหรัฐฯ ต่อปี (ประมาณ 133,000 บาท) การจัดการคำสั่งซื้อดิจิทัลไม่เกิน 720 คำสั่งต่อปี และจำนวนพนักงานที่ถือสมาชิกได้ไม่เกิน 4-6 บัญชี

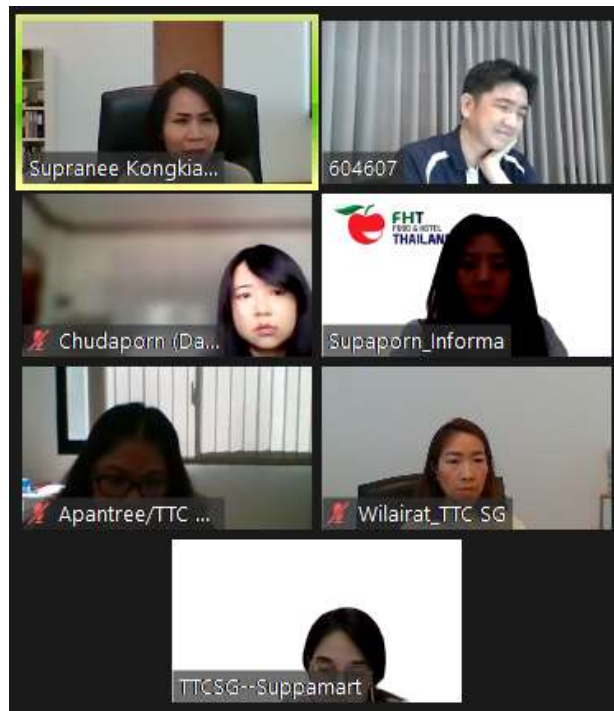
- ค่าสมัครสมาชิกแบบ Premium

หากเป็นผู้จัดแสดงสินค้า ราคาอยู่ที่ 3,899 เหรียญสหรัฐฯ ต่อปี (ประมาณ 121,000 บาท) และบุคคลภายนอก ราคาอยู่ที่ 5,799 เหรียญสหรัฐฯ ต่อปี (ประมาณ 180,000 บาท) การจัดการคำสั่งซื้อดิจิทัลไม่เกิน 1,300 คำสั่งต่อปี และจำนวนพนักงานที่ถือสมาชิกได้ไม่เกิน 7-10 บัญชี

นอกจากนี้ Mr. Sanchai ยังกล่าวถึงงานแสดงสินค้า FHA Match ซึ่งเป็นแพลตฟอร์มงานแสดงสินค้าเสมือนจริงที่พัฒนาขึ้นเพื่อรองรับงานแสดงสินค้า Food and Hotel Asia (FHA) ที่จัดขึ้นเป็นประจำทุกปีในประเทศสิงคโปร์ โดยงานแสดงสินค้า FHA Match มีการแบ่งการจัดงานเป็น 6 กลุ่มสินค้า ตลอดปี 2564



ในการนี้ สคต. สิงคโปร์ เห็นว่าแพลตฟอร์ม Saladplate มีรูปแบบคล้ายกับแพลตฟอร์ม THAIFEX - Virtual Trade Show ของกรมฯ อย่างไรก็ตามแพลตฟอร์มดังกล่าวก็เป็นทางเลือกอีกหนึ่งช่องทางที่สามารถทำให้ผู้ประกอบการไทยสามารถเข้าถึงผู้ซื้อต่างชาติที่อยู่ในแพลตฟอร์มดังกล่าว นอกจากนี้ สคต. จะมีการประสานกับ Informa Markets ทีมสิงคโปร์ เพื่อหารือเพิ่มเติมเกี่ยวกับโครงการสนับสนุนให้ผู้ประกอบการไทยเข้าร่วม FHA Match ของบริษัทต่อไป



Zoom Meeting 40-Minutes

You are viewing Supaporn\_Informa's screen

View Options



Saladplate - InfoDec... x

Home Tools

Saladplate - InfoDec... x

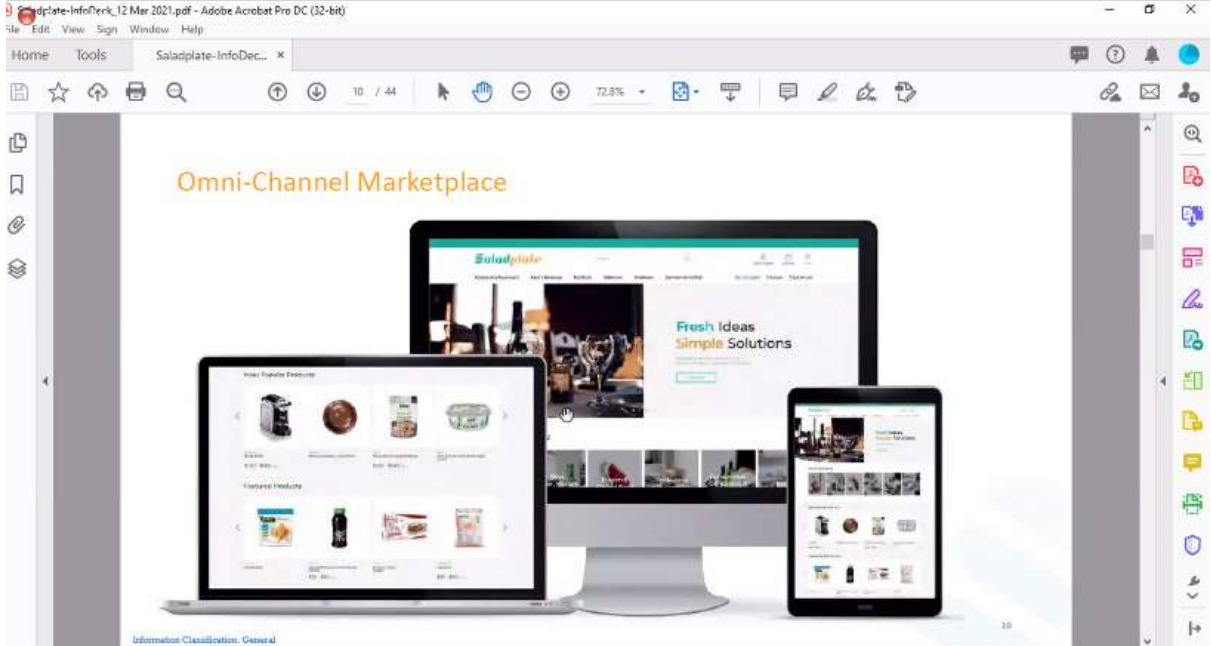
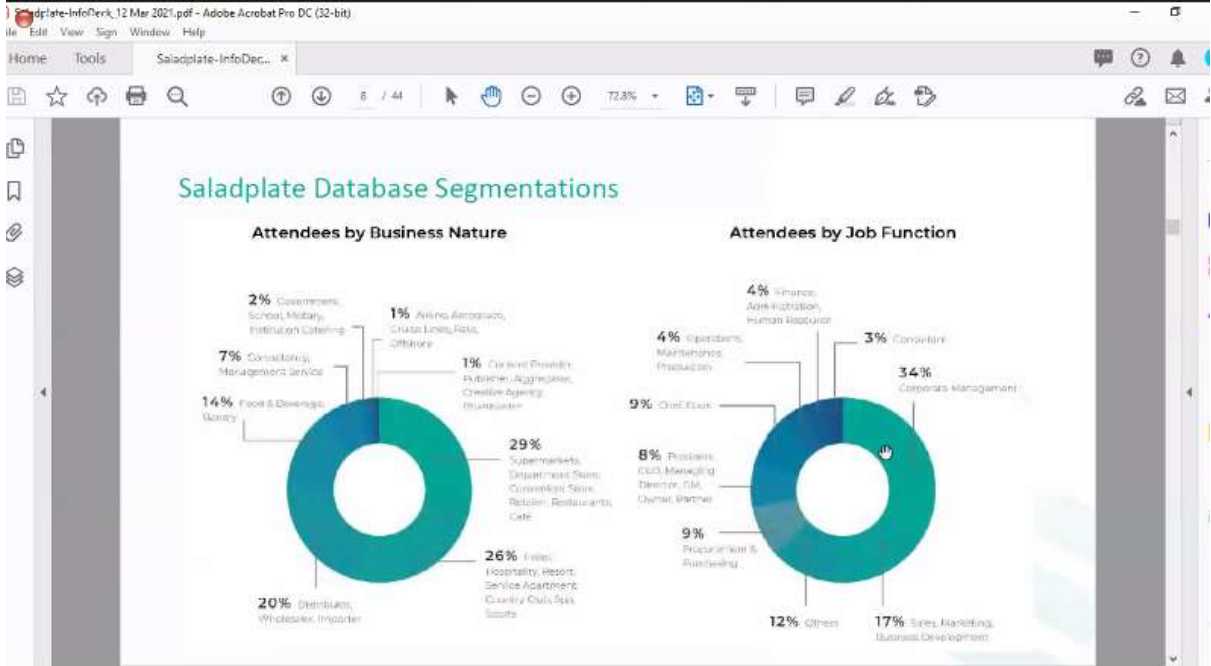
72.8%

## Saladplate is an Online B2B marketplace + Workflow Solution

**Overview:**  
Saladplate is an online marketplace designed for Food & Hospitality professionals. It also provides different workflow solutions that help our customers save time and money.

**What is Saladplate?**  
For the last 40 years, Informa has been helping food and hospitality industry professionals like yourself discover innovative new products and build long-lasting relationships with business partners at Asia's leading food and hospitality trade shows. With such a vast experience in bringing businesses together, we've learned a lot about the industry – and that is how we knew the time was right to create Saladplate, an online marketplace specially tailored to match food and hospitality buyers and sellers.

- 240,000+ Visitors
- 10,000+ Exhibitors
- 40+ Years of Experience





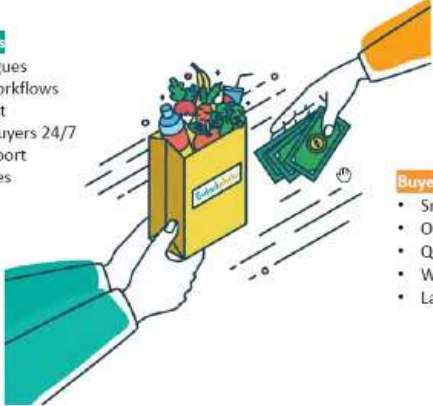
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Home Tools Saladplate-InfoDec... x

## Services Highlights

### Seller Features Highlights

- Custom digital catalogues
- Enhance operation workflows
- Proposal Management
- Connect worldwide buyers 24/7
- Digital marketing support
- Latest industry updates



### Buyer Features Highlights

- Smart project management
- One stop sourcing platform
- Quotation & suppliers management
- Worldwide products from trusted suppliers
- Latest brands/sourcing trends

Information Classification: General



Saladplate-InfoDeck\_12 Mar 2021.pdf - Adobe Acrobat Pro DC (32-bit)


Home Tools Saladplate-InfoDec... x

## Saladplate MATCH

### Business Solution

- To help suppliers reaching out targeted buyers using Informa Markets buyer database

### How does it work?



- In supplier portal, supplier can search and filter the targeted buyers from Informa Markets buyer database
- Max. 50 best matched buyers will show up
- Supplier can select the most relevant buyers
- Supplier can discuss marketing service via Saladplate Sales Team

Information Classification: General



# Saladplate

Info Deck





1

## Our Background

Developed by Informa Markets, the No.1 B2B trade shows organiser



# What's Informa markets?

Informa plc is a  
Leading Global Business Information Services Group

11,000+

EMPLOYEES  
WORLDWIDE



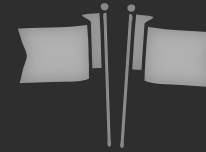
10B

MARKET  
CAP



30+

OFFICES IN OVER 30  
COUNTRIES



FTSE 100

LISTED ON THE LONDON  
STOCK EXCHANGE



# OUR SPECIALIST MARKETS

4,400+  
colleagues

40+  
countries

550+  
B2B Brands

INFORMA OVERVIEW DECEMBER 2018

40+ YEARS

24 Shows

10K Exhibitors

240K+ B2B  
Visitors

INFORMA OVERVIEW DECEMBER 2018



# Saladplate is an Online B2B marketplace + Workflow Solution

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# Core Values and Industry Pain-Points

## Our Core Values:

- **Trust:** Most of the suppliers are our exhibitors while buyers are our event visitors, these customers are more reliable and higher quality than buyers on other media databases and generic B2B online marketplaces.
- **Efficiency:** We understand that there are complicated work processes that take a lot of time. Saladplate streamlines customer workflows and make them cost-effective.
- **Connection:** We have AI and analytical experts that identify patterns in the data and help you find the right business partners and the products that can be very time-consuming to find.

