

FOOD & DRINKS

MALAYSIA

DRIVING INNOVATION FOR ASIA'S F&B

by SIAL

DRIVING INNOVATION FOR ASIA'S F&B

4-6 JULY 2023

MITEC, KUALA LUMPUR



COMEXPOSIUM

SIAL, a subsidiary of Comexposium Group

FOODDRINKSMALAYSIA.COM



Malaysia



Food & Drinks Malaysia

Driving Innovation for Asia's F&B

Food & Drinks Malaysia by SIAL is poised to be the leading food and beverage exhibition in Malaysia and around the region, providing a focused platform for the industry towards market entry to the gateway of Asia's food Capital - Malaysia. This new launch by SIAL explores opportunities in the food & beverage sectors, Seafood & Fishery, Halal Foods and Food Technology with a special feature in Spice & Condiments as well as Alternative Proteins. The trade platform offers a unique experience to meet, establish new business networks with related businesses and services and learn through customised knowledge-based sessions on topics relating to the industry.

Malaysia's diverse culinary culture stems from her colonial past - a melange between local and foreign influences around the Malay archipelago, India, China, the Middle East, and several European countries.

It's melting pot of diverse cultures and traditions have been widely celebrated and the food and beverage industry in Malaysia takes on its very own distinct market positioning that can't be found anywhere else in the world.

Located in the centre of Southeast Asia, Malaysia boasts a population of **32.7 million** people since 2022. Historically, West Malaysia has long been a key part of the maritime spice trade with in driving the demand and supply for spice & condiments from China, India and the Middle East through its ports.



KEY FACTS ABOUT MALAYSIA'S ECONOMY

By 2030, **73% of the world's middle class** will be in the Asia Pacific region. With its growing demand for imported products, Malaysia is now the epicentre of F&B Manufacturing Locations following China, Thailand & Indonesia.

The demand for fusion cuisine has also led to Malaysia being the hub for plant-based and alternative foods, driving the need for food technology including manufacturing up.



Malaysia is the **2nd most developed & competitive economy within SEA.**



3rd largest in ASEAN.



25th largest in the world based on GDP.



On-track to achieve the target of becoming a **high-income** economy by 2024.

TOP 3 REASONS TO EXHIBIT

Growing demand for imported F&B products



Globalization:
Large interest in international brands.



10% annual growth for the F&B industry from 2020–2025.

Halal products, a growing market



Halal Industry Master Plan 2030

Accelerating halal industry development with expected market growth to USD5 Tln & domestic growth projected at 113.2m by 2030.

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.

Increasing demand for plant-based foods & alternative proteins



Great export potential and growing interest in plant-based protein products in Malaysia.



Increased demand in domestic consumption for plant-based food and alternative proteins.



Plant-based food has gaining popularity for their propensity to remain sustainable in the long run.

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®).

EXHIBIT PROFILE

FOOD & BEVERAGE
(including other beverages, wines, spirits etc)



SEAFOOD & FISHERY



HALAL



FOOD & BEVERAGE TECHNOLOGY



Special Feature:
SPICE & CONDIMENTS



ALTERNATIVE PROTEINS



EXHIBITION OVERVIEW

Title: Food & Drinks Malaysia 2023 by SIAL

Date: 4 – 6 July 2023

Venue: Malaysia International Trade Exhibition Center (MITEC), Kuala Lumpur, Malaysia

Scale: 450 exhibitors from 22 countries

Organiser: Comexposium

Accompanied Event/s:

- Industry Round-table
- Halal Forum
- Business Matching
- Hosted Buyer Programme
- Trade Delegation Visits & Meetings

Supporting Organisations:

- 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)

VISITOR PROFILE

Retail



Distributors/
Agents



Dealers



Wholesalers



E-Retailers



Specialty Food
Retailers



Wines/Spirits/
Alcoholic
Drinks Retailers

Operators



Bars/
Nightspot
Operators



Cafes



F&B Management
Services/
Consultancy



Restaurant/
Bistros



Halal



Confectionery
& Sweets



Fast Food/
Quick Service
Restaurants



Hotels/
Resorts



Convenience/
Grocery Stores



Venue
Operators



Food &
Drinks



Food
Technology

E-Commerce & Distribution



E-Commerce & Distribution

Importers & Exporters



Importers & Exporters

Institutional Catering



Institutional Catering

F&B Logistics



Food & Beverage
Logistics

Supermarkets/Hypermarkets



Supermarkets/Hypermarkets

BENEFIT FROM A WIDER NETWORK

SIAL is the best global partner to **support food-business development and export**. Participating to a SIAL show is a **guarantee of your organisation's ROI**

- 13 leading B-to-B events, **17,000** exhibitors from **119** countries
- Over 700,000 professionals attending from **194** countries

ABOUT MITEC

MITEC was created to meet the growing demands of the **MICE (Meetings, Incentives, Conferences and Exhibitions)** industry. Positioned as an economic catalyst and Gateway to Southeast Asia, MITEC's modern corporate philosophy is closely aligned with its vision to see Malaysia becoming the leading MICE destination in the Southeast Asia region. The Venue is the game changer in the business events industry, giving Malaysia the capability to compete and meet the demand in new growing markets, including regional and international exhibitions, particularly the 'mega-exhibition' market which will attract over 100,000 visitors and conferences or conventions between 200 to 20,000 delegates.

STRENGTHEN YOUR BRAND'S PRESENCE AT FOOD & DRINKS MALAYSIA!

For more information about FOOD & DRINKS MALAYSIA, please contact us at:

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