

MIFB

MALAYSIAN  
INTERNATIONAL  
FOOD & BEVERAGE  
TRADE FAIR

12-14 JULY 2023

KUALA LUMPUR  
CONVENTION CENTRE

POST SHOW  
REPORT  
2023

An event of

Endorsed by



Co-locating



第20届中国—东盟博览会马来西亚巡展暨“桂品出海”活动  
THE 20<sup>TH</sup> CHINA-ASEAN EXPO ROADSHOW(MALAYSIA) & GUANGXI EXPORT FAIR

Supported by





# Our Gratitude for Your Invaluable Contribution to Our Success!

My heartfelt thanks for the invaluable contributions from our partners, supporters, exhibitors and visitors to the success of MIFB 2023. Your unyielding support and participation created an unforgettable and fruitful experience, showcasing the power of collaboration and shared passion.

I hope you discovered new tastes, forged valuable connections, and gained valuable insights to elevate your F&B businesses. Our exhibitors' excellence and innovative displays left a lasting impression on all who attended while being enriched with new knowledge at the Knowledge Programme. To our reliable partners, your persistent support and trust made this event possible, and we are deeply grateful for your belief in our vision.

Thank you for making the Malaysian International Food & Beverage Trade Fair 2023 a resounding success! We look forward to welcoming you again as we continue to promote excellence in the industry.



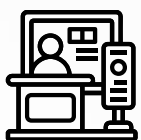
**Hellen Woon**  
Event Director,  
Constellar Malaysia



## MIFB 2023 – SUCCESS IN NUMBERS



**18,741**  
Visitors



**435**  
Exhibitors



**5,252**  
Total messages  
exchanged



**63**  
Participating  
countries



**476**  
Invited &  
Hosted Buyers























**6,441**  
Total discussions  
facilitated

# Visitor Attendee Demographics

## TOP 20 COUNTRY ORIGIN

(Arranged by highest to the lowest attendance)

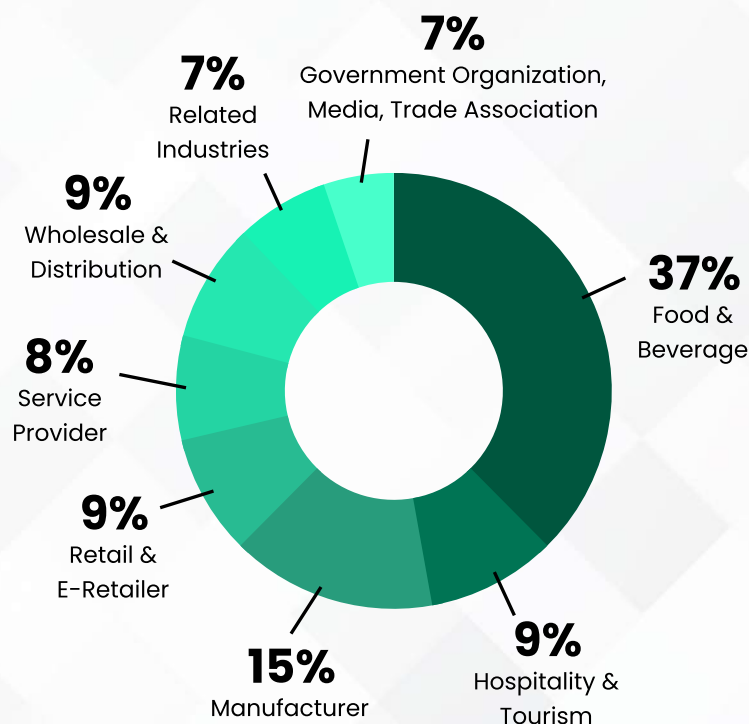
1		Malaysia	11		Australia
2		Singapore	12		Cambodia
3		China	13		Hong Kong
4		Thailand	14		Philippines
5		South Korea	15		United States
6		India	16		Türkiye
7		Indonesia	17		Myanmar
8		Taiwan	18		Sri Lanka
9		Vietnam	19		Canada
10		Japan	20		Russia



MIFB event provides an excellent platform for companies to discover new products, suppliers, and engage in valuable networking opportunities. Witnessing numerous potential collaborations emerge from this prestigious event is truly inspiring.