## Industry Pain-points:

Suppliers	Buyers
Currently: Limited travel and face to face meeting	Difficult to verify product quality
Difficult to build trust with customers	Current B2B e-commerce is very limited and only provide generic search for brands and products.
Concerned about data security	Suppliers' info is not detailed enough
Time consuming to develop proposal	Hard to manage multiple-supplier quotes
Lack of B2B buyer pipeline	Difficult to find products beyond the trade shows

# Key Statistics

(ASEAN F&H Shows: latest 2 editions )

**530K**

Total Buyer Number

**149K**

Distributors

**187K**

Hotels

**502K**

Buyers From Asia

**28K**

Supermarket/Groceries  
Department Store

**381K**

HoReCa

**176K**

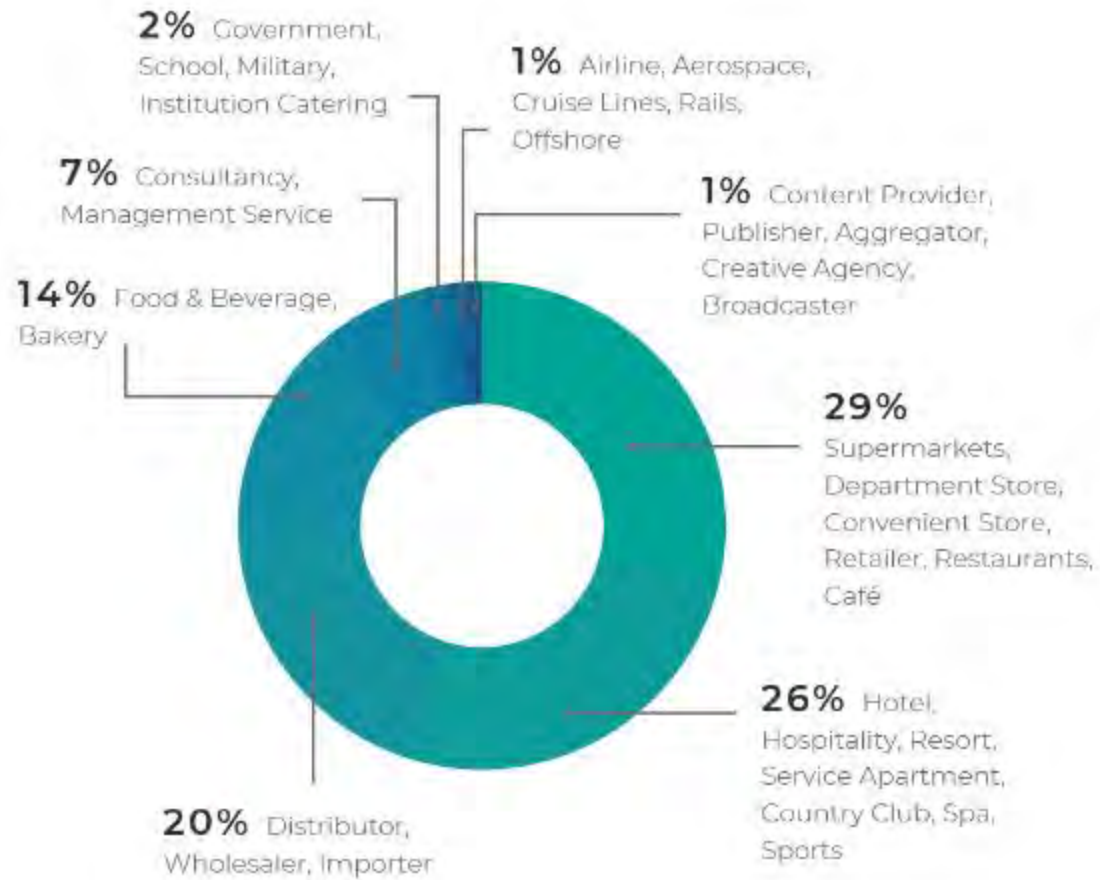
Restaurants

**18K**

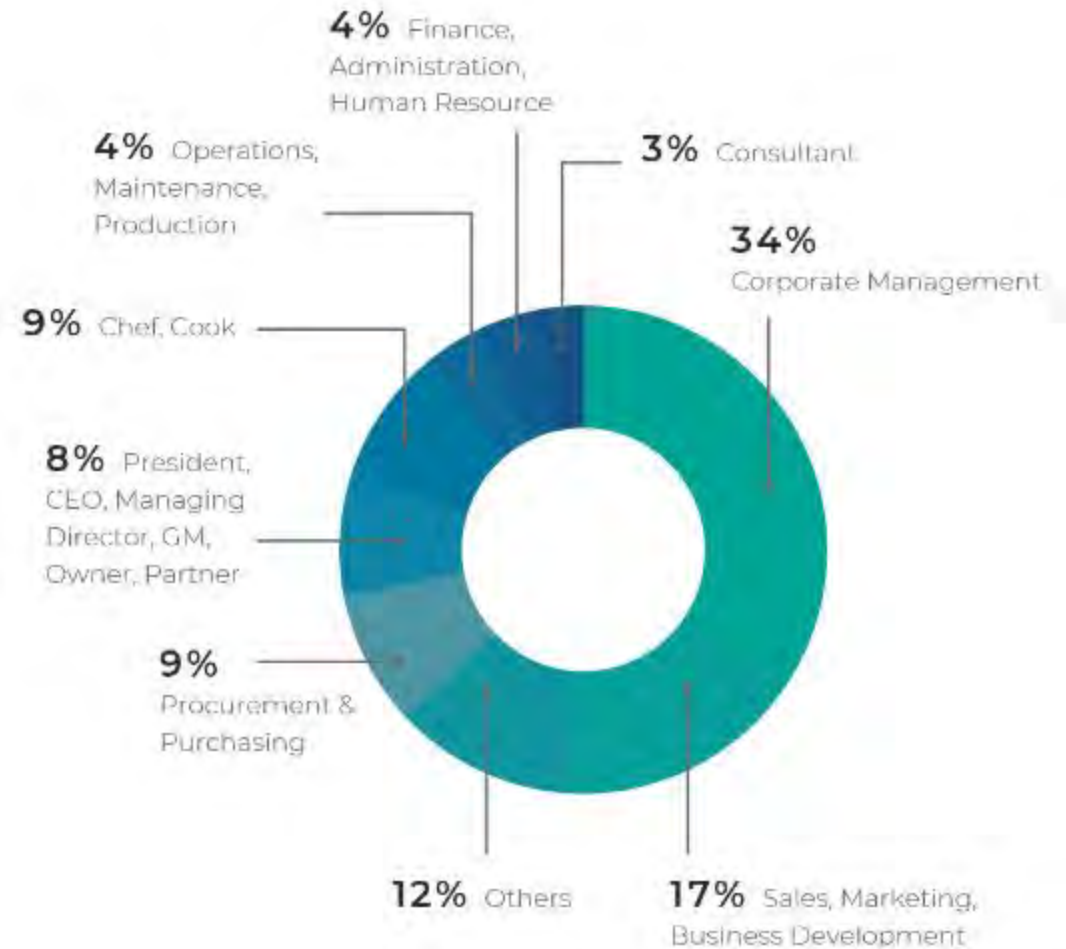
Cafes

# Saladplate Database Segmentations

## Attendees by Business Nature

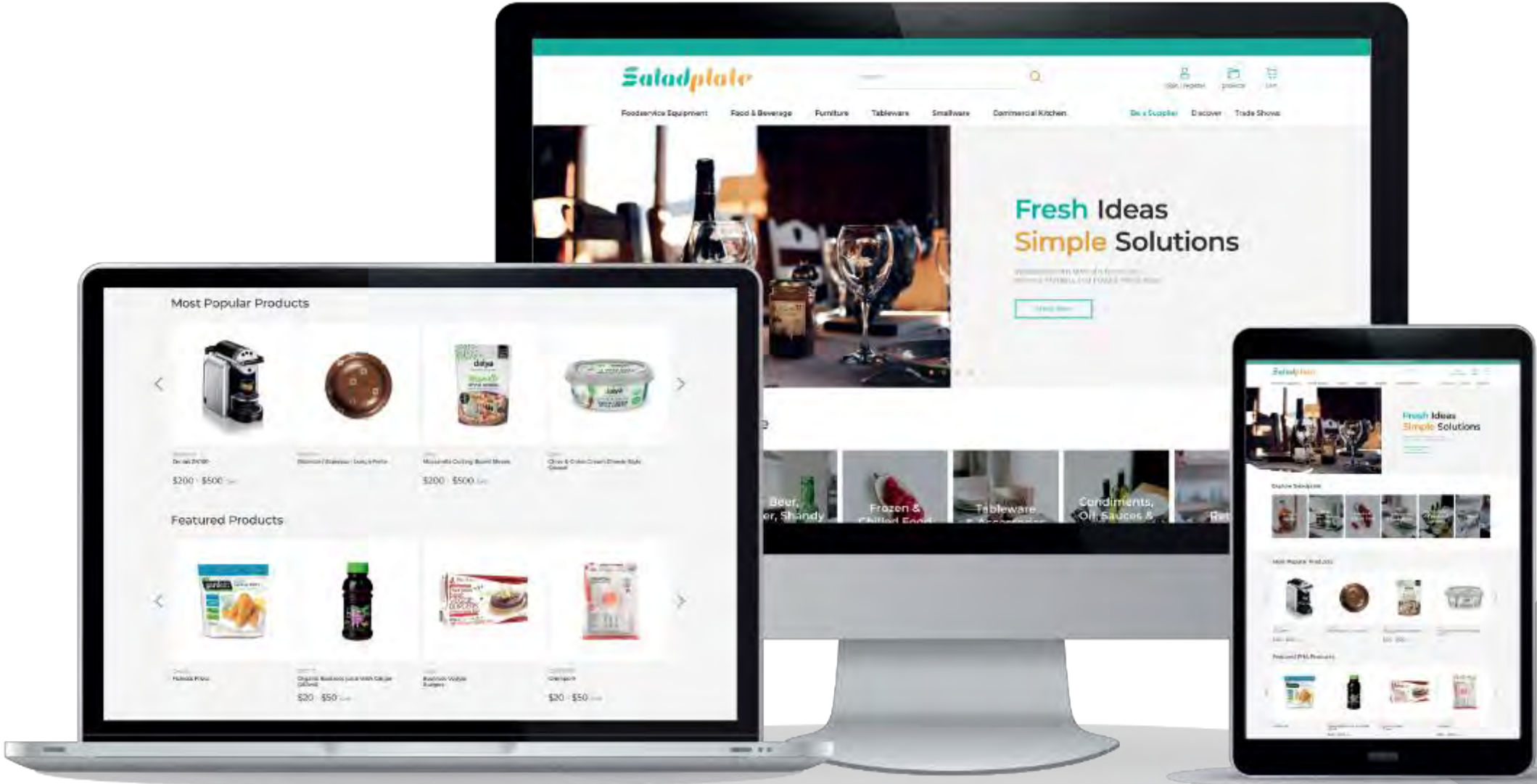


## Attendees by Job Function





# Omni-Channel Marketplace





# Features & Benefits for Suppliers

## 1. Digital Product Catalogues

- Mobile responsive online catalogues
- 24/7 Connect with new customers online
- Brand exposures

