



MALAYSIAN
INTERNATIONAL
FOOD & BEVERAGE
TRADE FAIR

MIFB 2024 EVENT BROCHURE

17-19 JULY 2024

KUALA LUMPUR CONVENTION CENTRE

ELEVATING F&B BUSINESS
EMPOWERING INNOVATIONS
ENABLING TRANSFORMATION



An Event Of:



Endorsed by:



www.mifb.com.my

#MIFB2024





WELCOME TO MIFB 2024

80+ Countries & Regions Represented

500 Exhibiting Companies

20,000+ Attendees

18,000sqm Total Gross Area



We stand at the threshold of the 23rd edition of Malaysian International Food & Beverage Trade Fair (MIFB) 2024, a pinnacle event where we converge to shape the future of food and beverage – a future marked by elevation, empowerment, and transformation.

Our event, themed “Elevating F&B Business, Empowering Innovations, Enabling Transformation” signifies more than mere words – it’s a rallying call, a resolute commitment to elevate the F&B industry through strategic vision and relentless innovation.

In the relentless pursuit of progress, our team well-versed in trade show dynamics, is dedicated to infuse fresh perspectives and highly focused approaches to serve the F&B industry regionally. We are excited to present an array of meticulously curated highlights that promise an enriching experience for all:

- 1 Strategic Verticals:** Explore 14 vital strategically verticals driving economic growth for the next three years, creating opportunities for growth, collaboration and investment.
- 2 Interactive Competition and Challenge:** Immerse yourself in a day-long culinary challenge, witnessing unmatched artistry, creativity, and skill that define the gastronomic landscape.
- 3 Impactful Conference:** Join industry leaders at our conference, sharing insights and visions for the future, promising to inspire and transform the F&B landscape.
- 4 Focused Outreach:** Utilize our precisely crafted marketing strategy to engage the right audience, fostering meaningful connections and high attendee engagement.

We extend our deepest gratitude for your participation in this transformative journey. Together, let’s rise to elevate F&B business, empower innovations, and enable a profound transformation in the food and beverage industry.



Hellen Woon
Event Director

Malaysia Food Technology Trade Fair (MYFOODTECH)

Presenting its inaugural edition as Malaysia's premier Food Technology Trade Fair, MYFoodTech takes center stage as an integral component of The Malaysian International Food & Beverage Trade Fair (MIFB). Serving as the focal point for industry professionals, MYFoodTech stands out with its meticulous curation, providing a comprehensive showcase of the latest advancements, solutions, and services in the food technology sector.

More than just an event, MYFoodTech offers a holistic experience designed to address diverse industry needs, facilitate meaningful connections, and propel businesses towards unparalleled growth. We invite you to join us in shaping the future of the Food and Beverage industry at MYFoodTech, where innovation and collaboration converge for the benefit of all stakeholders.

VISITOR PROFILE

- Design
- Food Trade and Other Decision-makers from the Food Industry
- Large-scale Butchers and Bakeries
- Manufacturing / Production
- Pet Food Industry
- Purchasing, Sales and Marketing
- Quality Control and Maintenance
- Research and Development

EXHIBITOR PROFILE

FOOD PACKAGING, PROCESSING & MACHINERIES

- Automation, Data Processing, Controlling, and Regulation Technology
- Components, Assemblies, Surface Technologies, Accessories
- Filling and Packaging Technology
- Food Safety, Quality Management
- Ingredients, Auxiliary Materials
- Operating Materials, Environmental Technology, Biotechnology
- Packing Materials, Packaging, Packaging Aids
- Process Technology
- Refrigeration and Air-conditioning Technology
- Service Firms, Organisations

WAREHOUSING & LOGISTIC

- Conveying, Transport and Storage Installation
- Logistics

PRIVATE LABEL

MARKET OPPORTUNITIES



The Food and Beverage Industry in the ASEAN region is one of the largest and fastest-growing in the world, with a market value of over USD 667 billion in 2023. The industry is expected to grow at a compound annual growth rate (CAGR) of 6.99% over the next five years, reaching a value of over USD 900 billion by 2028.

