



**Press Release
for Immediate Distribution**

Restaurant Asia Singapore 2019

Marina Bay Sands Singapore
Expo and Convention Centre Halls B & C
Thursday, 21 March to Saturday, 23 March 2019
10am to 6pm (March 21 & 22)
10am to 5pm (March 23)

Orchestrated for Excellence – CEMS and RAS launch dedicated show for the restaurant industry

Singapore, 19 July 2018 Conference & Exhibition Management Services Pte Ltd (CEMS) and the Restaurant Association of Singapore (RAS) announced the launch of Restaurant Asia Singapore 2019 this afternoon to key members of the food and beverage industry. The event was also graced by members of the diplomatic corp.

Organised by RAS in partnership with CEMS, the inaugural exhibition will be held at the iconic Marina Bay Sands Expo & Convention Centre, Singapore from 21 to 23 March 2019.

In line with the association's mission to promote industry development and excellence through championing, promoting and advancing the common needs, interests and aspirations of Singapore's food and beverage community, Restaurant Asia Singapore (RAS) 2019 will present a dedicated showcase of the latest in cutting-edge restaurant, kitchen and culinary equipment, as well as solutions and supplies that will address the needs of restaurant owners, from front of house reception to the back of house operations.

"We are confident that the show will grow to become the hub for its sourcing needs and for latest solutions, said Vincent Tan, PBM, President of RAS. "The industry will also recognise that the show will present business development and networking opportunities among our members, industry leaders and government agencies."

Mr Tan added: "The show is the first of its kind spearheaded by industry leaders for the industry here in Singapore. We also hope that this exhibition will help elevate Singapore's vibrant culinary scene and bring the industry to new epicurean heights on a regional and global scale."

RAS is the pioneer and largest F&B association in Singapore, with more than 400 members, representing close to 700 brands that operate over 3,600 outlets ranging from restaurants, caterers, fast foods and food courts across various cuisines. Since its inception in 1980, RAS has been the voice of the F&B industry, working towards developing closer



relationships between businesses and government agencies. It has also worked tirelessly to give due recognition and award excellence to drive business success.

“This venture with RAS is timely and relevant. Like many industries, advancements in the restaurant world are contingent on the changes the rest of the world is experiencing,” said Edward Liu, PBM, Group Managing Director of CEMS.

“We hope to bring technology and other solutions to the fore to address some of the key concerns of restaurateurs including engaging new customers, increasing spend and driving frequency of visits,” he added.

“The food and beverage industry in Singapore is worth close to \$4 billion, making it a sizeable sector which contributes to the Singapore economy. We hope that the show will also be a launch pad for restaurants and related businesses to position themselves for growth here and abroad and possibly for franchise opportunities,” said Mr Liu

The inaugural RAS 2019 will also be held in conjunction with the highly successful 7th Café Asia 2019, 7th International Coffee & Tea Expo and 6th Sweets & Bakes Asia 2019, all long-standing exhibitions organised by CEMS. Together, these events will gather over 200 exhibitors and industry players from more than 30 countries under one roof, across 8,000 square metres in gross exhibition space and aims to welcome at least 6,000 trade visitors and professionals and over 7,000 public visitors over three days.

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About CEMS Conference & Exhibition Management Services Pte Ltd

Established in 1980, CEMS is a regional organizer with a global perspective. A key player in the Meeting, Incentive, Convention and Exhibition (MICE) industry in Singapore, CEMS has vast knowledge and experience in organizing and managing exhibitions, conferences and other special events for government agencies, associations and private enterprises, with business activities spanning across many countries in ASEAN including Singapore, Thailand, Malaysia, Myanmar and the Philippines, China in North Asia, and India, Sri Lanka, Bangladesh and Pakistan in the South Asia. In October 1997, CEMS achieved the distinction of being the first professional conference and exhibition organiser in Singapore to obtain the ISO 9002 certification. For the past decade, CEMS has formed strategic partnerships with both local and international players to achieve mutually desirable goals in the MICE industry

About Restaurant Association of Singapore (RAS)

Established in 1980, the Restaurant Association of Singapore (RAS) was formerly known as the Singapore Hotel and Restaurant Association, catering to the distinctive needs of restaurant and hotel operators then. As tourism flourished, it prompted restaurants and hotels to create separate representative bodies to better focus and service the needs of the respective individual sectors. Started with only 20 members, RAS had since grown its membership base to more than 400 members, accounting for over 3,600 restaurant outlets. It also works closely with various Government bodies and F&B related associations overseas to develop and propel the local F&B industry.