



FOOD & DRINKS MALAYSIA *by* SIAL

2 - 4 JULY 2024 | MITEC, KUALA LUMPUR



COMEXX[®] POSIUM

Comexposium is one of the world's leading event organizers. It hosts B2B and B2B2C events all around the world and across many different sectors, significantly in agriculture, construction, fashion, food, health, leisure, real estate, retail, security, students, tourism, and works council.

At events, in over 30 countries, Comexposium welcomes more than 3.5 million visitors and 48,000 exhibitors annually. Headquartered in France, Comexposium's employees and sales network operate in 20 countries.

With an international presence, more than 50 years' experience, and combining its global knowledge with the local approach of its market, the SIAL Network has become a world benchmark for food industry players. It hosts thousands of companies from over 109 countries and attracts a live community of more than 365,800 buyers including 100% of the retail industry.

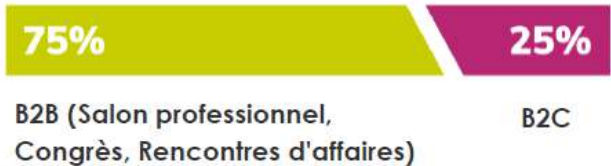


A Diverse Portfolio

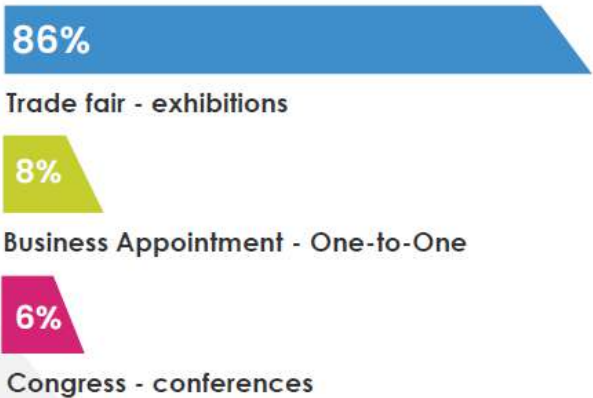
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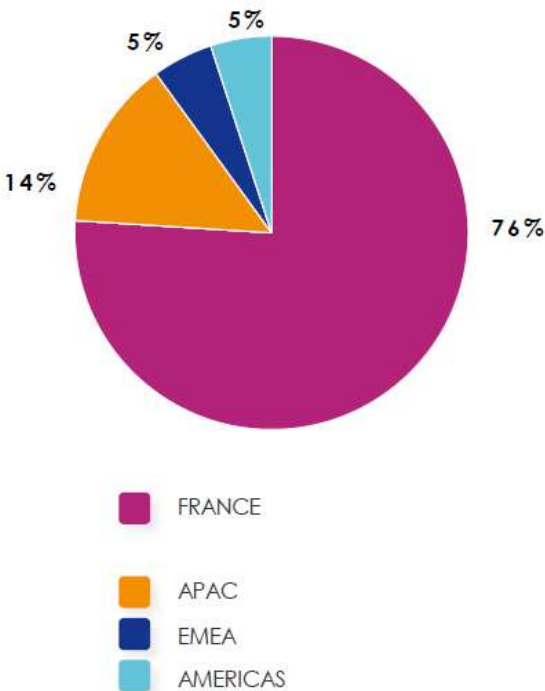
Audience*



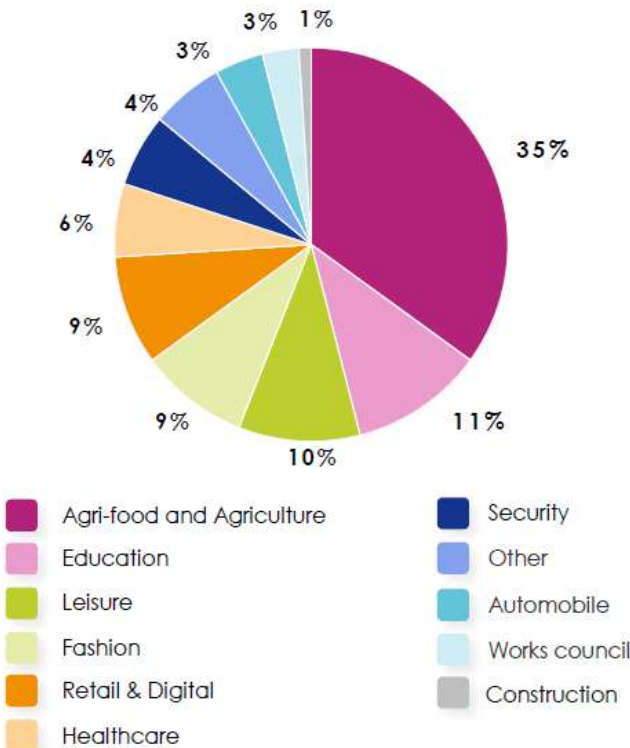
Formats*



Worldwide events*



A wide range of sectors**



Where is Malaysia?