Source: Euromonitor International (The Food and Beverage Industry in ASEAN: Key Trends and Opportunities to 2028)

Consumers in the ASEAN region are becoming increasingly aware of the environmental impact of their food consumption. This is leading to changing attitudes regarding sustainability: avoiding food waste, limiting packaging, and buying locally produced food. Younger consumers are moving towards plant-based diets and proteins.

Source: FoodBev Media (Sustainability Trends Driving Change in Southeast Asia's Food and Beverage Industry)



The agri-food sector is one of the most important sectors in the ASEAN economy, contributing over 10% of GDP and employing over 100 million people. The ASEAN region is a major producer and exporter of agri-food products, such as rice, palm oil, rubber and seafood.

Source : Oxford Economics (The ASEAN Agri-Food Sector: Outlook to 2028)



EVENT THEMES

ELEVATE

ELEVATING F&B BUSINESS

Refers to creating an atmosphere where F&B businesses not only survive but thrive. This involves embracing technologies improving production methods enhancing product quality and ensuring sustainability throughout the value chain.



EMPOWER

EMPOWERING INNOVATIONS

Recognize how crucial creativity, ingenious thinking, and technological advancements play in shaping the future of F&B. Provides a platform to showcase and commend innovation. It's a chance to gain insights from thinkers collaborate on ideas and utilize innovation as a catalyst for driving transformations, within the F&B sectors.



ENABLE

ENABLING TRANSFORMATIONS

It's about embracing fresh and innovative business models, integrating sustainability into practices, and fully embracing the digital revolution. Crafting a nurturing space for knowledge sharing, networking, and collaborative idea generation is at the heart of the initiative.





TAILORED TO SERVE THE NEEDS OF FOOD AND BEVERAGE LEADERS AND VALUE CHAIN

THE EXHIBITION

Featuring a spectacular exhibition segment, chef challenge, competition and startup village where leading innovators and change makers will showcase cutting-edge products and services that have the potential to transform the way food is produced.



INDUSTRY DRIVEN CONTENT

The content surrounding the innovative exhibits will offer both public and private stakeholders a clear roadmap for addressing the concurrent challenge of food security and sustainability.

ENGAGE WITH INDUSTRY PLAYERS

Providing a comprehensive selection of international offerings from new and established F&B manufacturers and suppliers, buyers and merchandisers will have the unique opportunity to participate in one-on-one business matching sessions. These sessions allow buyers to preview the full exhibitor line-up in advance and schedule meetings with key decision-makers to drive their business growth.



For more enquiries, please contact sales@mifb.com.my

THE EXHIBITION



CHILLED
& FRESH



CONFECTIONERY
& SNACKS



DAIRY



DRINKS



FINE FOOD



FROZEN
FOOD



FUTURE
FOOD



HALAL



MEAT
& POULTRY



NATURALLY
HEALTHY



WINE
& SPIRITS



FOOD TECH
& SERVICES



LOGISTIC,
PACKAGING
& PROCESSING

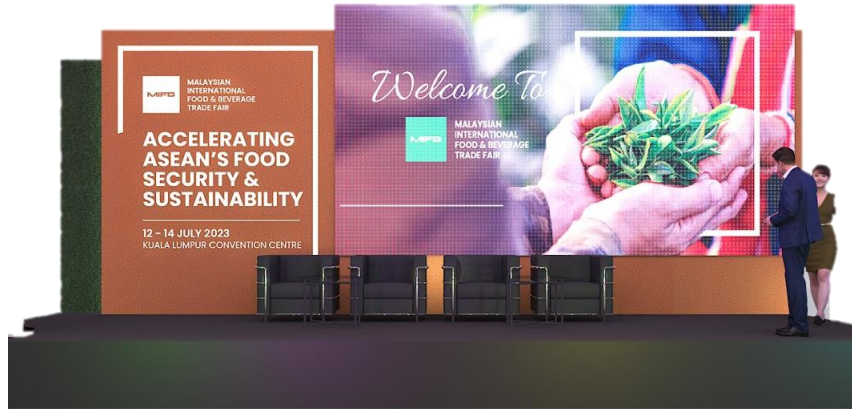


PRIVATE
LABELLING





EXHIBITION FEATURES



LIVE THEATRE

Uncover cutting-edge F&B innovation at MIFB's Live Theatre, where the latest and most thrilling F&B solutions take center stage.

