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International Food & Beverage Association (IFBA), Hospitality Alliance Singapore (HAS), and IEG Asia form Historic Partnership to Drive Industry Innovation and Elevate the F&B and Ho.Re.Ca. Industry at SIGEP Asia & Restaurant Asia 2025

Singapore, 3 April 2025 – The **International Food & Beverage Association (IFBA)**, **Hospitality Alliance Singapore (HAS)**, and **IEG Asia** have solidified a landmark partnership to enhance **SIGEP Asia & Restaurant Asia 2025**, reinforcing the event as the premier business platform for the foodservice, hospitality, and nightlife industries in Asia.

Taking place from **July 16–18, 2025, at Sands Expo & Convention Centre, Singapore, SIGEP Asia & Restaurant Asia 2025** will introduce new initiatives designed to drive innovation, foster global networking, and strengthen industry growth.

A Strategic Alliance Shaping the Future of F&B and Hospitality

Building on a highly successful 2024 edition, SIGEP Asia & Restaurant Asia 2025 will bring together top leaders from across foodservice, bakery, pastry, hospitality, and nightlife. With a stronger international presence, the event will introduce a dynamic IFBA-HAS Alliance International Forum, a high-profile industry roundtable bringing together top hospitality executives, food & beverage leaders, and key decision-makers.

This marks the first time that Singapore's top hospitality associations—each linked to their respective global parent organisations—have come together under a unified alliance with IFBA. This collaboration will address workforce development, sustainable business models, and industry resilience in an evolving global market.

Expanded IFBA Engagement at SIGEP Asia & Restaurant Asia 2025

As a key strategic partner, IFBA will take on a greater role in curating thought leadership forums, networking sessions, and exclusive industry roundtables. New features for 2025 include:

IFBA Roundtable Forums – High-impact discussions on global trends, sustainability, and technological innovations in F&B.

China-APAC Conference – A new addition focused on cross-border collaboration, investment, and market expansion.

IFBA-Hospitality Alliance International Forum – A first-of-its-kind panel featuring industry leaders addressing workforce development and industry transformation.

"This partnership represents a major step forward in uniting the hospitality industry under a shared vision of growth and excellence," said **Cheong Hai Poh, President of IFBA and Chairman of HAS.** "By bringing together Singapore's leading associations with both local and global reach, we are creating a structured pathway for businesses to scale, innovate, and thrive."

IFBA x HAS: Strengthening Regional Hospitality Leadership

The Hospitality Alliance Singapore (HAS) will play a key role in this year's SIGEP Asia by bringing together leaders from Singapore's top hospitality associations, including:

- **Madeline Lai, President, Hospitality Purchasing Association Singapore**
- **Damian Tan, President, Association of Rooms Division Executives (Singapore)**
- **Steven Chen, President, Association of Bartenders & Sommeliers Singapore**
- **Kong Kok Kiang (KK), President, Singapore Chefs' Association**
- **Lens Gwee, President, Food & Beverage Management Association Singapore**
- **Ivan Loh, President, Association of Singapore Housekeepers**
- **Mohamed Fasle Rifaeh, President, Les Clefs d'Or Singapore**

This partnership will facilitate high-impact networking, knowledge-sharing, and business collaborations between regional and international hospitality professionals**.**

New Opportunities for Business, Innovation & Networking

SIGEP Asia 2025, co-located with Restaurant Asia, Speciality Food & Drinks Asia and Speciality Coffee & Tea Asia, will serve as Southeast Asia's leading platform for trade professionals in Foodservice, bakery, pastry, and Ho.Re.Ca. Attendees can expect:

- **Exclusive business matchmaking programs connecting buyers and suppliers**
- **Live demonstrations and hands-on workshops led by industry experts**
- **Industry panels and roundtable discussions featuring top global voices**
- **Special showcase zones, including the Chocolate Pavilion with Janice Wong and the Nightlife & Entertainment Pavilion**

"Our vision for SIGEP Asia and Restaurant Asia 2025 is to redefine industry engagement by bringing together the new generation of leaders, innovators, and decision-makers to address the evolving challenges and opportunities in F&B and hospitality," **said Dr. Ilaria Cicero, CEO of IEG Asia.** "Our strengthened partnerships with IFBA and HAS reinforce our commitment in creating high-value business opportunities for professionals across the industry."

"The Association's mission, **said Edwin Fong, Executive Director of Restaurant Association of Singapore**, is to be the go-to knowledge hub for smart and relevant intelligence within the F&B and Ho.Re.Ca. industry. With a diverse membership that includes restaurants, caterers, fast food outlets, and food courts, RAS offers a comprehensive view and opinion on industry matters, all with the common goal of propelling the industry forward".

Join Us at SIGEP Asia & Restaurant Asia 2025

Industry professionals, business leaders, and F&B innovators are highly encouraged to take part in this transformative event. More details on panelists, featured discussions, and exclusive networking sessions will be announced soon.

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About IFBA

The **International Food & Beverage Association (IFBA)** is a global organisation dedicated to uniting hospitality professionals, businesses, and stakeholders across industries. IFBA fosters innovation, sustainability, and excellence through networking, industry partnerships, and educational initiatives. With a strong international presence, IFBA works to enhance industry standards, connect professionals, and drive impactful projects within the global food and hospitality sectors.

For more information, visit: www.ifbaworld.com

About HAS (Hospitality Alliance Singapore)

The **Hospitality Alliance Singapore (HAS)** is a collective of Singapore's leading hospitality associations, representing key industry sectors including hotel management, culinary arts, food and beverage operations, bartending, procurement, and housekeeping. HAS serves as a unified platform to drive industry excellence, workforce development, and cross-sector collaboration by integrating local expertise with global best practices. Through strategic partnerships with international organizations and industry stakeholders, HAS plays a vital role in advancing professional standards, ensuring the long-term growth of Singapore's hospitality sector within the global market.

About the Restaurant Association of Singapore (RAS)

The Restaurant Association of Singapore (RAS) is the pioneer and largest F&B association in Singapore, representing over 500 members and close to 800 brands that operate more than

5,000 outlets. Established in 1980, RAS serves as the collective voice for the F&B industry, striving to advance the sector through various initiatives and platforms.

For more information, visit: https://ras.org.sg/

About IEG Asia

IEG Asia is a leading trade show and exhibition organiser dedicated to delivering high-value business platforms for the food, beverage, and hospitality industries across Asia. As the regional arm of the Italian Exhibition Group (IEG), IEG Asia curates' industry-leading events such as SIGEP Asia, offering premium networking, educational, and investment opportunities to elevate market engagement and industry growth.

For more information, visit: www.iegexpo.it

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