Malaysia is a country located in Southeast Asia. It is situated on the Malay Peninsula, which is the southern part of the Asian mainland. Malaysia is divided into two main regions separated by the South China Sea:

1. **Peninsular Malaysia:** This is the part of Malaysia located on the Malay Peninsula, which is connected to the Asian mainland. It shares land borders with Thailand to the north and is bordered by the South China Sea to the west and the Strait of Malacca to the southwest.
2. **Malaysian Borneo (East Malaysia):** The eastern part of Malaysia is located on the island of Borneo. It consists of the states of Sabah and Sarawak, which are located on the northern part of Borneo island. East Malaysia shares borders with Indonesia's Kalimantan region and Brunei, as well as having a coastline along the South China Sea.

Malaysia is known for its diverse culture, beautiful landscapes, and vibrant cities like **Kuala Lumpur, the capital**. It is a multi-ethnic and multi-religious country with a rich history and a mix of **Malay, Chinese, Indian, and indigenous cultures**.

The population of Malaysia was estimated to be around **33.4 million** people in year 2023.

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Where is Malaysia?

Kuala Lumpur?

Kuala Lumpur is the largest city in Malaysia and serves as the country's economic, cultural, and administrative center. It is known for its modern skyline, including the iconic Petronas Twin Towers, and is a major hub for business, tourism, and transportation in Southeast Asia.

The population of Kuala Lumpur, was estimated to be approximately **1.9 million people** in 2020.

As of July 2023, the population of Selangor was estimated at approximately **7.2 million people**. Selangor is Malaysia's most populous state, as well as the state with the largest economy in terms of gross domestic product.



Where's MITEC

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The Malaysia International Trade and Exhibition Centre, commonly known as MITEC, is a prominent exhibition and convention center located in Kuala Lumpur, Malaysia. It is one of the largest and most modern exhibition and convention venues in Southeast Asia.

MITEC boasts a massive built-up space of over 1 million square feet (**approximately 93,000 square meters**), making it one of the largest exhibition and convention centers in the region.

MITEC is strategically located near the heart of Kuala Lumpur. It enjoys convenient access to major highways and is within reasonable driving distance from the city center and major transportation hubs.



Why Malaysia?

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The Powerhouse Consumer Market

- One of the world's most open economies, with a trade-to-GDP ratio of more than **130%** since 2010. On-track to achieve the target becoming a high-income economy by 2040.

Global Flavors on the Rise

- The epicenter of F&B Manufacturing locations following China, Thailand & Indonesia
- Revenue in the Food market amounts to **US\$57.55bn in 2023**. Expected to grow annually by **7.11% (CAGR 2023-2028)**

