

# how

HOT POTS WORLD

Your Gateway to the ASEAN Hot Pot Market

2026.10.28-30  
BITEC| Bangkok

For immediate release

## Hot Pots World 2026 Debuts in Bangkok: Pioneering Southeast Asia's First Full-Chain Hot Pot Industry Exhibition



**[BANGKOK, THAILAND – 20 March 2026]** The global spotlight of the hot pot industry is shifting toward Southeast Asia. KEME Exhibitions Ltd. and Baobab Tree Event Management Co., Ltd. are proud to announce the launch of **Hot Pots World**, a premier B2B expo dedicated to the hot pot industry. The inaugural exhibition will take place from 28-30 October 2026 at Bangkok International Trade & Exhibition Centre (BITEC). As the first professional trading platform in Southeast Asia dedicated to the entire hot pot supply chain, it serves as a strategic gateway connecting global industry leaders with the region's most dynamic and booming markets.

[hotpotsworld.com](http://hotpotsworld.com)

**Organizers:**  
KEME Exhibitions Limited  
Baobab Tree Event Company Limited

### Regional Engine: Thailand as Southeast Asia's Hot Pot Hub

According to industry analysis<sup>1</sup> by Frost & Sullivan, the global international Chinese catering market is projected to reach US\$409.8 billion by 2026, with hot pot – the largest segment – continuing to lead market growth. Thailand, with its mature business environment and strong Gen Z consumer base, has become one of the most active regions for global catering investment.

Currently, the Thai hot pot industry has reached approximately 250 billion THB (approx. US\$710 million). Data<sup>2</sup> from Grab Thailand shows a significant year-on-year consumption growth of 65%. Local lifestyle platform LINE MAN WONGNAI also noted that "Mala" hot pot orders have surged by up to 45%<sup>3</sup>. Furthermore, with the implementation of the RCEP, 90% of food trade categories benefit from zero tariffs, optimizing cross-border trade costs and establishing the region as an attractive core hub for the global catering supply chain.

The total value of Thailand's foodservice industry reached US\$35.4 billion in 2025<sup>4</sup>. This growth is primarily driven by the hot pot segment, which benefits from a 10% increase in imported ready-to-eat foods and an annual investment of US\$3.4 billion in professional ingredients<sup>5</sup> to support large-scale expansions in shopping malls.

### Strategic Alliance: Leading the Upgrade of the SE Asia Hot Pot Industry

Keith Tsui, Managing Director of KEME Exhibitions Ltd., stated: "Different regions have their own hot pot cultures – from Korea's Budae-jjigae and Japan's Sukiyaki to China's Sichuan hot pot. We are not just hosting an exhibition; we are building an acceleration engine for the Southeast Asian hot pot industry. The boom of new hot pot restaurants in Bangkok proves this has evolved from a food trend into a phenomenal business opportunity. Our goal is to unlock this 'Golden Opportunity' and build a bridge for global companies to enter the Southeast Asian market."

Culsin Li, Founder and Managing Director of Baobab Tree Event Management Co., Ltd., added: "We are highly optimistic about the global potential of the hot pot industry. By partnering with KEME, we are leveraging Baobab Tree's decades of exhibition management expertise and professional vision to create high-level brand exposure and strategic business connectivity for exhibitors. Together, we aim to lead the prosperous development of Asian

<sup>1</sup> <https://www1.hkexnews.hk/listedco/listconews/sehk/2022/1230/10556130/sehk22071300982.pdf>

<sup>2</sup> <https://www.grab.com/th/en/press/others/grabfoodsukitrend/>

<sup>3</sup> <https://lmwn.com/line-man-fun-facts-2023-en/>

<sup>4</sup> <https://www.mordorintelligence.com/industry-reports/thailand-foodservice-market>

<sup>5</sup> [https://apps.fas.usda.gov/newgainapi/api/Report/DownloadReportByFileName?fileName=Food%20Processing%20Ingredients%20Annual\\_Bangkok\\_Thailand\\_TH2025-0030.pdf](https://apps.fas.usda.gov/newgainapi/api/Report/DownloadReportByFileName?fileName=Food%20Processing%20Ingredients%20Annual_Bangkok_Thailand_TH2025-0030.pdf)

catering culture globally.”

#### Exhibition Highlights:

- **Full Supply Chain Coverage:** Showcasing everything from soup bases and smart equipment to specialty ingredients (meat, seafood, pre-made items, seasonings) and brand franchising. The event expects to host **over 250 global exhibitors** and **300+ leading brands**.
- **The presence of industry professionals:** Targeting **over 8,000 professional visitors**, including catering importers, distributors, supermarket buyers, hotel group procurement, and franchise investors.
- **Trade & Innovation Driven:** The event will feature hot pot industry innovation conferences and summits to drive brand innovation, exchange, and global cooperation.

The exhibition is actively engaging with core industry forces. It has already secured support from the Hong Kong Overseas Commerce Expansion Association, which serves as the strategic partner for the "Hong Kong Pavilion". Both parties are planning to sign a Memorandum of Understanding (MOU) to assist Hong Kong catering brands in expanding into the ASEAN market. Additionally, the organizing committee is in deep strategic talks with Thai government departments and catering associations to create a highly influential official industry event.

Booth sale is now open. We cordially invite global enterprises, investors, and media to join us in shaping the future of Southeast Asian catering.

#### Hot Pots World at a glance

- **Date:** 28-30 October 2026
- **Venue:** Hall 101, BITEC, Bangkok, Thailand
- **Official Website:** <https://hotpotsworld.com/>

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### About Hot Pots World

Hot Pots World is a premier international trade exhibition dedicated to the entire hot pot industry supply chain. As the key Asian edition of the global brand, the Thailand event serves as a central platform connecting global suppliers with the rapidly expanding Southeast Asian market. Through comprehensive product showcases, high-level industry summits, and strategic business connectivity, Hot Pots World aims to drive innovation, collaboration, and commercial growth across the global hot pot ecosystem.

### About the Organizers

KEME Exhibitions Ltd is a rising force in the Asian exhibition industry, focusing on vertical B2B trade shows. With management possessing extensive international curation experience, KEME collaborates with partners like Baobab Tree Event to ensure high-standard execution and market influence for its flagship event, Hot Pots World.

Headquartered in Hong Kong with over 20 years of experience, Baobab Tree Event Management Co., Ltd. (BTE) specializes in large-scale events and professional exhibition management. BTE has managed iconic public events for the Hong Kong Tourism Board, including the Hong Kong Chinese New Year Parade and the Hong Kong Wine & Dine Festival. Beyond mega-events, the company excels in developing and managing professional B2B exhibitions across diverse industry sectors—including AI and digital technology, Food & Beverage, Veterinary, Non-Woven, Professional AV, and PCB & electronics manufacturing—serving both regional and international markets. BTE is committed to sustainability and was rated Level 1 in an ESG assessment conducted by ESG Development Company Limited.

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