

SUCCESS STORIES

@ SINGAPORE EXPO

25 - 28 APRIL
BEER YARD @ FHA 2023
Singapore EXPO, Atrium 4



BEER YARD @ FHA 2023, BY SINGAPORE EXPO

25 - 28 April 2023

In support of FHA - Food and Beverage, Singapore's largest gathering of leading F&B manufacturers and emerging brands on a single platform returns with a dedicated outdoor beer and networking zone, Beer Yard @ FHA. A special highlight in 2023, this is the first time that FHA is taking visitor experience to the next level by creating additional networking space in the Singapore EXPO Atriums, outside the halls.

Jointly organised with Singapore EXPO, Beer Yard @ FHA features daily live music, pop-up food trucks, nostalgic games and a unique selection of 10 premium craft beers from local taprooms. The 4-day event was well received by delegates and the thematic set-up provided a unique environment for exhibitors to showcase their products. Following its success, Beer Yard paves the way for more refreshing and unique trade event experiences.

KEY EVENT COMPONENTS

Over
1,000
In-person
attendees/ delegates



**4 Corporate
Booking**
Post Show



Daily
**Performances
& Thematic**
Set-up



**10
Premium
Craft Beers**



**11 Food
Trucks**



Sustainable
Beer Options and Tumbler

"This beer yard is a joint collaboration between Singapore EXPO and FHA - Food & Beverage that provides additional value to all the audience instead of traditional meeting rooms. Nothing is better than connecting with each other over cold beer. Cheers!"

- Janice Lee, Event Director, Informa Markets in Asia



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