Halal Markets

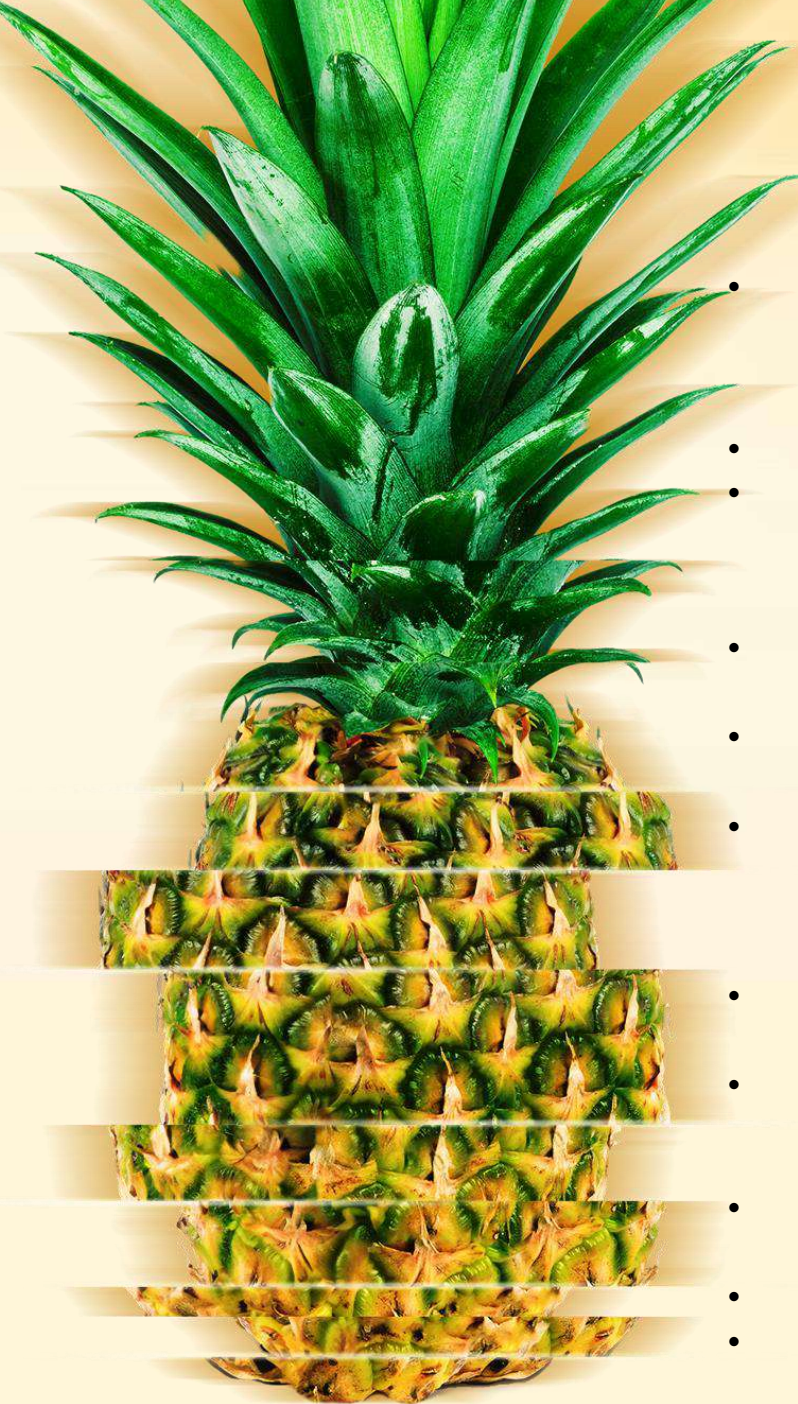
- For nine consecutive years, Malaysia has retained its position in **first place in the Global Islamic Economy Index** (State of the Global Islamic Economy 2022 Report)
- In 2022, Malaysia's exports **reached RM1.55trillion**, exceeding the 12th Malaysian Plan (12MP) projection for 2025 by 24% and three years ahead of the target
- Malaysia's halal industry is projected to grow to **US\$113.2 billion by 2030**, with a contribution to **GDP of 8.1% by 2025** through the Halal Industry Master Plan 2030 (HIMP 2030)

Future of Food Industry

- Opportunities await as the demand of clean protein continues to soar, and the adoption of edible insects in food applications rises, driving significant growth in the protein market
- Domestic consumption for plant-based food and alternative proteins is expected to rise

Increasing Demand for Sustainable Food Products & Solutions

- **3 in 5 consumers** indicated preference to buy food with low environmental impact or low carbon emissions
- **83%** of the respondents indicated preference for recyclable packaging
- Desire for food actors to reduce plastic usage and environmental pollution (Source – KANTAR SEA Insights FOOD 360 2022)



Food & Drinks Malaysia by SIAL 2023 Marks First Successful Milestone!

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The first edition of Food & Drinks Malaysia (FDM) by SIAL took place from 4 – 6 July 2023 at the Malaysia International Trade & Exhibition Centre (MITEC), Kuala Lumpur. The three-day trade fair attracted over **8,000+ trade visitors** from **46 countries**, featuring **450 local and international brands** from **22 countries**.

The exhibition area featured several international pavilions from China, India, Korea, Turkey, and local pavilions led by government agencies and business groups, such as the **Ministry of Agriculture and Food Security (MAFS)**, **Majlis Amanah Rakyat (MARA)**, the **State Development Corporation of Selangor (PKNS)**, and the **Malaysian Business Group (MBG)**.