MIFB's Live Theatre aims to offer valuable insights and foster discussions on current and trending topics.



SIP LOUNGE

Discover a unique showcase of wines, spirits, and beers in Malaysia through MIFB.

Be part of our 3-day showcase, featuring a diverse array of products available for sampling and direct purchases from local retailers, distributors, and importers.



FUTURE CHEF TABLE

An extraordinary experience of an exclusive setting and show cooking in the kitchen of the future.

Dive into Future Chef Table, a live demonstration featuring celebrity chefs showcasing the innovative use of future food ingredients.



MIFB 2024 is leveraging smart event technology to create a seamless, effective and enhanced experience for participants.

Prior to the event, participants will have access to an online platform to connect with other participants and schedule meetings through AI-recommended matchmaking. During the event, the use of mobile event app will facilitate meetings, lead capturing and ROI tracking. Furthermore, the event technology provides access post-event where participants can continue to connect and follow up on business leads.

All these technologies will be powered to maximize the opportunities for attendees to connect, network and make meaningful business connections at MIFB 2024.

ENGAGE WITH INDUSTRY PLAYERS





BUSINESS GENERATION

Swapcard simplifies complex B2B events with a **data-driven, unified,** and **easy-to-use** event technology solution.

AI-Powered Networking

AI matchmaking **boosts qualified leads** and tracks ROI for exhibitors.

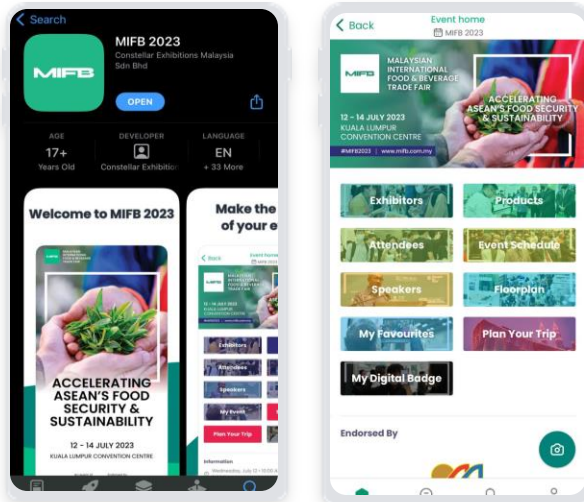


Build a Branded Community

Build lasting bonds **on-demand libraries, marketplaces,** and **networking opportunities** to strengthen relationships any day of the year.

Highly Customizable Mobile App

Branded app unlocks the **relevant content, sessions, exhibitors,** and **networking opportunities.** Capture visitor's **digital footprint real time** to further optimize their experience.



Swapcard, the tools to customize **exhibitor lead capture** and **increase revenue opportunities.** Build a relationship that lasts well beyond the event days.

Discover

UNTIL NEXT EVENT

Nurture the leads outside of event days to cultivate deeper relationships and keep leads engaged with your business.

Nurture

AFTER THE EVENT

Immediately access reporting and follow-up with qualified leads so that no opportunities are lost.

BEFORE THE EVENT

AI matches visitors with relevant exhibitors, sponsors, products and sessions.

Connect

DURING THE EVENT

Direct message ideal matches, schedule 1:1 meetings, send targeted emails, sponsor push notifications, get immersed in event experience.

Qualify



For more enquiries, please contact sales@mifb.com.my

INDUSTRY DRIVEN CONTENT

The MIFB 2024 Conference Will Bring Together C-suite Executives, Key Decision-makers from The Trade, Government Officials, And Media.

Attendees can expect to hear from regional and international subject matter experts who will share their insights on current issues on a national and regional ASEAN level, as well as potential solutions to overcome them.