**Nurul Syahirah binti Sulaiman,**  
Energy, Efficiency and Sustainability

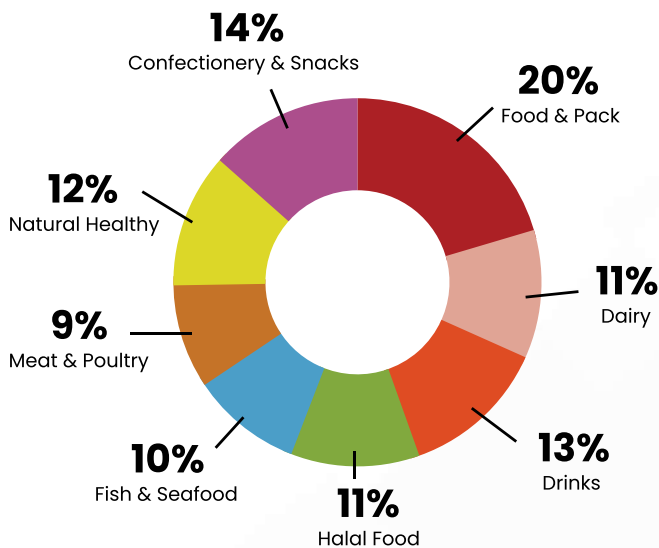
## BUSINESS ACTIVITY



# Feedback from Visitor Attendees

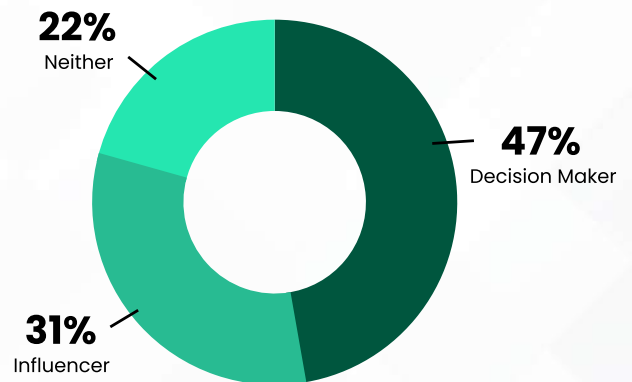
## HEAR WHAT VISITORS SAID ABOUT MIFB 2023

### PRODUCTS INTEREST IN ACROSS MIFB'S 8 SECTORS



### PURCHASING AUTHORITY

78% of attendees had direct influence or deciding authority for purchases



**87%**

Satisfied with Overall Event



**84.7%**

Would recommend MIFB



**89.3%**

Likely to visit MIFB 2024



*An ideal platform for exploring new trends and enhancing business networking.*

**Jeffery Tan,**  
Choon Fatt Sauce Factory Sdn Bhd



*MIFB is the most advanced trade fair for the latest information about food, beverages and much more! Overall, it was perfect thanks to MIFB for this trade fair.*

**Harwinder Singh,**  
Padda Dairy Farm



*Great experience for a first time visitor! Full of variety and vendors from different countries. I will come back next time!*