## 2. Easy Sales Proposal

- Create and download customised digital proposals anytime, anywhere
- Empower your sales reps to optimise their sales effort

## 3. Analytics and Reporting

- Real-time sales and product performance reports
- Better insights and forecasting

## 4. Marketing Service for Lead Generation

- Saladplate offers a comprehensive set of marketing services to help customer generating awareness with millions engaged decision makers across Food and Hospitality sector in Asia.
- Dedicated / Themed eDMs, Feature Articles, Webinars

# Services Highlights

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- Enhance operation workflows
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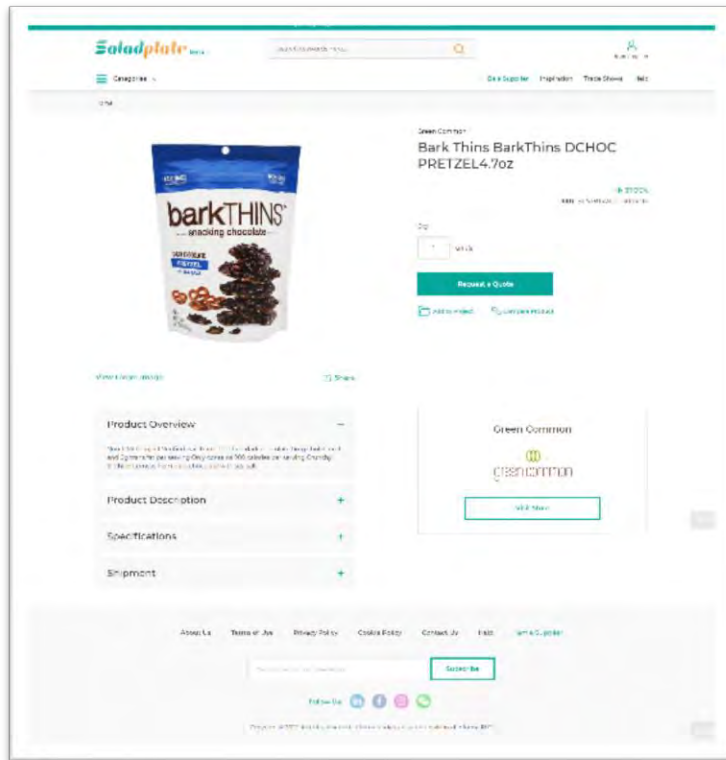


## Buyer Features Highlights

- Smart project management
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# Quotation Management

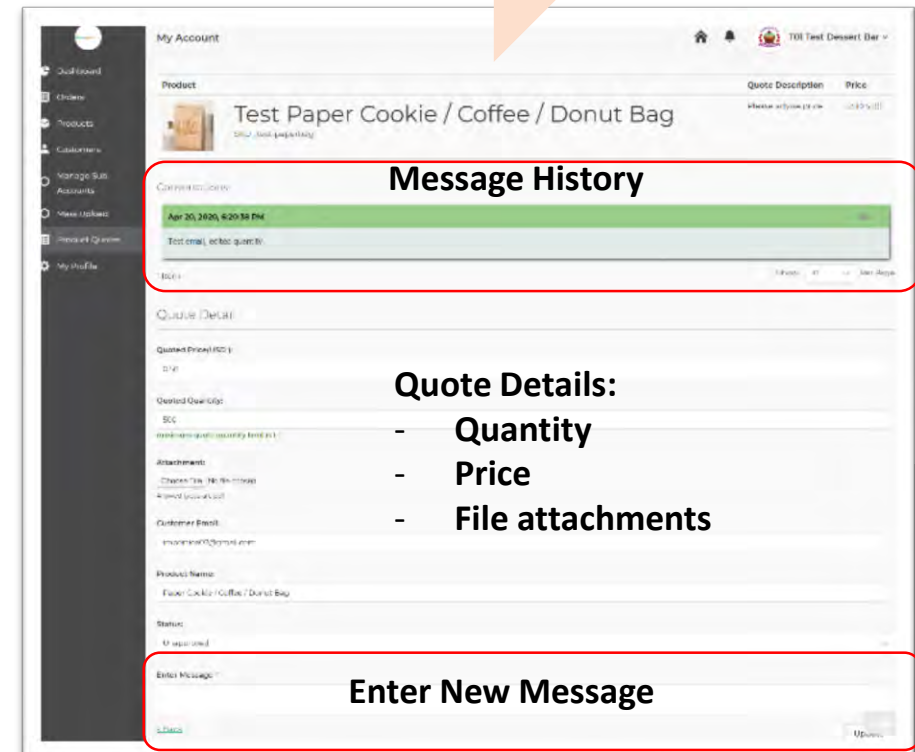
Buyer Request a Quote



Supplier will get email notification



Supplier login to manage pending quote



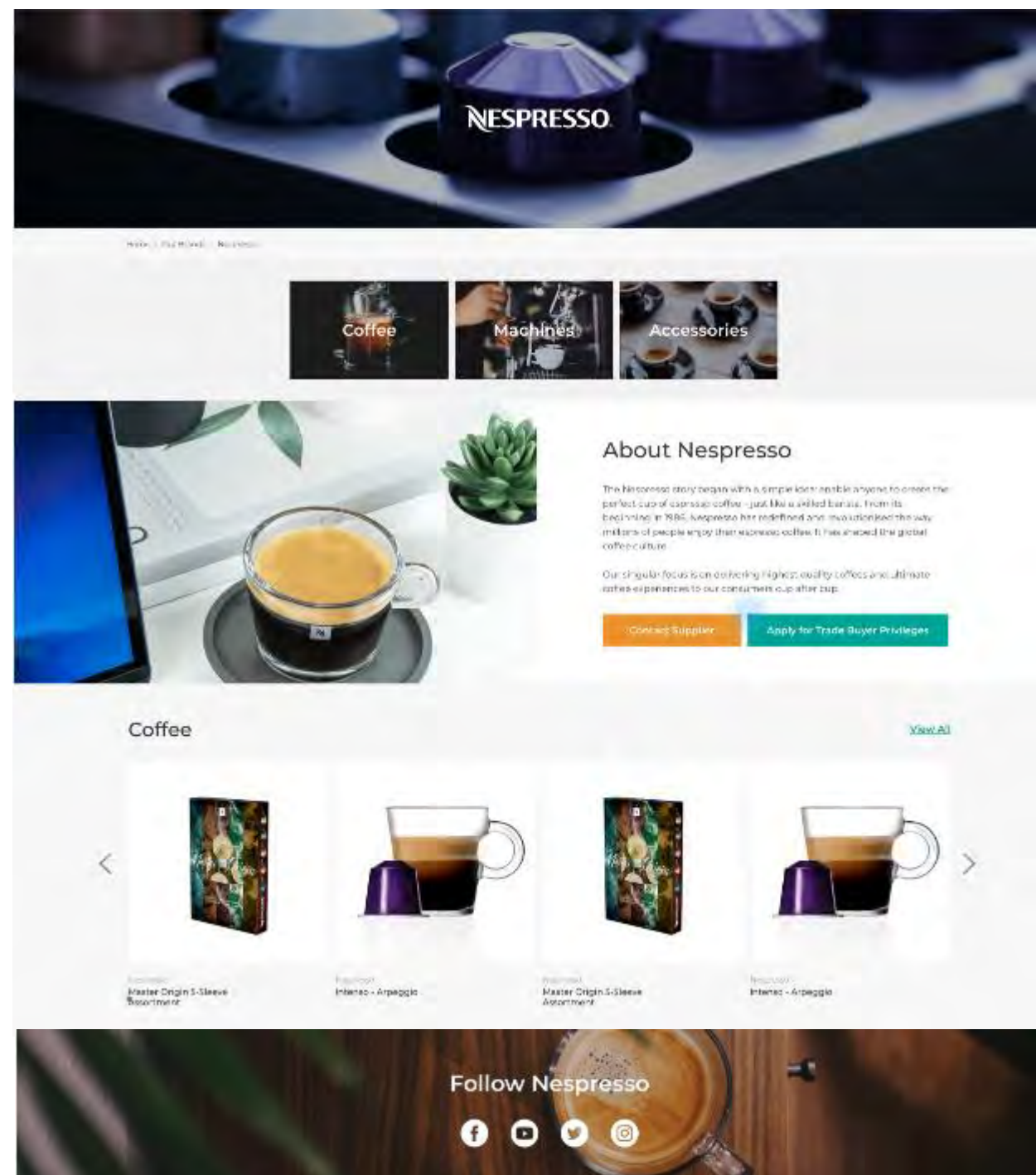
# Company Profile Page

## Seller

- Support detailed company introduction
- Support multi-category listing
- Support certification/qualification displays
- Support social media channels

## Buyer

- 1-click to request quotation
- 1-click to contact supplier
- Apply trade account to view special pricing
- View all company products



# Product Page

## Seller

- Support high-resolutions images and videos
- Support detailed product description
- Support price variations
- Support product recommendations

## Buyer

- 1-click to request quotation
- 1-click to add to sourcing projects
- Compare similar products
- Share via social medias/instant messengers

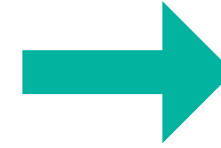
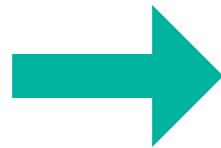
The screenshot shows a product page for a Nespresso Zenius ZN100 coffee machine. The page layout includes a navigation bar with categories like 'Foodservice Equipment', 'Food & Beverage', 'Furniture', 'Tableware', 'Smallware', and 'Commercial Kitchen'. The main product image is a large, high-resolution photo of the coffee machine with a cup of coffee. To the right of the image, there is a price range of '\$1000 - \$3000' and two primary action buttons: 'Add to Project' and 'Request a Quote'. Below the main image, there are sections for 'Downloadable Forms' (including 'Nutritional Information.pdf' and 'Shipping Instructions and Processes.pdf'), a 'Video Tutorial' with a play button, and a 'Product Description' section. On the right side, there is a 'Frequently bought with' section showing three different coffee capsules. At the bottom right, there is a 'Nespresso' brand section with a grid of other coffee machine models and a 'Contact Supplier' button.

# Saladplate MATCH

## Business Solution

- To help suppliers reaching out targeted buyers using Informa Markets buyer database

## How does it work?



- In supplier portal, supplier can search and filter the targeted buyers from Informa Markets buyer database
- Max. 50 best matched buyers will show up

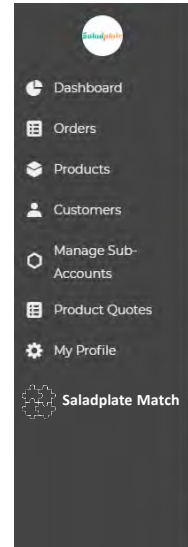
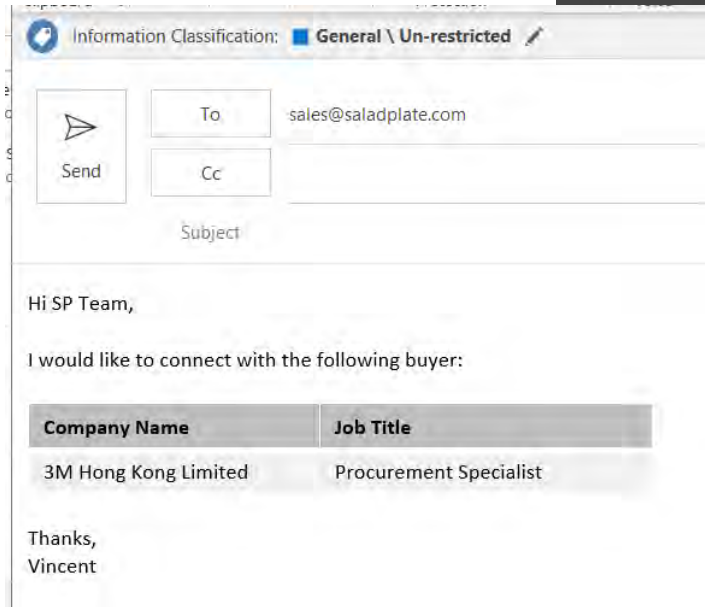
- Supplier can select the most relevant buyers

- Supplier can discuss marketing service via Saladplate Sales Team

# Saladplate MATCH - Visual

## Step 3

Once supplier clicks "Contact Us" and sends the request email to SP Sales team, we will be able to offer marketing service.



