

FOOD & DRINKS MALAYSIA by SIAL: SELLING STORY

1st edition of FOOD DRINKS MALAYSIA by SIAL

4th – 6th July 2023

Malaysia International Trade Exhibition
Centre (MITEC), Kuala Lumpur, Malaysia

At a Glance :

15,000 Visitors from **APAC/EMEA**
450 Exhibitors from **22** countries
9,000 sqm gross surface

Food & Beverage incl. (Other Beverages: Wines, Spirits)

Seafood & Fishery HALAL Foods

Key Highlights: *Spice & Condiments | Alternative Protein*

La Cuisine SIAL Innovation

Trade Delegation Hosted Buyer Program

I. Why Malaysia?

ASEAN	10 members: Brunei, Cambodia, Indonesia, Laos, Malaysia, Myanmar, Philippines, Thailand, Singapore, Vietnam. 7 Free Trade Agreements w/: Australia, Chile, India, Japan, New Zealand, Pakistan & Turkey. Malaysia's Population: 32.7 million people in 2022 - By 2030, 73% of the world's middle class will be in the Asia Pacific region
MALAYSIA	<u>One of the most dynamic consumer market in the world:</u> 3rd largest in ASEAN (38% Of ASEAN GDP in 2018) / 25th largest in the world based on GDP 2nd most developed & competitive economy within SEA - GDP growth rate of 5.8% in 2022 / 4.5% expected in 2023 - On-track to achieve the target of becoming a high-income economy by 2024 <u>Growing demand for imported F&B products:</u> - Malaysia is the epicentre of F&B Manufacturing Locations following China, Thailand & Indonesia - Globalization: Large interest in international brands 10% annual growth for the F&B industry in from 2020 – 2025 - Revenue in the Food market amounts to US\$46.78bn in 2022. The market is expected to grow annually by 8.20% (CAGR 2022-2027) <u>Halal products, a growing market:</u> - Over 40 years of experience in the development of the halal industry – still there is an 80% gap between demand & production of global halal products. - Halal Industry Master Plan 2030 – Accelerating halal industry development with expected market growth to USD 5 Tln & domestic growth projected at 113.2 M by 2030 <u>Increasing demand for plant-based foods & alternative proteins:</u> - The global plant-based food market is expected to grow at a CAGR of 12.4% from 2022–2029 to reach \$95.52 billion by 2029 (Meticulous Research®). - Growing interest in plant-based protein products in Malaysia is creating export potential. - Domestic consumption for plant-based food and alternative proteins is expected to rise exponentially. - Plant-based food has gaining popularity for their propensity to remain sustainable in the long run.

II. Why FOOD DRINKS MALAYSIA BY SIAL?

Food Drinks Malaysia by SIAL is strictly a B2B event that focuses on pioneering industry trends for the industry, by the industry.

Sectors/ Exhibiting Profiles	FOOD & BEVERAGE Incl.(Other Beverages : Wines, Spirits etc)
	- General F&B produce including natural & healthy products. - The rise of the pandemic has paved the way for heightened awareness in being self-sufficient and adopting a healthy lifestyle. - The platform provides an excellent avenue for companies in the Food and Beverage Industry who have the vision of propagating healthy living. - Companies who are finding innovative ways to improve and cater their products to the community through produce will find this platform beneficial in raising awareness & business promotion. - Canned Food - Confectionery - Dairy Products - Tea, Coffee, Juices - Organic and Health Food - Meat & Poultry - Fruits & Vegetables - Frozen Food - Convenient & Ready Meals
	SEAFOOD & FISHERY
	- There is an increase in demand and the potential for imports is set to soar into the country, with demand far exceeding supply. - Seafood & Fishery is your go-to for buyers in need of a place to source live, fresh and frozen seafood from international and local resources. - Processed and Packed Fish and Seafood - Dried Seafood - Fresh Fish and Seafood - Frozen Fish & Seafood - Value-added Seafood
	HALAL
	- Malaysia plays an important role in providing a platform and a meeting place for F&B around the world. - With the growing demand of Halal Food internationally, continued focus on the Halal value chain will ensure that participating exhibits from all around the world receive the collective ROI from this burgeoning sector. - Meat and Poultry - Oils, Fats, and Sauces - Health & Nutrition - Grocery Products - Dairy Products - Halal Value Chain
	SPICES & CONDIMENTS
	- The global value of spices is estimated to be US\$142 billion, which is expected to cross US\$233 billion at a CAGR of more than 5% by 2031. - The Global condiment market is expected to meet the market value of US\$12 billion by the end of the year 2024 and estimated to meet a CAGR of 5.45%. - Fresh/Dried Herb & Spices - Dried Herb & Spices - Blended Premixes - Sauces & Dressing - Oil & Fats - Soup & Stock Premixes
	ALTERNATIVE PROTEINS
	- According to this latest publication from Meticulous Research®, the plant-based food market is expected to grow at a CAGR of 11.9% from 2020 to 2027 to reach \$74.2 billion by 2027. - Plant-based food sales in 2020 grew 2x faster than overall food sales. - Companies who are specializing in this space are invited to participate to maximize their exposure and product awareness within the region. - Cell Based, Plant Based - Non Dairy Food and Beverage - Vegan, Organic produces - Fermented Produces - Alternate proteins - Innovative and sustainable - Food and Beverage - Halal Certified produces