**Ong Seng Yong,**  
Sharkrim Sdn Bhd



# Who Exhibited

## EXHIBITS ACCORDING TO 8 SECTORS

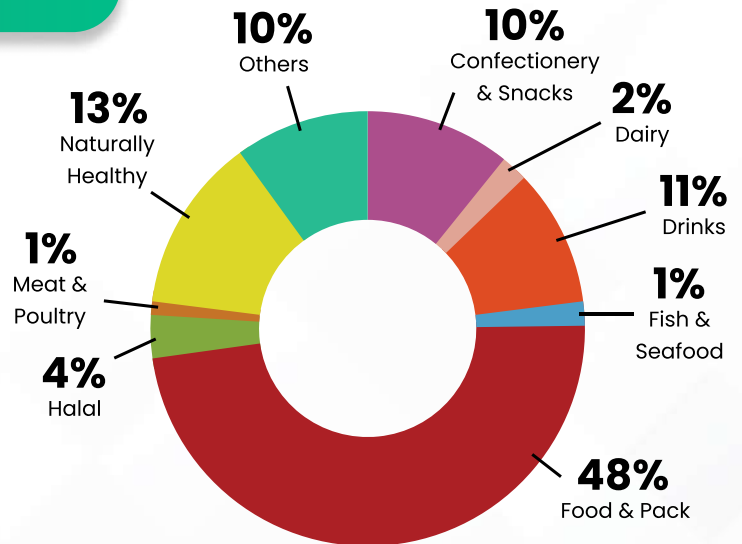


Astounding **95%**  
rated MIFB 2023 good or  
excellent

Exhibitors expressed their intent to  
return for future exhibition



**96.4%** Likely  
to return



### COUNTRIES & REGIONS



Cambodia



China



Greece



Hong Kong



India



Indonesia



Japan



Malaysia



Poland



Russia



Singapore



South Korea



Syrian



Taiwan



Thailand



Türkiye

## A FEW WORDS FROM EXHIBITORS



Malaysian International Food & Beverage Trade Show proved to be a great exhibition to explore for both industry professionals and food enthusiasts alike. With its diverse range of exhibitors, interactive activities, and overall enjoyable atmosphere, the event succeeded in satisfying the visitors.

**BERGAMOT SDN BHD, MALAYSIA**



Satisfied with the high-quality buyers visiting our booth. Organiser's planning of the exhibition hall was good too.

**KANG JIN SUN, OVERSEAS MARKETING  
DIRECTOR, SOBAEK KOREA**



Event was generally well attended and good exposure for our brand.

**SAPPHIRE ARC VENTURES, SINGAPORE**



Because MIFB is an international event, we had great connections with international business and networking opportunities.

**MALAYSIA DESIGN DEVELOPMENT CENTRE (DDEC), MALAYSIA**

# Opening Ceremony of MIFB 2023

MIFB 2023 was truly honored by the gracious presence of the Deputy Minister of Agriculture and Food Security, who presided over the esteemed opening ceremony on the 13th of July, 2023. In his address, he emphasised MIFB's pivotal role as a platform for fostering collaborative industry innovation.

“

Trade events such as MIFB serve as an essential platform in broadening market access and facilitating cross-border networking that will ultimately benefit local agrifood players.

**YB Tuan Chan Foong Hin**

Deputy Minister of Agriculture and Food Security

”





# Power packed Knowledge Programmes on Food Security and Sustainability

This year, MIFB hosted a new edition of its trade talk show to drive conversation and collective action towards strengthening food supply in the region. Hosted by Freda Liu, the Knowledge Programme was built around three thematic pillars: mitigating food insecurity, creating a zero-waste food landscape, and fostering innovative F&B practices in ASEAN.

## DAY 1 - MITIGATING FOOD SECURITY

### How Can We Co-create Alternative Proteins for a Sustainable Food System (Co-curated by Good Food Institute (GFI) APAC)

#### Panelists:

1. Jason Ng, Director and Manufacturing Vice President of Cell AgriTech Sdn Bhd
2. Anabelle Co-Martin, Chief Marketing Officer of Futura Foods
3. Lee Lai Yee, Business Development Manager of Futura Ingredients
4. Elaine Lee, Commercial Consultant (Food Manufacturing and Quality Assurance) of SWAPAC



#### Key Takeaways:

Livestock industries today impacts carbon emission, greenhouse gas emission, water waste and land waste. Population is growing, resources are not, it's a matter of time when we need alternative solutions. Alternative proteins do not seek to substitute livestock, alternative protein will work together to ensure food security.