## Saladplate Match

Start Searching Potential Buyers:

CHINA IMPORTER

Country & Region:

ALL COUNTRY & REGIONS

Product Category:

ALL PRODUCT CATEGORY

Business Nature:

ALL BUSINESS NATURE

MATCH NOW

Below are what we recommend for you:

	Company Name	Job Title
<input type="checkbox"/>	Marriott Group	Executive Chef
<input checked="" type="checkbox"/>	3M Hong Kong Limited	Procurement Specialist
<input type="checkbox"/>	Hilti HK Limited	Product Manager
<input type="checkbox"/>	Unoclean	Consultant
<input type="checkbox"/>	Cleanfreak	Business Development

Click "Contact Us" below to schedule your marketing campaigns towards these buyers

CONTACT US

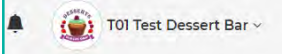
## Step 1

Supplier search and filters buyer by:

- Country & Region
- Product Category
- Business Nature

## Step 2

Best match buyer results (Max. 50) with company name & job title show up

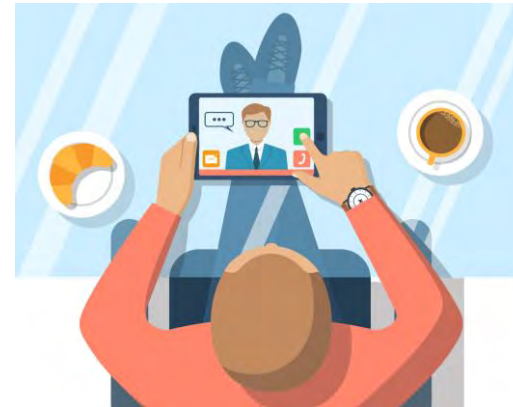
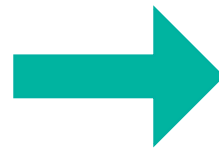


# Saladplate MEET

## Business Solution

- To allow buyers initiating a live discussion with specific suppliers once they see any product that are interested

## How does it work?



- In product details page, buyer can chat instantly with individual supplier
- Supplier can manage the chat and reply buyers on supplier portal

- If both parties would like to negotiate face-to-face virtually, supplier can create a video meeting link to send to buyer



# Saladplate MEET – Visual

## Live Chat – Buyer view



[View Larger Image](#)

[Share](#)

Product Description +

USD 100.00

IN STOCK  
SKU testnero

Qty

1

unit(s)

Request a Quote

[Add to Project](#)

[Compare Product](#)

*A new Live Chat callout will be available on each product details page*

Live Chat

Hi there, I'd like to learnt more about this product.

Start Chat

Dozenbir

# Saladplate MEET - Visual

## Live Chat – Supplier view

**Dashboard**

Order(s) **3**

Product(s) **11**

Customer(s) **2**

Lifetime Sales USD 0.00

Activities

Latest Orders

Order#	Purchased On	Products	Base Total	Purchased Total	Customer	Status
1000000880	Apr 21, 2020 10:09:20 AM	TEST-Blueberry-Cheesecake Ordered: 1	USD 30.00	USD 30.00	T02 FN T02 LN	To be
1000000877	Apr 16, 2020 5:37:07 PM	TEST-Ice-Cream Ordered: 10 TEST-Blueberry-Cheesecake Ordered: 10	USD 600.00	USD 600.00	TEST-Alice TEST-Cheng	To be
1000000874	Apr 16, 2020 5:16:20 PM	Test-Candy-Apple-Box-with-Window-10/Pack Ordered: 50 Shipped: 50	USD 250.00	USD 250.00	TEST-Alice TEST-Cheng	To be

**Live Chat: Alice-1113 Cheng-1113**

hello I would like to enquire your product (SKU: test-brownies), please provide product catalog.  
2020-06-23 03:11 PM

Hi there, sure! Apart from brownies, any specific products are you looking for that I can provide you with more info?  
2020-06-23 03:15 PM

1. In supplier portal, a new Saladplate MEET callout will be added.
2. Upon click, it will show a list of buyers who sent messages.
3. Supplier can click on the buyer name and start having the conversation with the buyer.



# Saladplate MEET - Visual

## Video call

### Step 1

If supplier wants to set up video call with buyer. Supplier can go to "Saladplate MEET" tab in supplier portal



**Saladplate Meet**

Dashboard  
Orders  
Products  
Customers  
Manage Sub-Accounts  
Product Quotes  
My Profile  
Saladplate Match  
Saladplate Meet

**Create Meeting**

**Step 2**  
For new meeting, clicks "Create Meeting"

Buyer Name	Meeting URL
Vincent Lam	Link: <a href="https://meet.saladplate.com/xxxxxxx">https://meet.saladplate.com/xxxxxxx</a>
Dave Chan	Link: <a href="https://meet.saladplate.com/xxxxxxx">https://meet.saladplate.com/xxxxxxx</a>
Fiona Tse	Link: <a href="https://meet.saladplate.com/xxxxxxx">https://meet.saladplate.com/xxxxxxx</a>
Holly Yeung	Link: <a href="https://meet.saladplate.com/whateverpathyoulike">https://meet.saladplate.com/whateverpathyoulike</a>

**Step 3**  
Enter the buyer name and clicks "Generate Meeting Link"

**Step 4**  
Now the meeting link is ready to be shared to the buyer

**Step 5**  
Upon the meeting time, click the meeting link, it will open up the video call between Buyer and Supplier



# 3

## Marketing Promotion

Offline Shows | Online Advertisements

# Targeted Third Party e-Newsletter (eDM)

Optimise your advertising efforts by sending your marketing messages to the right audience.

- Choose from any 2 Countries, refined by Business Nature and Job Nature
- Send to 3,000 contacts

List Price: USD \$1 per email (Min. 3,000 contacts at USD \$3,000)



## PROFESSIONAL COFFEE MACHINES

No matter how high your demands of coffee may be, there will always be an innovative Nespresso coffee machine to suit your needs. The streamlined design and advanced technology brings the broad variety of aromas to life in every coffee.

[Request for more information](#)



### GEMINI

- ▶ Recommended for 20+ users
- ▶ Double head technology with milk frothing function
- ▶ Exceptional milk-based coffee recipes

[View Details](#)



### MOMENTO RANGE

- ▶ An effortless way to serve coffee at your business
- ▶ Employs our smartest technology yet
- ▶ Designed with your specific business needs in mind

[View Details](#)



### AGUILA RANGE

- ▶ Ideal for high volume demands
- ▶ Up to 4 extraction heads work simultaneously
- ▶ Unmatched in-cup quality and milk recipes at the touch of a button

[View Details](#)



# Early Successes

## Snacks Themed eDM campaign

- We combined 3 companies all looking for distributors/restaurant/cafes
- Leads Generation: Total 11 leads.
- Green common (5 leads): e.g. Starbucks

## Syspex (Dedicated eDM)

- Promote only 1 company and products
- Lead Generation: 14 leads (hotels and restaurants)

**HOT TOPICS:** Anything you can find in the supermarkets.  
**Snacks, Drinks, Cleaning products and machinery, Packaging, Online service: online cooking class**



**SIA HUAT**  
Beyond Foodservice Supplies

Demand for snack and pastry products are increasing as people choose to work from home and reduce their (the threat of COVID-19). Here we would like to recommend snacks & pastries to you, check below products and n



**Request Quotation**



**Syspex**

With over 40 years of experience, Syspex is the industry leader in flexible packaging. We have a wide range of flexible packaging film and machine, covering your every packing needs and designs you could think of.

Dear ##First\_Name##

Your Products, Our Passion  
Syspex, your one stop food packaging solution.  
We have a wide range of flexible packaging film and machine, covering your every packing needs and designs you could think of.

By clicking this button, you consent to the communication of your contact data to the supplier so they can contact you with more information.

**Request for more information**



**Request Quotation**


BCL Hygiene products are the most effective in the industry. BCL Hygiene products are the most effective in the industry. BCL Hygiene products are the most effective in the industry.






# Preparation - Dedicated eDM

- Saladplate digital marketing team will contact you after contract is signed.
- Provide company profile , product photos and description.
- Suggest target audiences: title, product interest, etc.
- Confirm the eDM design 2 days before with you when it goes to market
- Lead time: 2 weeks
- 3000 contacts from 2 countries

B2B online marketplace brought to you by FHA To see the web version, please click [here](#)







Detpak Coffee

We all crave our coffee. Detpak has a great range of takeaway cups to choose from. Contact us and we can help you choose from single wall or double wall styles.




Grocery & Produce

Looking for grocery and product bags. We have you covered with Detpak's quality range of recyclable paper bags. Food grade, quality packaging.



Quality Restaurant

Lunch boxes and Pail-Paks are versatile and ensure your product arrives at its best. When presentation matters choose Detpak.



FOOD ON THE MOVE  
TAKEAWAY & DELIVERY PACKAGING

Dear ##First\_Name##

SERVING UP YOUR FOOD FOR TAKEAWAY & DELIVERY

At Detpak, we design, manufacture, and supply the foodservice industry with world-class paper and cardboard packaging products, delivered with the level of service and care you'd expect from a family-owned business like ours. We've been making brands shine since 1948.


As the global impacts of the coronavirus continue to unfold, we are focused on looking after our communities and staying safe. Many governments are requiring businesses to now operate via delivery or takeaway only.

As businesses look to make this move – we can help you get your food on the move.

For a limited time only,  
Get to purchase a carton (1000pcs/ctn) of 12oz Classic Smooth Double Wall Hot Cup at \$50!\*  
Usual Price: \$132


By clicking this button, you consent to the communication of your contact data to the supplier so they can contact you with more information.

Request for more information




Burgers & DeliveryBags

For food on the move, choose quality food grade paper bags from Detpak. Available in a range of styles and sizes.



Quality Presentation

When quality presentation is a must – think Detpak. Ensure your dish reflects your brand when eaten at home.



Takeaway Endura Range

Detpak's Endura Range is ideal for takeaway and is all compostable and recyclable.

By clicking this button, you consent to the communication of your contact data to the supplier so they can contact you with more information.


Request for more information

**About Saladplate**


Saladplate is an online marketplace designed for Food & Hospitality professionals. Our unique O2O solution is backed by 24 trade shows in Asia, with over 40 years of excellence. We're committed to the digital transformation of the industry we love.

Don't forget to add Saladplate to your safe sender list.


Follow Us



Detpak Coffee



Grocery & Produce



Quality Restaurant

## Featured Content/Targeted Interview

Our experience in Food and Hospitality writing allows completion of high-quality feature content in competitive timeframe.

- Article written and sub-edit by Saladplate
- Featured Content: Provide 3-5 bullet points/key focuses
- OR Interview: by email and phone calls
- Includes one round of requested edits
- Includes Saladplate social media promotions
- Article published on Saladplate blog
- Lead time: 4-6 weeks

**List Price:** USD \$4,000+

**Additional Service:** Translation into Simplified Chinese at USD \$200



BLOG INDUSTRY NEWS

March 2, 2020 Yvette Po 0 Comments

### The Push For Premium: Why Fast-Casual Restaurants Are Heading To Asia



The fast-food industry is being challenged by fast-casual concepts as consumers across Asia and beyond embrace a push for premium.

Along with growing demand for healthier menu choices, the popularity of so-called gourmet burger chains is arguably the boldest trend in the fast-casual restaurant industry right now. And in some Southeast Asian markets, where their brands are not widely known, foreign operators are finding it easier to position themselves in the premium space.