FOOD & BEVERAGE TECHNOLOGY	
Sectors/ Exhibiting Profiles (cont'd)	• The food-processing sector accounts for approximately 10% of Malaysia's manufacturing output. • Processed food contributes to RM21.76 billion and are exported to more than 200 countries • The imported value of processed food is amounted RM20.27 billion in 2019
	• Filling & Packaging Technology ○ Carton Erecting, Filling & Sealing Machines ○ Cleaning & Tempering Machines ○ Closing Machines for Multi-Pack Cartons ○ Closing Machines for Unit Packaging ○ Equipment for Printing, Coding, Marking & Embossing Packages ○ Printing & Sealing Machines for Pre-Formed Packages ○ Forming, Filling & Sealing Machines ○ Inspecting & Checking Machines ○ Labelling Machines ○ Machines for Forming, Dismantling & Securing Load Units ○ Multipack Carton Erecting Machines ○ Packaging Material & Component Handling Machines ○ Packaging Services, Packing Materials, Sorting Machines ○ Special Protection Packaging Machines ○ Weighing Technology & Systems ○ Wrapping Machines for Multi-Pack Cartons/Unit Packaging • Automation, Data Processing, Controlling & Regulation Technology ○ Components, Assemblies, Surface Technologies, Assemblies ○ Conveying, Transport & Storage Installation, Logistics ○ External Transportation Equipment ○ Internal Conveying & Transportation Equipment ○ Storage Facilities, Silo Plants, Tanks ○ Transport & Logistics • Process Technology ○ Aroma, Essence & Spice Technology ○ Brewing & Beverage Technology ○ Fish & Seafood Processing Technology ○ Fruits & Vegetables Technology ○ Meat Processing & Packaging Technology
	• Food Safety, Quality Management ○ Analytical, Laboratory & Measuring Equipment ○ Hygiene Technology • Ingredients, Auxiliary Materials • Operating Materials, Environmental Technology, Biotechnology ○ Biotechnology ○ Health & Safety at Work, Fire Protection ○ Maintenance / Service ○ Operating Materials ○ Power, Water, Wastewater ○ Waste Removal, Recycling, Environmental Protection • Refrigeration & Air-Conditioning Technology ○ Refrigeration Plants • Ventilation, Air-Conditioning & Heating Technology • Food Processing and Packing, Bakery Technology • Bakery Technology ○ Bakery Machinery & Whole Plant Equipment ○ Bakery Tools & Processing Machinery ○ Baking Ovens (Convection, Rotary, Deck & Rack) ○ Bread Slicers & Bun Dividers ○ Cold Storage & Fermentation Technology ○ Cookies Manufacturing Machines ○ Packaging & Merchandising Solutions • Food Ingredients, Additives & Flavours • Paper & Corrugated Box-Making Technology] • Packing Materials, Packaging, Packaging Aids • Service Firms, Organisations, Publishers
Visitor Profiles	RETAIL
	• Distributors & Agents • Dealers • Wholesalers • Importers & Exporters • Hypermarkets/Supermarket Chains • Convenience Store Chains • Halal Food Suppliers
	E-Commerce & Distribution
	IMPORTERS
	MANUFACTURERS
	• Food Technology • Beverage Technology • Halal Value Chain • Alternative Proteins • Seafood & Fishery

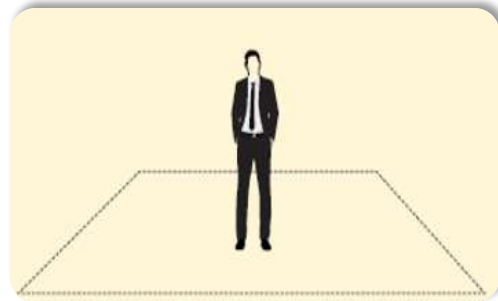
	MINISTRIES AND ASSOCIATIONS
Supporting Partners	- Ministry of Agriculture and Food Industries (MAFI) - Ministry of International Trade and Industry (MITI) - Ministry of Tourism and Culture Malaysia (MOTAC) - Malaysia Convention and Exhibition Bureau (MYCEB) - Malaysia External Trade Development Corporation (MATRADE)
SIAL Guarantee	SIAL is the best global partner to support food-business development and export. 8 x B-to-B events, 14 800 exhibitors from 109 countries, 377 500 visitors from 194 countries Participating in a SIAL show is a guarantee of your organisation's ROI
Unique Events	- On Demand Business Matching Program - Hosted Buyers Program - SIAL Innovation - La Cuisine
Contact Details	For more information about FDM, please contact us by Email: sales@fooddrinksmalaysia.com , jaspreet.kaur@comexpodium.com Website: www.fooddrinksmalaysia.com

Participation Details: Physical Package

Bare Space (min 18sqm)

➤ **USD 420.00 per sqm**

- This is rental space only.*
- Exhibitors are Responsible for their own design, construction and furnishing.*
- All Electrical equipment and installation must be undertaken by Official Contractor.*



Shell Scheme (min 9sqm)

➤ **USD 445.00 per sqm**

- Include Fascia name board with exhibitor company name and booth number; Needle punched carpet; 1 unit of power point; 1 unit of information desk; 2 units of folding chairs; and 1 unit of wastepaper bin.*