The conference programme will be divided into three thematic pillars that align with the exhibitions focus:



ELEVATING F&B BUSINESS

- Sustainable Packaging in F&B
- Return on Experience (RoX)



EMPOWERING INNOVATION

- Automation, AI & Robotics
- Alternative Proteins



ENABLING TRANSFORMATION

- Digitalisation & Big Data
- Policy & Regulation



MIFB 2023 IN NUMBERS



18,000+

Visitorships
across 3 days



400+

Companies
represented



15%

International
attendees

Top 5 countries



63 **Countries**

International and
regional attendees
across the globe

Top 5 countries



94%

Exhibitors satisfied with
the quality and quantity
of attendees



90%

Of surveyed attendees
will attend MIFB 2024



78%

Of attendees had direct
influence or deciding
authority for purchase



ATTENDEE PROFILE

RETAIL

Super & hyper markets, convenience stores, grocers, organic stores, gourmet or specialty retailers, online retailers



FOOD SERVICE

Restaurants, bars & pubs, food outlets, caterers, cafes, bistros and bakeries



GOVERNMENT REPRESENTATIVES

Agriculture, domestic & international trade, consumerism and state authorities



HOSPITALITY & TRAVEL

Airlines, cruise lines, rails, country & recreational clubs, hotels and resorts



CHANNEL PARTNERS

Distributors, exporters, importers, wholesalers, warehouse, logistics



MEDIA

TV, digital, print and radio journalists



Manufacturer	15%
Food Service / F&B Management Service / Consultancy	13%
Café / Restaurant / Catering	11%
Importer / Exporter / Wholesaler	9%
Retail / E-Retailer	9%
Hospitality & Tourism	9%
Service Provider	8%
Related Industries	7%
Government Organization, Media, Trade Association	5%
Agriculture / Fishery	5%
Packaging / Labelling	5%
Fast Food / Quick Service Operator	2%
R&D / Food Science	2%

MIFB IS POWERED BY THE INDUSTRY WE SERVED





MARKETING EXPOSURE PACKAGE

- Access to Exhibitor Centre and Digital Booth.
- Company Profile Premium Listing with Logo, Video & Background Image.
- Unlimited Product / Service Listing.
- Access to AI Matchmaking, Meeting Schedule, Inbound & Outbound Meetings.
- QR Scanning for Exhibitor's Booth and Products linked to Company Profile – Real-time track who scanned the codes to follow up.
- 1x Lead Capture License comes with Real-time Booth Visitors' Data & Leads Retrieval Report (Onsite & Online).



TARGETED ATTENDEE PROGRAM (TAP)

The TAP Buyer Programme is an aspirational level-up "recognition" reward, offering personalized and special privileges to qualified trade visitors / buyers who have been supporting our show since its inauguration.

The programme is an exclusive invite-only for selected Malaysian International Food & Beverage Trade Fair (MIFB) trade buyers and the ASEAN's regions leading professionals who directly influence the purchasing of products and services in the food and beverage industry.