**Subscribe Now!**

Get Weekly Updates for FREE



While it is new-generation brands that are driving growth in the market, the concept has its roots in the fast-food industry's pioneering icon, McDonald's. Founded in 1940, by 2018 its network had expanded to nearly 40,000 stores internationally. But in the early 2000s, in core markets where its presence was mature, the company began to find it hard to drive sales growth, in part due to the restrictions of its price-driven menu offer. Its response was to develop a range of premium menu items, including salads and higher-priced burger products for those customers who wanted a little more than the company's basic fare. A sub brand Signature was launched, offering products such as the Angus Cheeseburger, Angus BLT and Buttermilk Crispy Chicken.



# Preparation for Feature Article

- [Bidfood Malaysia Sdn Bhd](#)  
The Content can link it back to Saladplate company profile/product listing.
- Saladplate digital marketing team will contact you after contract is signed.
- Provide 3-5 bullet points/key focuses
- Discuss the content and draft the outline for you
- Saladplate content team will do the write up
- Confirmation from you before we publish
- Include Saladplate social media posting
- Lead time: 4-6 weeks



**Stanley Ng**, Managing Director of Bidfood Malaysia, has been working in the food-and-hospitality industry for 32 years. Bidfood Malaysia is a leading specialty-food importer and distributor, sourcing products worldwide.



Bidfood Malaysia MD Stanley Ng (right) with Angliss Asia CEO Johnny Kang

The COVID-19 pandemic has thrown significant uncertainty into the foodservice market with government-imposed lockdowns decimating travel across Asia and restaurants forced to suspend in-restaurant dining, switching to delivery and pick-up sales only.

The coronavirus pandemic has definitely had a huge impact on our business," says Stanley. "Sales volumes have dropped tremendously and we cannot know whether our customers will recover even after the Malaysian Movement Control Order (lockdown) is lifted."

[Visit Bidfood Malaysia Sdn Bhd on Saladplate](#)

Meanwhile, a major challenge for the business is shifting stock at a time when most of its customer businesses are either suspended operations or are only providing takeaway services. "Moreover, under the MCO, our products are not considered 'essential ingredients'."

Once the coronavirus pandemic passes and life returns to normal, Stanley is looking forward to expanding Bidfood Malaysia's range, with dairy products an early focus.

"We do not have a strong range of dairy currently and yes, we'd like to add them to our portfolio," he says.

Stanley believes the best way for suppliers to manage their relationships with hotel and restaurant operators is to maintain high efficiency in the supply of services and quality products.

**About Bidfood Malaysia Sdn Bhd**

**Mission of the Company**

Deliver service excellence, helping our customers to grow and keeping up with the new trends.



## Webinar

Position your brand as an industry expert and connect with prospects actively looking for education on key topics. Webinars are a cost-effective way to engage content that generates a large number of leads and allows you to connect directly with prospects.

### Two formats:

1. Webinar – focus on knowledge sharing and trend presentation/panel discussion
2. Live streaming – focus on product demo and details description on the products features

List Price: USD \$5,000+

- Pricing depends on demographic and set up
- Lead time: 4-6+ weeks

# Preparation for Webinars

## Content Discovery and Target Audience(1 -2 week)

- Saladplate team will work with you to confirm the webinar topic and details, (e.g. speakers, host, format, target audience and marketing collaborations)

## Guest Invitation (2-3weeks)

- Invitation will be sent from Saladplate per agreed demographics, the edm invitation and form will be handled by Saladplate
- Saladplate will invite your target audience and follow up by phone call if necessary

## Webinar Go Live

- Technical support by Saladplate on the set-up

## Reporting & Review (within a week after webinar)

- Saladplate will provide a campaign report and detailed lead information generated by this campaign.

# Google Advertising/ Retargeting Advertising

Saladplate is one of **Google's Partners**. We have a team of dedicated marketing specialists to organise your Google advertising allocation and help **save your advertising cost** to achieve better performance.



- Google SEM targeting **B2B buyers** from Saladplate database
- Exclusive target audience from Saladplate database – **remarketing** can reach the exclusive audience where the company/ marketing agency cannot reach via their own Google ad. Campaign

Recommend annual investment:

USD \$5,000 min. per year

(subject to 15% handling fee)

*FOR REFERENCE ONLY*

Saladplate | Food & Hospitality Marketplace  
[Ad] [www.saladplate.com](http://www.saladplate.com)  
Saladplate is a B2B online marketplace brought to you by Informa Markets & FHA. Contact us now for dedicated B2B marketing services.

Our Partner: Company B Promotion Message 1 CTA Message 2	Our Partner: Company XXXX Promotion Message 1 CTA Message 2
--	---

# Social Media Posting



Saladplate social medias provide multiple points of connection, linking your brand to professional industry buyers outside of traditional communication channels. Your business building messages will generate interest, drive traffic and build brand awareness.

- Post feeds with hashtags and images (max.10)
- Post feeds with hashtags and video (30 sec.)
- Links within the posts are directed to your Saladplate store page
- Translation Service available (Chinese to English)

Listed Price: USD \$1,000 (either image or video posting); Translation Fee USD \$200

# Social Media Posting



Saladplate values Chinese-speaking markets, hence providing Line and WeChat as the content center for the China and South East Asia Markets, taking care of each client's habit and need.

## **Line:**

- Broadcasting

Listed Price: USD \$1,000; Translation Fee USD \$200

## **WeChat (Chinese only):**

- Featured article with images (max. 5)
- Featured article with images (max. 5) & video

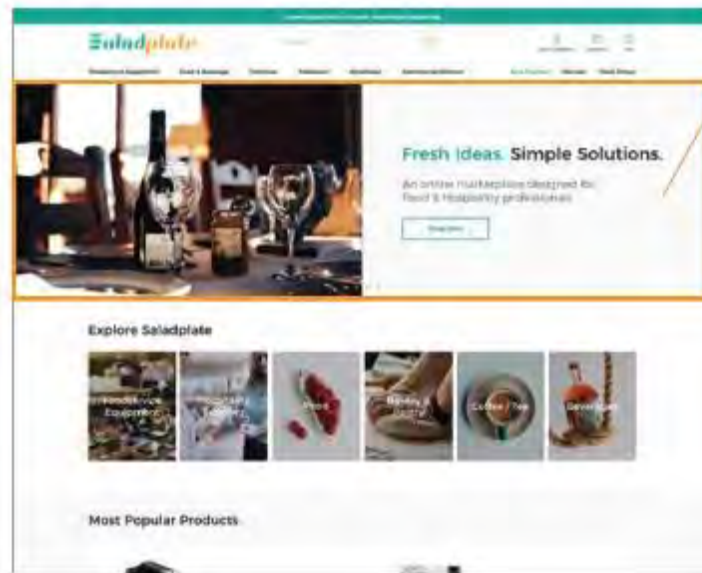
Listed Price: USD \$3,000

Links within the posts are directed to your Saladplate Company page

# Advertising within Saladplate.com

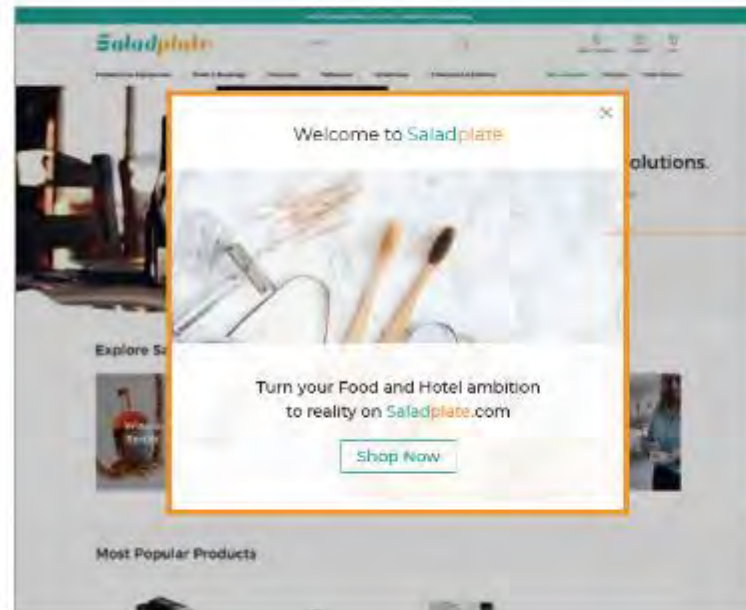
## Advertise your Brand – Home Page

### H Top Banner



**Top Banner:**  
Running through at the top of the home page  
**Size:** 360px X 600px  
**Price:** \$1,000 - \$2,000 USD  
**Quantity:** 5 to 6 in the same period of time (Bi-weekly)

### H Welcome Adv/ Interstitial (Pop-up Adv)

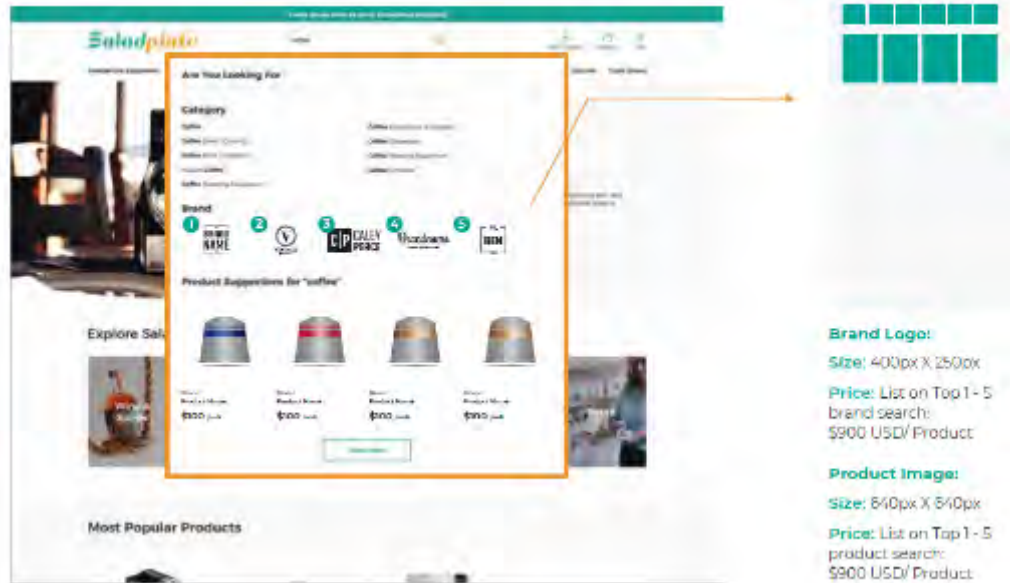


**Pop-up Adv:**  
Pop up adv before the home page. It will have around 8-15 seconds  
**Size:** 360px X 600px  
**Price:** \$2,500 USD  
**Quantity:** Exclusive (Bi-weekly)

# Advertising within Saladplate.com

- **Advertise your Brand – Priority Listing**

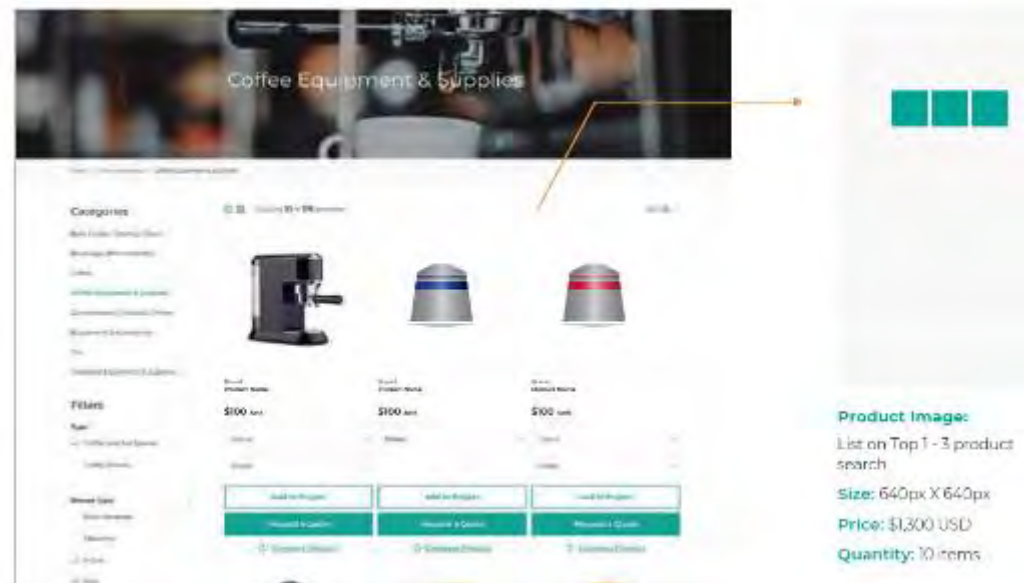
## H Header - Product / Brand Listing On Search Suggestions



**Brand Logo:**  
Size: 400px X 250px  
Price: List on Top 1 - 5 brand search: \$900 USD/ Product

**Product Image:**  
Size: 640px X 640px  
Price: List on Top 1 - 5 product search: \$900 USD/ Product

## I Top Search Result Listing



**Product Image:**  
List on Top 1 - 3 product search  
Size: 640px X 640px  
Price: \$1,300 USD  
Quantity: 10 items



# Saladplate Annual Membership

Enjoy one-year subscription to Saladplate Membership plans.