### Growing More With Less Through Precision Agriculture

Speaker: Kenneth Chai, Founder of Airgro



#### Key Takeaways:

We have the people and the technology to grow food without soil, we have plenty of sun and good water supply. Why not grow imported vegetables locally in Malaysia, reducing 70% of import cost?

### Why Alternative Protein

Speaker: Elaine Lee, Commercial Consultant (Food Manufacturing and Quality Assurance) of SWAPAC

#### Key Takeaways:

In 2023, animal antibiotic use will increase up to 105,000 tonnes, raising antibiotic resistance concerns. Overfishing, global wars and climate crises impacting shortage of food causes a surge of price for meat. Incorporating alternative protein will help ensure supply to meet demands without the price tag.



## DAY 2 - TOWARDS ZERO-WASTE FOOD INDUSTRY

### Sustainable Food Packaging: Much More Than Just Reducing Plastic

#### Panelists:

1. Roberto Benetello, CEO of Malaysian Recycling Alliance
2. Terry Tan, Sustainability Director ASEAN of Tetra Pak Malaysia Sdn Bhd
3. Khairul Anwar, Public Affairs, Communications, and Sustainability (PACS) Director, Malaysia-Singapore-Brunel, Coca-Cola Bottling Investments Group
4. Raja Zalina Raja Safran, Head, Corporate & Government Affairs - Malaysia, Singapore, Mondelez International



#### Key Takeaways:

Innovation is key starting with a principle to design packaging for recycling. A package should save more than it cost, it should be a system to deliver, protect and reduce food waste.

Only 1 out of 3 of consumers recycle their packaging and 1 out of 5 prioritise environmental impact when purchasing. Legislation and corporate commitment to Extended Producer Responsibility (EPR) are crucial for promoting responsible recycling, alongside public awareness initiatives aimed at waste segregation to support the recycling ecosystem.

### Waste to Wealth: Increasing Profit with Cooking Oil Waste

Speaker: Syazwan Majid, Founder of Arus Oil



#### Key Takeaways:

5-10kg of used cooking oil (UCO) is generated from a common household of 4 who frequently cooks which can be a significant volume. The potential of UCO turned into biodiesel is big especially in export markets like Europe. Our partnership with Shell not only promotes sustainable practices but also offers income opportunities.

### Tale of the Ugly Produce

Speaker: Hailey Yong, Founder & CEO of The Unusual Greens

#### Key Takeaways:

Malaysia wastes 17,007 metric tonnes of fruits daily, filling seven Olympic pools. Often fruits are being wasted due to its ugly appearance, but it is still consumable. Food should feed people as long as it's edible.



## DAY 3 - INNOVATIONS

### Blockchain Technology: A Gamechanger in Supply Chain Transparency

Speaker: Jonah Lau, Co-Founder & CTO of Sinisana Technologies

#### Key Takeaways:

Blockchain, in its essence, is all about creating trust between different parties. With trust and transparency, we get accountability which is becoming increasingly important in supply chains. Blockchain's value shines in multi-party transactions, especially in food supply chains.



### POV: Venture Capitalists Towards FoodTech

#### Panelists:

1. Bikesh Lakhmichand, Founding Partner & CEO of 1337 Ventures
2. Amirah Jasmine, Founder / Formulist of Manis Leting Sdn Bhd
3. Atirah Danial binti Norman, Co-Founder / CEO, Manis Leting Sdn Bhd

#### Key Takeaways:

As a VC, the key is the people with passion who understood their product, came from the industry, know what was missing and have the ability to create an alternative. From a market sentiment, when there's proof that there is product market fit, it gives us the assurance that if we back this up and raise more capital, we could help them scale.