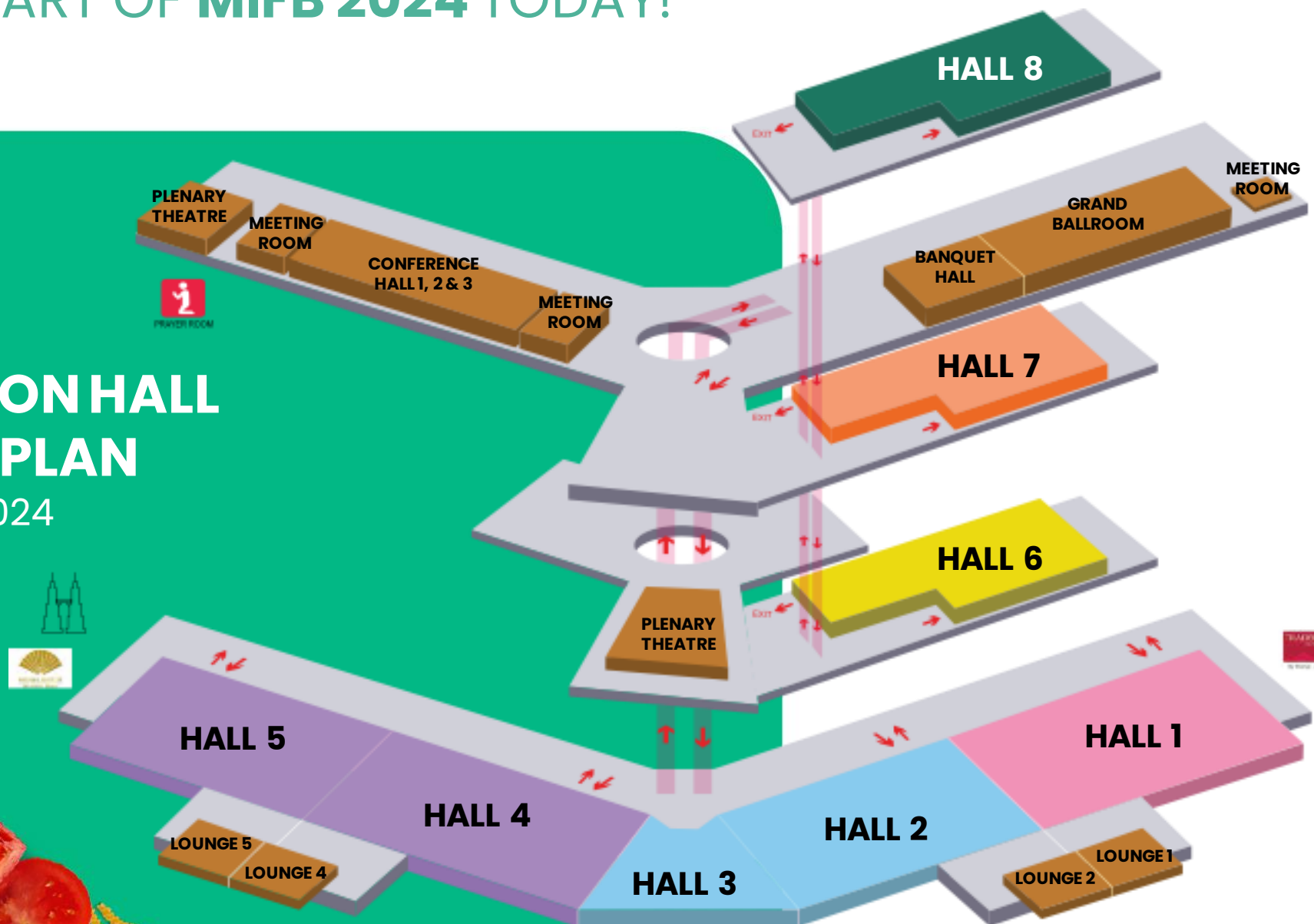
This programme provides its members with exclusive benefits aiming at facilitating relationship building and providing customised assistance and services before, during and after the exhibition.



BE A PART OF **MIFB 2024** TODAY!

EXHIBITION HALL LAYOUT PLAN

17-19 JULY 2024



LEVEL 4

LEVEL 3

LEVEL 1

GROUND
LEVEL

For more enquiries, please contact sales@mifb.com.my



BOOTH OPTION

The images shown are for illustration purposes only and may not be an exact representation for the product.



BARE SPACE

This is rental of space only. Exhibitors are responsible for their own booth design, construction and furnishing. All electrical equipment and installation must be undertaken by the Official Contractor.

Min. 18 SQM
USD420/sqm



STANDARD SHELL SCHEME

This package inclusive of:-

- Fascia board with exhibitor company name and booth number
- Needle punch carpet
- 1 unit of 13amp power point
- 3 units of spotlight
- 1 unit of information desk
- 2 units of folding chairs
- 1 unit of waste bin

Min. 9 SQM
USD460/sqm



ENHANCED SHELL SCHEME

This package inclusive of:-

- Fascia board with exhibitor company name and booth number
- Needle punch carpet
- 2 units of shelving for product display
- 1 unit of 13amp power point
- 4 units of spotlight
- 1 unit of information desk
- 1 unit of round table
- 2 units of folding chairs
- 2 units of curve chairs
- 1 unit of waste bin

Min. 9 SQM
USD500/sqm



MIFB 2024 RATE CARD

ITEMS	PRICING
Bare Space	USD 420/sqm
Shell Scheme (Maxima)	+ USD 40/sqm
Enhanced Shell Scheme	+ USD 80/sqm
Corner Charge	USD 180/corner
*Premium Area Booth	20% loading cost from the standard bare space
*Marketing Exposure Package	USD 500/company

* Terms & Conditions for Premium Area Booth: Designated Premium Area Booth will incur an additional 20% loading cost from the standard bare space. The loading cost includes the corner charge(s).