- Sales lead generation
- Easy quote management
- Unlimited product upload
- Create digital proposals
- Create professional digital sales catalogues
- Access to online store reports

The screenshot shows the Saladplate website homepage. At the top, there is a navigation bar with the Saladplate logo, a search bar, and icons for user account, orders, and cart. Below the navigation bar, there are menu categories: Foodservice Equipment, Hospitality Supplies, Food, Bakery & Pastry, Coffee & Tea, and Beverages. A large hero image on the left shows a table setting with a wine bottle and glasses. On the right, there is a promotional banner with the text "Fresh Ideas Simple Solutions" and a "Register Now" button. Below the hero image, there is a section titled "Explore Saladplate" with six category tiles: Foodservice Equipment, Hospitality Supplies, Food, Bakery & Pastry, Coffee / Tea, and Beverages. At the bottom, there is a section titled "Most Popular Products" with four product cards: a Zonis ZN100 coffee machine, a round chocolate product, a bag of dalya pasta, and a tub of dalya spread. Each product card includes a price range of \$200 - \$500.

# Basic Membership deals

Membership

Lite

Standard

Premium

Elite/ Pro

Price

Exhibitors:  
\$1,599 USD / year  
Non-exhibitors:  
\$2,399 USD / year

Exhibitors:  
\$2,899 USD / year  
Non-exhibitors:  
\$4,299 USD / year

Exhibitors:  
\$3,899 USD / year  
Non-exhibitors:  
\$5,799 USD / year

[Contact Us](#)

Digital proposals management

Limited to  
**360**  
Proposals / Year

Limited to  
**720**  
Proposals / Year

Limited to  
**1,300**  
Proposals / Year

Unlimited  
Proposals

Quote management



Staff accounts

1-3 Logins

4-6 Logins

7-10 Logins

Custom users



# Performance Metrics

Site Traffics, Active Buyers & Lead

# Summary

## From May 25, 2020 (SP Launch Date) to Jan 28, 2021

### ***Site Traffic:***

- Number of Unique Visitors: 342,171
- Number of Pageviews: 918,141

### ***Active Buyers:***

- Number of Active Buyers: 13,104

### ***Lead Generated:***

- Number of Participants at Saladplate Digital Event: 13,771
- Number of Leads: 4,207