### Digital Transformation in The Food Industry

Speaker: Huen Su San, Founder of COOKHOUSE

#### Key Takeaways:

Opportunities don't wait for your readiness for a thousand orders. The most prevailing challenge was getting an ROI from central kitchens. Time is money, the concept of shared kitchen like co-working spaces can help F&B businesses get online 2-3 times quicker.



# Regional Media Coverage



## RM 8.7 Mil

Media Value



## 351

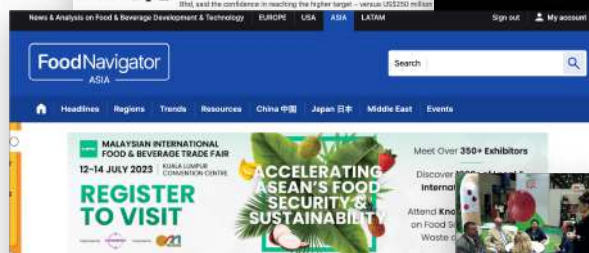
Total of media coverage



## 2.1 Bil

Digital Media Impressions & Reach

Zero-waste and food security solutions to take centre stage at MIFB 2023



## MARKETING AND PROMOTION ACHIEVEMENTS

A multi-faceted approach was adopted, encompassing social media promotions, targeted email campaigns, engaging website content, digital advertising and partnerships with industry organisations.

## 209K

Unique users on website

## 83.28%

Engagement rate on website

## 23,357

Followers on Social Media

## 1.5 Mil

Promo Emails Delivered

## 22.6 Mil

Digital Impressions

## 3.8 Mil

Digital Reach

## 281K

Traffic to Website



# MIFB's Sustainability Journey Report

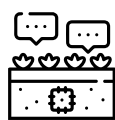
## TRANSFORMING EVENT FOOD WASTE TO COMPOST

Throughout the exhibition, a total of 33KG of compostable food waste was collected, paving the way for the creation of 10KG of nutrient-rich bio-organic compost. This compost has been instrumental in supporting the growth of fruits and vegetables, benefiting and nurturing the orang asli communities.



### 33KG

Compostable  
Food Waste Collected



### 10KG

Nutrient-Rich  
Bio-Organic Compost



“

As a specialist in eco-friendly products, I've come to realise the significance of sustainable packaging. While attending MIFB, I came across a holistic environmental system. This system not only focuses on collecting materials but also ensure manufacturing process doesn't harm the environment. The end result is the creation of organic fertilisers.

Joseph Goh, Sanz Pte Ltd

## UPCYCLING PRINTED EVENT BANNERS

Through this partnership, Biji-biji will transform the tarpaulin into approximately 30-50 banner pouches and facilitate 10 rapid hackathon and prototyping sessions. This initiative aims to inspire and empower innovators to create new, sustainable products using the tarpaulin material.

In line with our dedication to reducing waste, MIFB took a proactive step to upcycle all printed tarpaulin signages used during the event. Instead of disposing of these materials, we donated them to Biji-biji Initiative, a reputable organisation dedicated to environmental conservation.

By

**Biji-biji**  
INITIATIVE

From this....



Upcycled to this....



Upcycled Banner Bags



Upcycled Banner Pouches



Materials for  
Prototyping

## EMBRACING DIGITALISATION

In line with our commitment to sustainability and embracing digitalisation, MIFB introduced an engaging and informative Event App that revolutionised the traditional concept of printed badges and lanyards.



Waste Reduced:

### 315 KG

of lanyards

### 18,000

pcs paper badges

Event App Activity:

### 78%

of active app users

### 82%

registered for at least 1 session

### 1,271

total contacts  
made



**MIFB**

# **THANK YOU AND SEE YOU NEXT YEAR**

---

**17 – 19 JULY 2024**

**KUALA LUMPUR CONVENTION CENTRE**

**INTERESTED  
TO EXHIBIT?**

**GET IN TOUCH WITH OUR SALES TEAM!**  
[SALES@MIFB.COM.MY](mailto:SALES@MIFB.COM.MY)