* Marketing Exposure Package (MEP) is **compulsory**, ensuring comprehensive promotional outreach and market visibility for all stakeholders involved.



MIFB 2024 PARTICIPATION PACKAGES

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THOUGHT LEADERSHIP

Being recognized as an industry leader involves more than just sharing advancements. We specialize in maximizing your brand exposure through key spotlights and engaging content. By strategically positioning your organization, we help you become a thought leader, fostering trust and credibility within your industry. Our approach goes beyond mere visibility – we aim to establish your brand as a go-to authority.



BRANDING & PRODUCT AWARENESS

Launching new products, technologies, or services requires a strategic approach. We not only help you unveil these offerings but also emphasize the value they bring to your target market. Our expertise lies in seizing the spotlight, expanding business opportunities, and ensuring lasting brand awareness.



NETWORK & MEET

Our tailored networking sessions are designed to go beyond just connections – we focus on generating high-quality leads and prospects for your business. Through carefully curated experiences, we facilitate meaningful interactions that can lead to valuable partnerships and opportunities.





MIFB 2024 PARTICIPATION PACKAGES (CON'T)

PACKAGE DETAILS			THOUGHT LEADERSHIP	BRANDING & PRODUCT AWARENESS	NETWORK & MEET
PHYSICAL BOOTH	ONSITE (DURING EVENTS)	Physical Exhibition Booth Space	✓	✓	✓
		Up to 4 booth representatives per 9 sqm	✓	✓	✓
		Opportunity for physical networking	✓	✓	✓
MARKETING EXPOSURE PACKAGE (MEP)	ONSITE & ONLINE (PRE, DURING & AFTER EVENTS)	Access to Exhibitor Centre	✓	✓	✓
		Digital Booth	✓	✓	✓
		Company Profile Listing	Premium Listing with Logo, Video & Background Image	Premium Listing with Logo, Video & Background Image	Premium Listing with Logo, Video & Background Image
		Product / Service Listing	✓	✓	✓
		Product Features in "New Products"	✓	✓	
		Access to Business Matching Platform – AI Matchmaking, Meeting Scheduler, Inbound & Outbound Meeting	✓	✓	✓
		Text based Pop-ups and Push Notifications to all attendees	✓	✓	✓
		Lead Capture License	Unlimited	1	1
		Real-time Booth Visitors' Data & Leads Retrieval Report (Onsite & Online)	Full Data	Full Data	Limited
BRANDING & AWARENESS	ONLINE (PRE-EVENTS)	Logo Placement on MIFB 2024 Event Registration Page	✓		
		Banner Ad on MIFB 2024 Website (Duration: 1 month; 3 seconds per banner. Size: 764px x 90px)	1	1	
		Exclusive Interview & Brand Publicity on MIFB Blog Article (To be published on MIFB Website, Social Media & EDM)	1	1	
		One (1) Advertisement Banner on MIFB Blog Article	✓	✓	
		One (1) Advertisement Banner on MIFB EDM (to be sent to over 200,000 database)	✓	✓	✓
		Sponsor's Quote in EDM (up to 50 words per entry write-up, sponsor to provide details, EDM to be sent to over 200,000 database)	✓	✓	
		Digital Show Preview Advertisement	Full Page	Half Page	
		One (1) Pre-Event Promotional Video Interview – (Virtual – 2 mins)	✓		

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MIFB 2024 PARTICIPATION PACKAGES (CON'T)