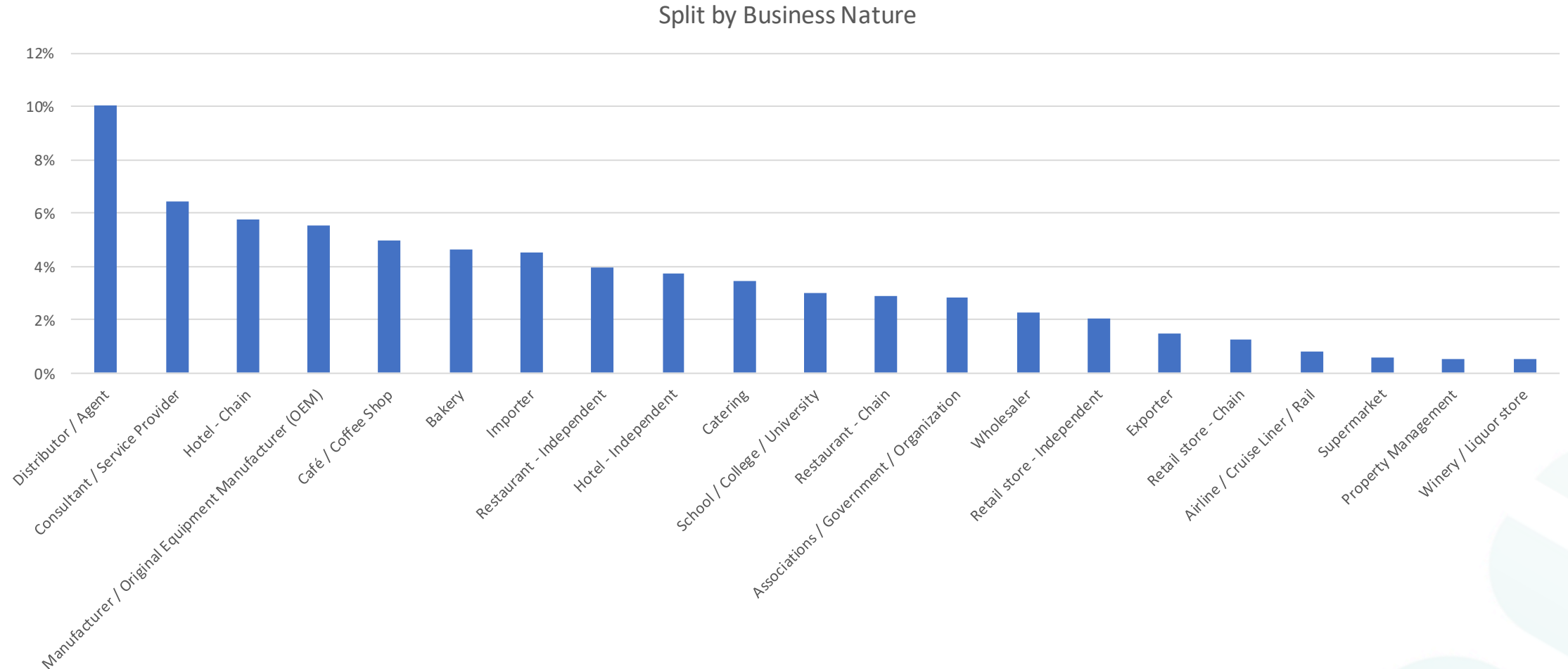
### ***Saladplate Suppliers:***

- Number of Active Suppliers: 2,460

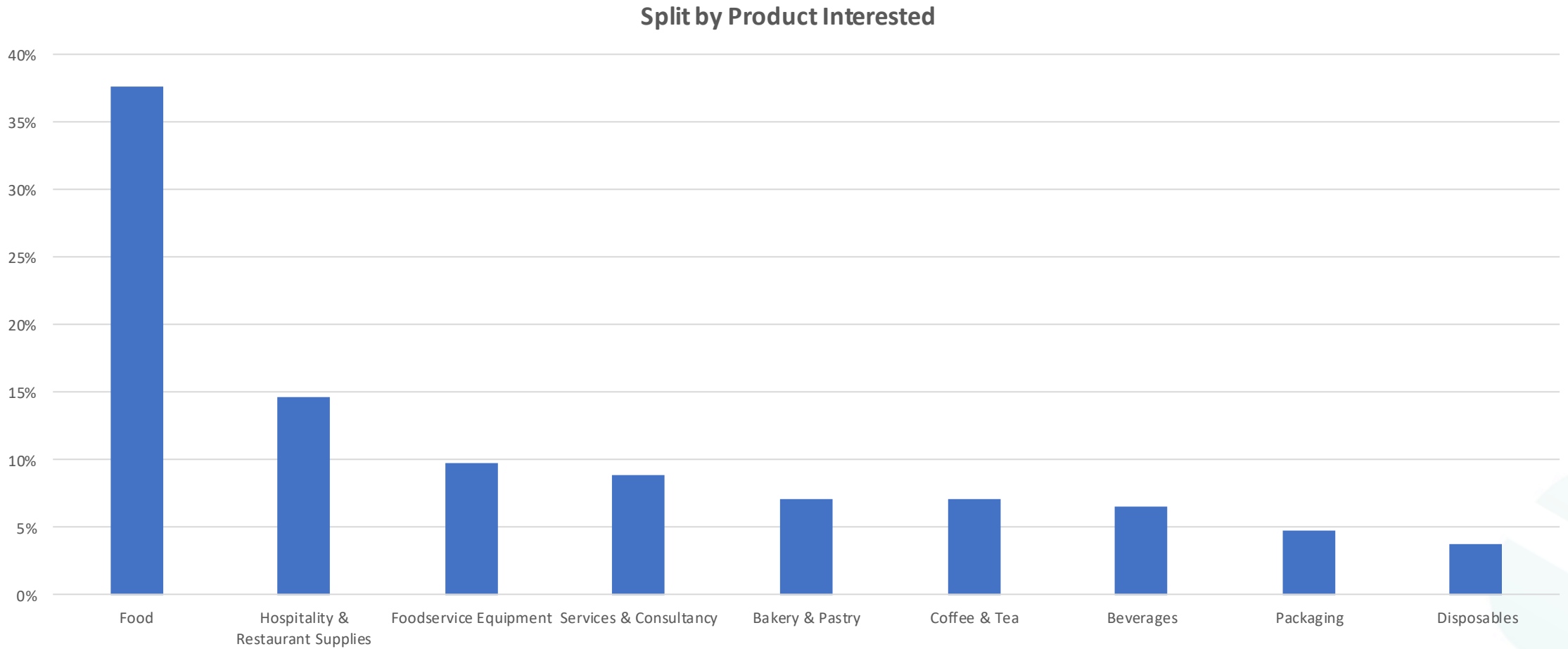
### ***Products:***

- Number of Products: 12,054

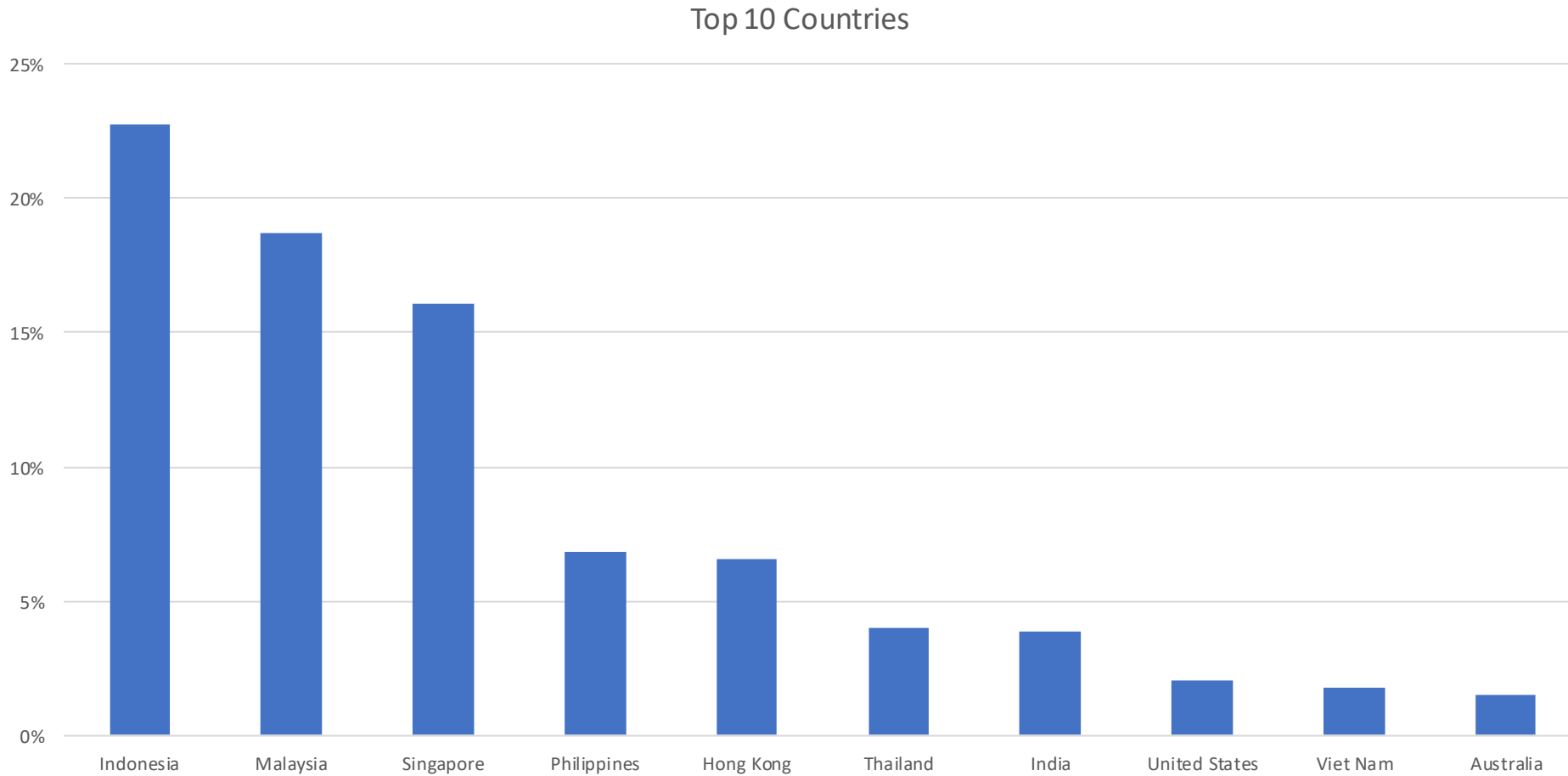
# Buyer Split by Business Nature



# Buyer Split by Product Interested



# Buyer Split by Region



\*China number will be much larger via our partnership with IM Sinoexpo; 6% only reflects the international trade number

Saladplate x



FHT  
FOOD & HOTEL  
THAILAND

Thailand Sourcing Festival  
7 – 8 July 2021





## Thailand Sourcing Festival (TSF)

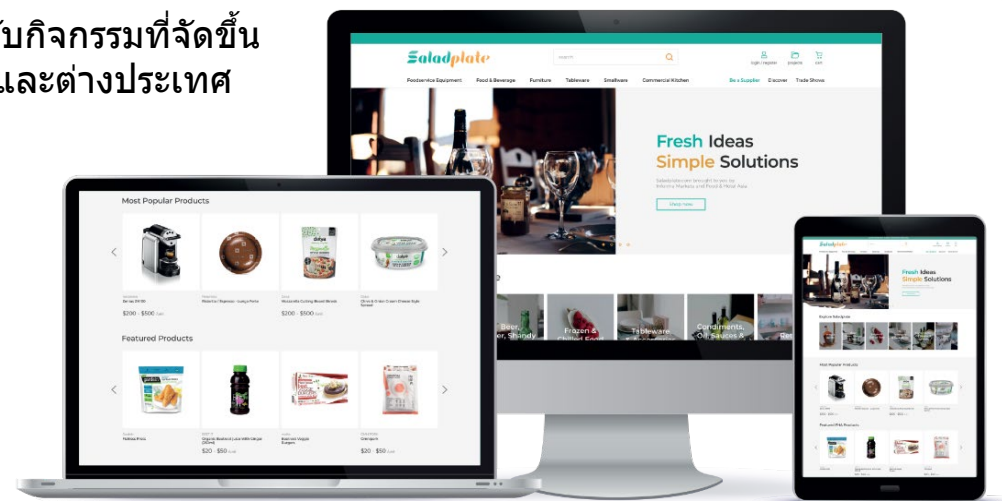
Virtual event เพื่อประชาสัมพันธ์สินค้าจากประเทศไทย ในรูปแบบเว็บไซต์ที่ให้บริการซื้อขายแบบธุรกิจต่อธุรกิจ (B2B) ครอบคลุมสินค้าด้าน อาหาร เครื่องดื่ม กาแฟ เบเกอรี่ โรงแรม ร้านอาหาร คาเฟ่ และงานบริการต่างๆ เป็นตัวกลางที่ทำให้ผู้ซื้อและผู้ขายได้เข้ามาพบกัน มีบริการ นัดหมายเจรจาธุรกิจ สามารถติดต่อซื้อขายกันได้ทั่วโลก

วันที่ 7 – 8 กรกฎาคม 2564 กิจกรรมจับคู่ธุรกิจระหว่างผู้ประกอบการไทยกับผู้ซื้อต่างประเทศ

ประกอบด้วย

- วันที่ 5 – 16 กรกฎาคม 2564 ช่วงเวลาโปรโมชั่นโชว์สินค้า (Product Showcase)
- Company Showroom แสดงข้อมูลบริษัทพร้อมรายละเอียดสินค้า บนแพลตฟอร์ม [www.saladplate.com](http://www.saladplate.com) ระยะเวลา 1 ปี
- Product Presentation สำหรับผู้ประกอบการที่เซ็นสัญญาเข้าร่วม TSF ภายในเดือนพฤษภาคม 2564
- Webinar และ Workshop ที่เกี่ยวข้องกับสินค้าและธุรกิจด้านอาหารและการบริการ
- ประชาสัมพันธ์ผ่านทาง social media และ eDM (E-mail Direct Marketing) เกี่ยวกับกิจกรรมที่จัดขึ้น พร้อมทั้งรายชื่อของผู้ประกอบการที่เข้าร่วม TSF ให้แก่กลุ่มผู้ซื้อเป้าหมายทั้งในไทยและต่างประเทศ

Package  
PRICE  
USD2,399



*Saladplate*

Thank You

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# Performance Metrics

Data Updated until Apr 30, 2021

# Sales Performance Summary

**Date Range: Jan 1, 2021 to May 5, 2021**

Forecast Revenue -Weighted Pipeline + Confirmed Current + Invoiced [A+B+C]

686k

Note: (1) No Tax applied. All discount & Other Charge done in Salesforce. (2) Internal Transfer Revenue is excluded.  
[View Report \(DSR-SP-204-Forecast Revenue-Prod Level\)](#)

Forecast Revenue -Weighted Pipeline + Confirmed Current + Invoiced [A+B+C]



Note: (1) No Tax applied. All discount & Other Charge done in Salesforce. (2) Internal Transfer Revenue is excluded.  
[View Report \(DSR-SP-204-Forecast Revenue-Prod Level\)](#)

A. Weighted Pipeline

2k

[View Report \(DSR-SP-201-Weighted Pipeline-Prod Level\)](#)

B. Confirmed Current Revenue (without Invoice)

USD 110k

[View Report \(DSR-SP-202-Confirmed Current-Prod Level\)](#)

C. Invoiced Revenue (with Invoice)

USD 574k

[View Report \(DSR-SP-203-Invoiced Revenue-Prod Level\)](#)

D. Internal Transfer Revenue

USD 20k

[View Report \(DSR-SP-204-Internal Transfer Rev- ProdLv\)](#)

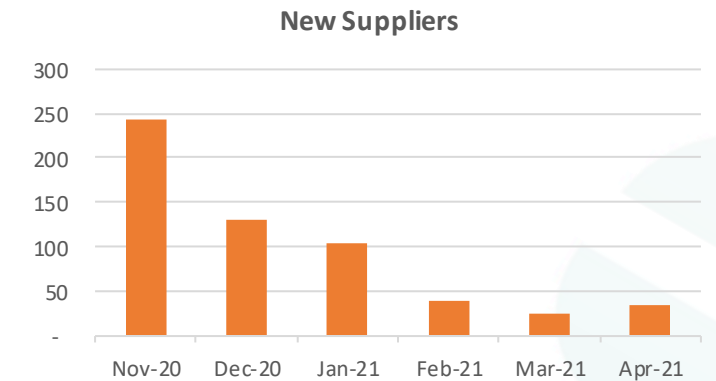
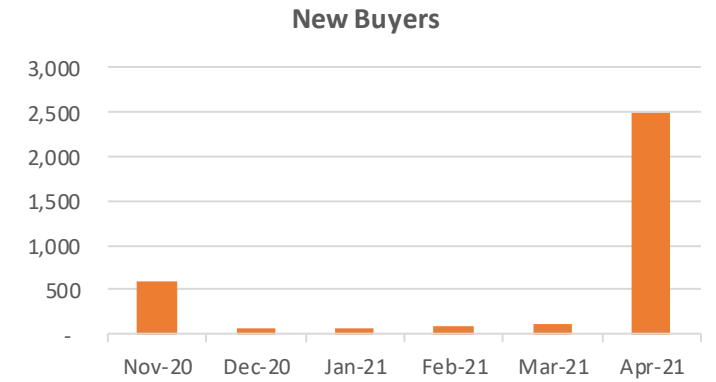
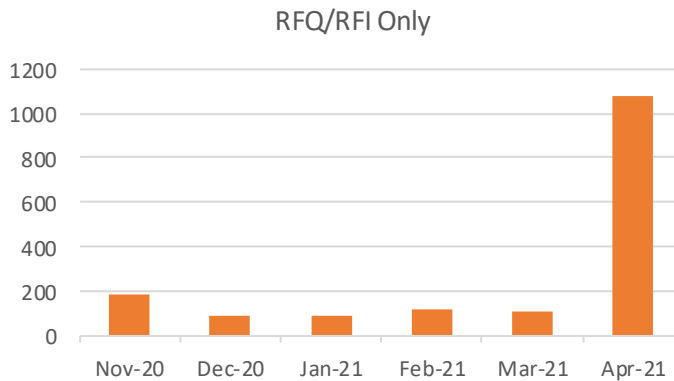
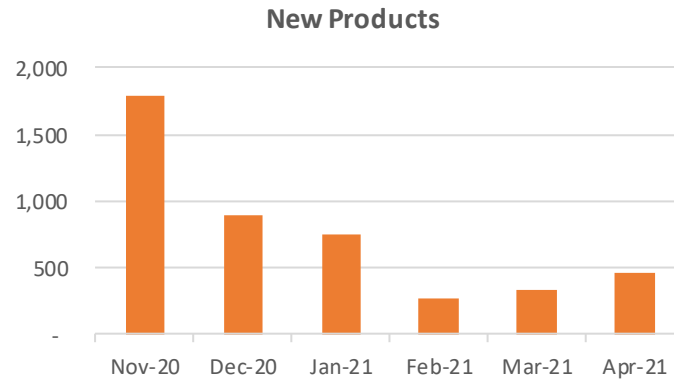
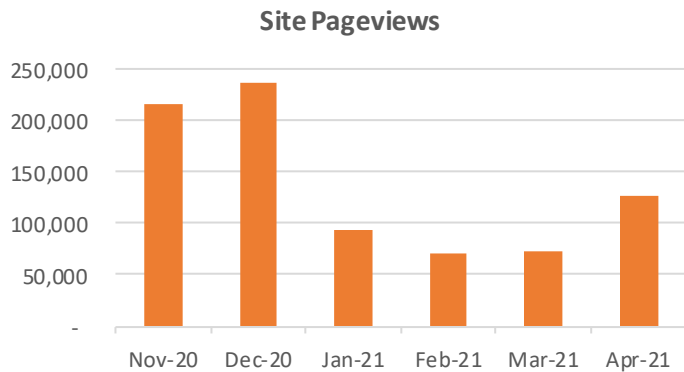
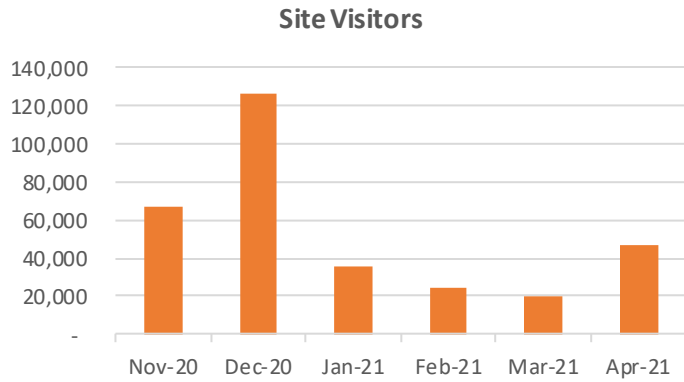
# Site Performance Summary

