

SUCCESS STORIES @ Singapore EXPO



PERANAKAN COURTYARD @ FHA-FNB 2024, BY SINGAPORE EXPO

24 - 26 April 2024

Following the success of Beer Yard @ FHA-Food & Beverage (FHA-FnB) in 2023, Asia's leading international F&B event returned in 2024 with yet another unique pop-up experience: Peranakan Courtyard @ FHA-FnB 2024.

The Peranakan-themed event, organised by Singapore EXPO and in collaboration with Informa Markets, featured live music, fun activities, and delectable Peranakan cuisine. The 3-day event, which took place in our venue's versatile outdoor atriums, was well received by delegates and provided a unique environment for event attendees, especially foreign delegates, to learn more about Peranakan history and culture.

Innovative event formats such as the Peranakan Courtyard continue to redefine trade event experiences. Together with the team at Singapore EXPO, organisers are offered the opportunity to create and shape dynamic networking experiences that go beyond traditional meeting rooms and event halls, enhancing the vibrancy of events like FHA-FnB and elevating the overall visitor experience.

The Peranakan Courtyard served as a prime example of this, providing an additional networking space for delegates to connect and build relationships in a unique and culturally immersive setting.

Made possible through Singapore EXPO's Festivalisation-as-a-Service offering, the event was brought to life in partnership with EXPO Advantage Program partner, The Intan, an award-winning home museum in Singapore renowned for its extensive collection of Peranakan antiques. The themed space displayed various pieces showcasing the rich tapestry of the Peranakan heritage and also marked the first public unveiling of "Gula Melaka Gateway Nitro", a beer specially crafted in celebration of Singapore EXPO's 25th Anniversary by District Brewers, a local brewery and EXPO Advantage Program partner.

The Peranakan Courtyard @ FHA-FnB 2024 demonstrated the power of innovative event formats in creating memorable and engaging experiences for delegates, and is a testament to our commitment to pushing the boundaries of what's possible in the world of trade events.



"As an event organiser, FHA-Food & Beverage understands the networking needs of our participants. With exhibitors and buyers coming together for this event, our aim was to provide a dynamic platform for business opportunities – hence, the significance of a networking space. This is the second time collaborating with Singapore EXPO on a similar activation, and their attentiveness to our requirements mirrors last year's success. The Peranakan Courtyard was designed to elevate participants' experiences, offering a space where they could network and have a good time simultaneously."

- Janice Lee, Event Director of Hospitality, Food & Beverage – Singapore, Informa Markets

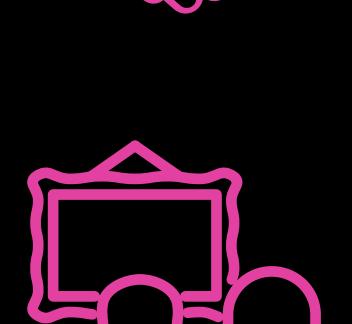
Key Event Components



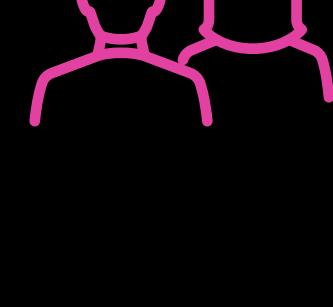
>1,700
In-person
Attendees & Delegates



Mouth-watering
Peranakan
Cuisine



Extensive
Partnership
Network



Pop-up
Museum
Experience