PACKAGE DETAILS			THOUGHT LEADERSHIP	BRANDING & PRODUCT AWARENESS	NETWORK & MEET
BRANDING & AWARENESS	ONSITE & ONLINE (DURING EVENTS)	Video Interview / Booth Coverage	✓	✓	
		Logo Placement (Backdrop, Show Preview, Show Guide, Show Directory, Show Daily, Information Board, Directional Signage)	✓	✓	
		Customised Hanging Banner	Double Sided	One Sided	One Sided
		Customised Pillar Wrap	One Sided		
NETWORKING	ONSITE (DURING EVENTS)	Invitation to Opening Ceremory	4	2	2
		Invitation To Networking Reception	4	2	2
		Invitation To F&B Comunity Get Together Luncheon	4	2	2
		Speaking Slot at MIFB 2024 Live Theatre	1	Either 1	Either 1
		Display Area at SIP Lounge	1		
		Demostration Slot at Future Chef Table	1		





MIFB 2024 PARTICIPATION PACKAGES (CON'T)

PARTICIPATION COST (USD)										
Booth Option		THOUGHT LEADERSHIP			BRANDING & PRODUCT AWARENESS			NETWORK & MEET		
		Bare Space	Standard Shell Scheme	Enhanced Shell Scheme	Bare Space	Standard Shell Scheme	Enhanced Shell Scheme	Bare Space	Standard Shell Scheme	Enhanced Shell Scheme
SPACE (SQM)	9	-	-	-	-	7,463	7,800	-	5,713	6,050
	18	12,325	13,675	14,350	9,825	11,175	11,850	8,075	9,425	10,100
	27	15,363	17,388	18,400	12,863	14,888	15,900	11,113	13,138	14,150
	36	18,400	21,100	22,450	15,900	18,600	19,950	14,150	16,850	18,200
	45	21,438	24,813	26,500	18,938	22,313	24,000	17,188	20,563	22,250
	54	24,475	28,525	30,550	21,975	26,025	28,050	20,225	24,275	26,300
	72	30,550	35,950	38,650	28,050	33,450	36,150	26,300	31,700	34,400

* Subject to 6% SST

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#	SPONSORSHIP ITEM	VENUE	FREQUENCY (QTY)	AVAILABLE SPOT	RATES PER SPOT
1	<u>Keynote Session Sponsor</u> <ul style="list-style-type: none"> Keynote topic will be planned with sponsor Sponsor's logo will appear on programme board (online and offline) Sponsor has the option to provide the moderator to introduce the Keynote speaker Sponsor has the option to provide the keynote speaker with the consent and approval from the Knowledge Programme committee 	Main Conference, Hall 7	1 slot per day x 3 days	3	USD 12,500
2	<u>Panel Session Sponsor</u> <ul style="list-style-type: none"> Panel Session topic will be planned with sponsor Sponsor's logo will appear on programme board (online and offline) Sponsor has the option to provide the moderator to moderate the panel session Sponsor has the option to provide the panellist with the consent and approval from the Knowledge Programme committee 	Main Conference, Hall 7	2 slots per day x 3 days	6	USD 7,500
3	<u>F&B Asia Sustainability Podcast Main Presenter</u> <ul style="list-style-type: none"> 8 episodes will be launch on weekly basis 8 weeks leading up to the main event Logo and credit mention at the start and end of each episode 	Podcast	8 episodes	8	USD 10,000
4	<u>Masterclass Sponsor</u> <ul style="list-style-type: none"> Masterclass on Halal / Sustainability / Marketing 	On Demand Workshop	3 sessions	3	USD 5,000
5	<u>Lunch & Learn Partner</u> <ul style="list-style-type: none"> Exclusive lunch and learn from industry thought leader on marketing in F&B industry Intimate group of maximum 20 pax per session 	On Demand Workshop	2 sessions	2	USD 6,250
6	<u>Programme Workshop</u> <ul style="list-style-type: none"> Organise a 30 mins Programme in a dedicated workshop and have this promoted on the agenda. Content : Curated by you (exhibitor) Capacity : 50 – 80 seat 	Live Theatre, Hall 2	4 slots per day x 3 days	12	USD 1,250

* Subject to availability



MALAYSIAN
INTERNATIONAL
FOOD & BEVERAGE
TRADE FAIR

17 – 19 JULY 2024
KUALA LUMPUR CONVENTION CENTRE

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CONSTELLAR EXHIBITIONS MALAYSIA SDN BHD

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