Date Range: May 25, 2020 (SP Launch Date) to Apr 30, 2021



# Site Performance Summary

## 6 Months Rolling Trend



# Buyers Summary

**7,390**  
Number of Buyers



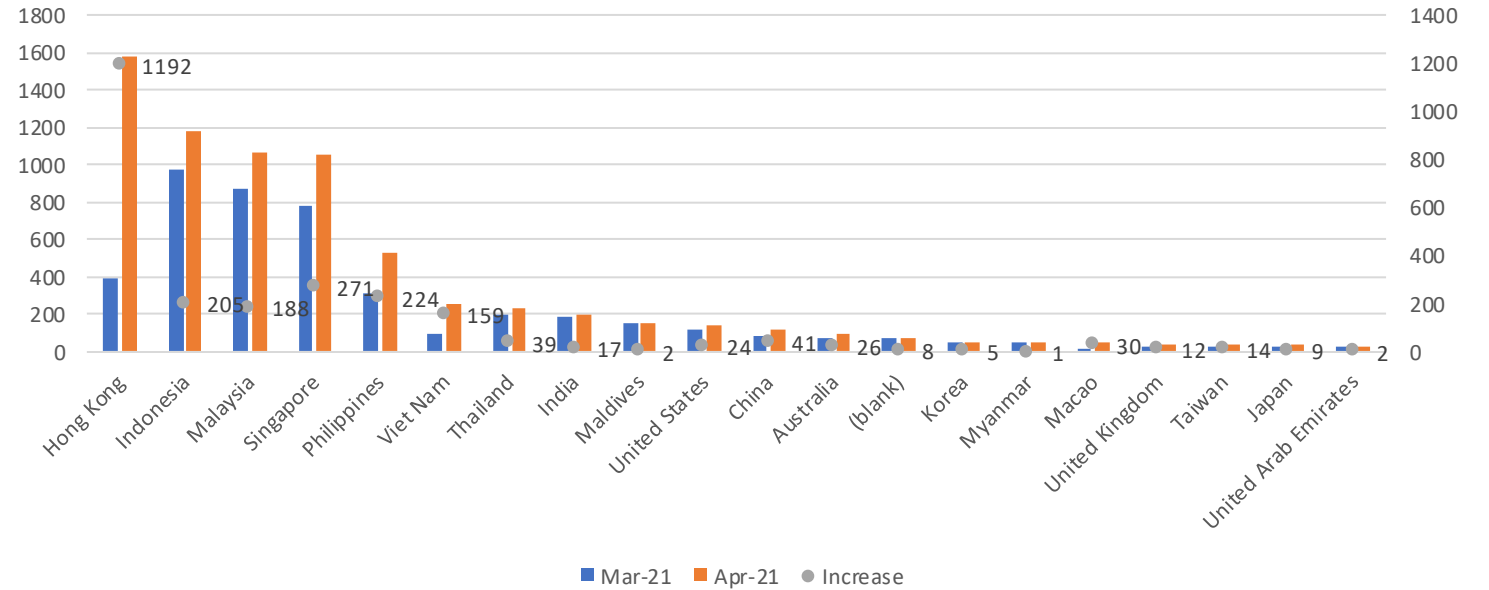
**2,501**  
from last month

**1,821**  
Number of Lead Gen

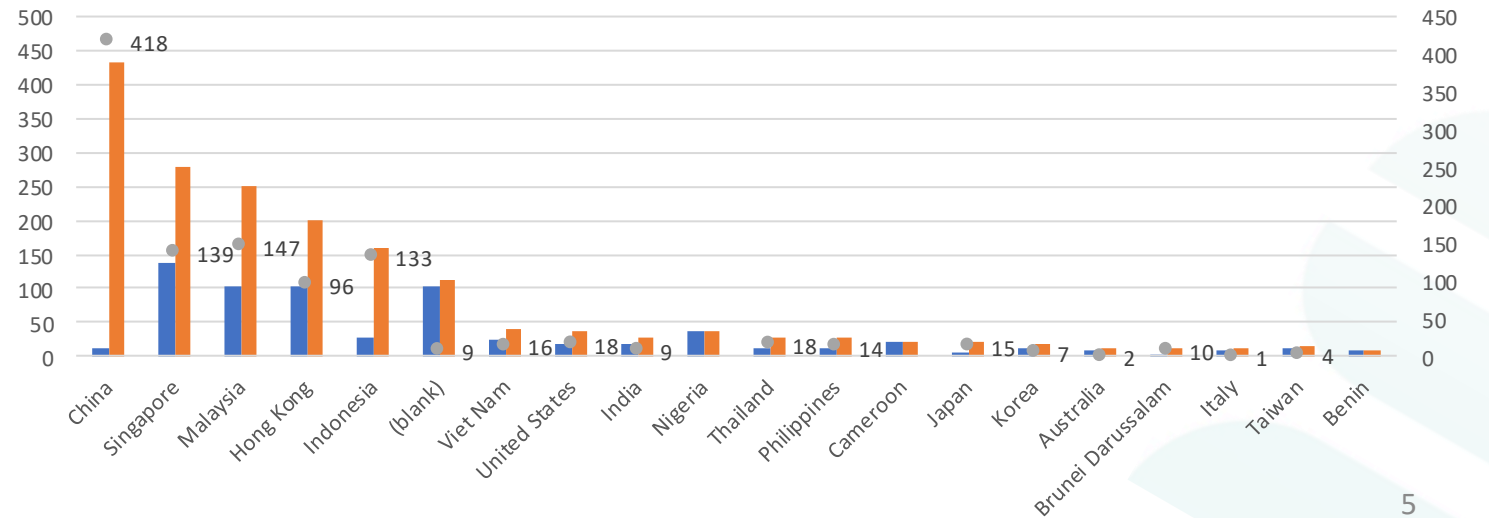


**1,079**  
from last month

### Number of Buyers



### Number of Leadgen



# Suppliers Summary

1,025  
Number of Suppliers

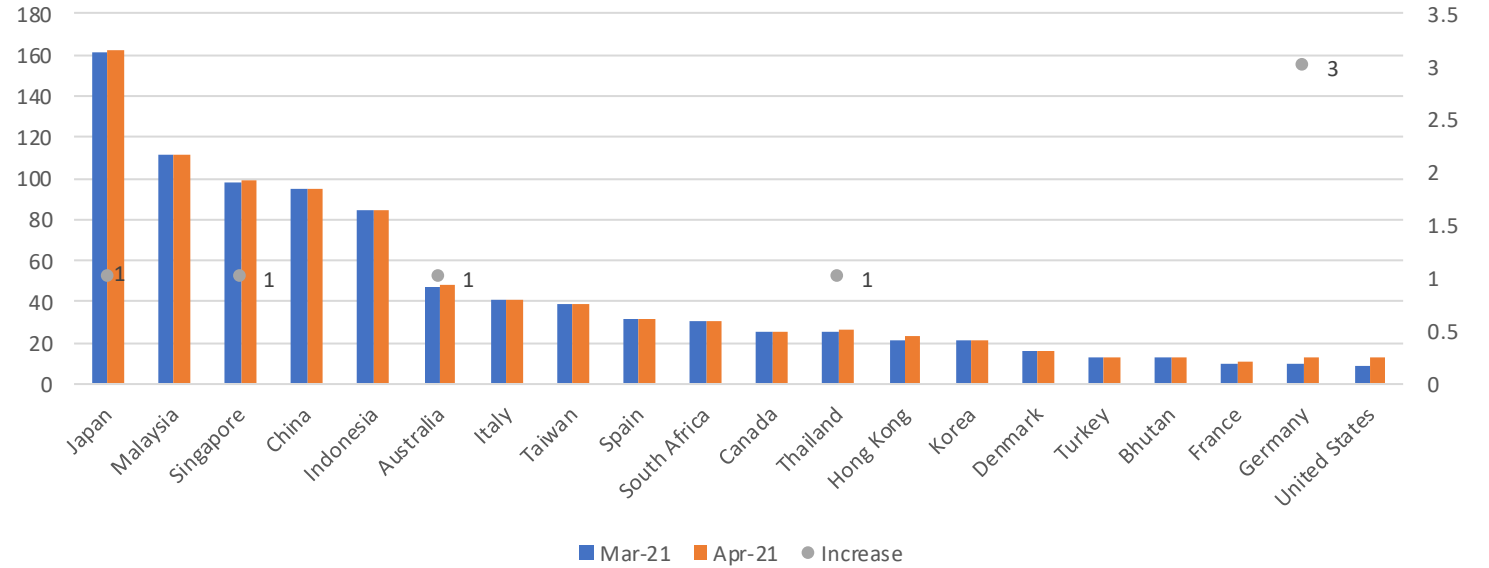
▲ 35 from last month

10,507  
Number of Products

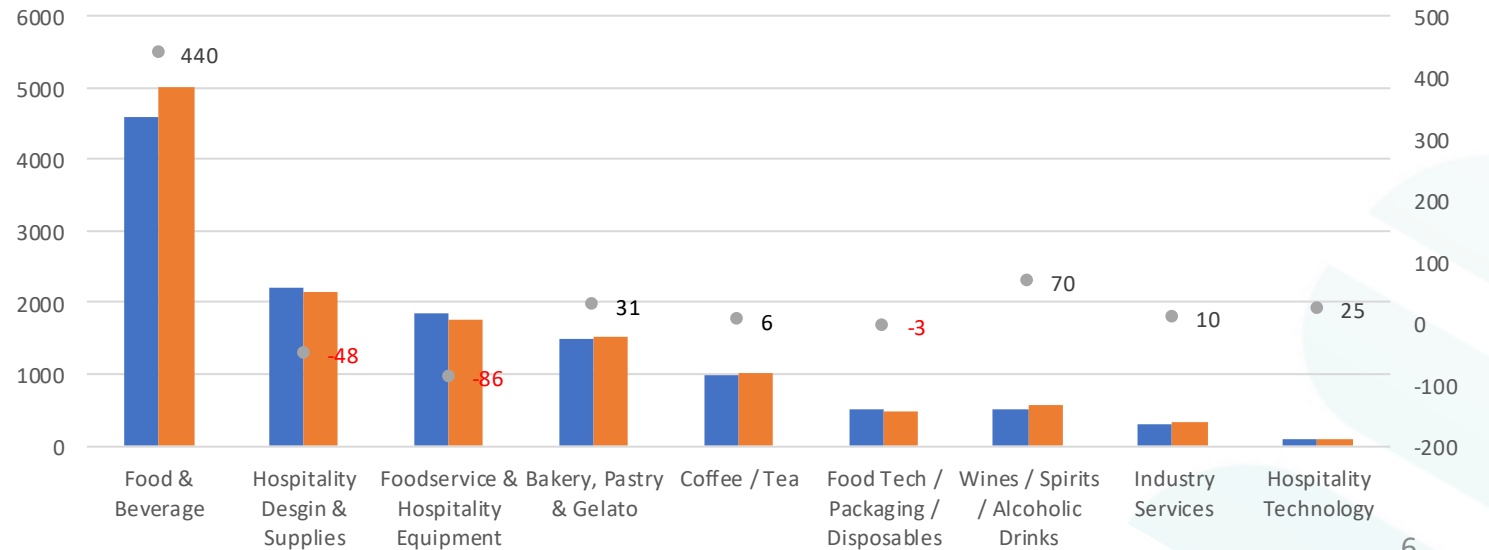
▲ 452 from last month

10.3  
Avg. Products per Supplier

### Number of Suppliers



### Number of Products







Thank You