The Food Conference and the Regional Halal Forum held alongside the exhibition also provided visitors a platform to discover the latest trends and topics that are shaping the industry.



USD 159.5 Million
Estimated Total Value
Generated



500++
Local & International
Brands



8,027 Visitors
from **46** Countries



151
Local & International
Hosted Buyers



2280
Meetings Attended



FDM 2023 by SIAL

In a Glance



Food & Drinks Malaysia by SIAL 2023

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Supporting Organizations

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Supported By



Supporting Partner



Key Visitor Figures

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8,027 Visitors

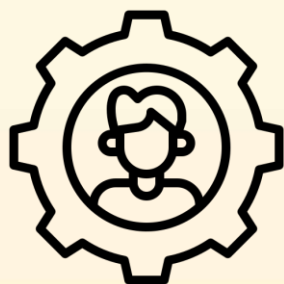


42 countries



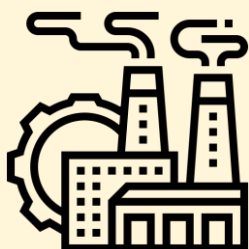
Top Products Visitor Looked For:

- Food Ingredients, Additive & Flavourings
- Drinks
- Confectionery
- Automation, Data Processing, Controlling and Regulation Technology
- Frozen Food



Role of Visitor

- Senior Management/Owner
- Sales
- Procurement & Purchasing

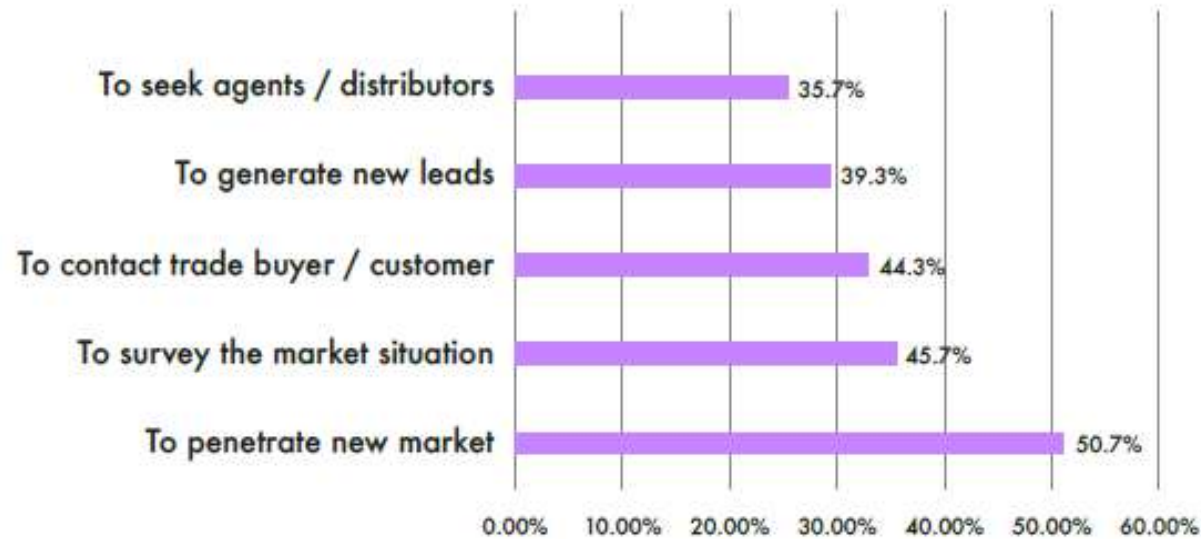


Top 5 Industries That Visited:

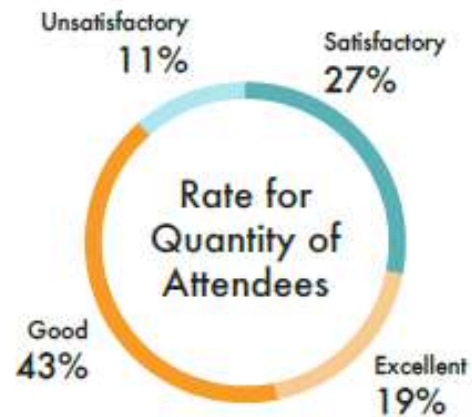
- F&B Outlets / Services
- Manufacturing
- Retail & E-Commerce
- Wholesale & Distribution
- Import & Export



Exhibitors Purpose



91.2% were satisfied exhibiting at Food & Drinks Malaysia by SIAL 2023

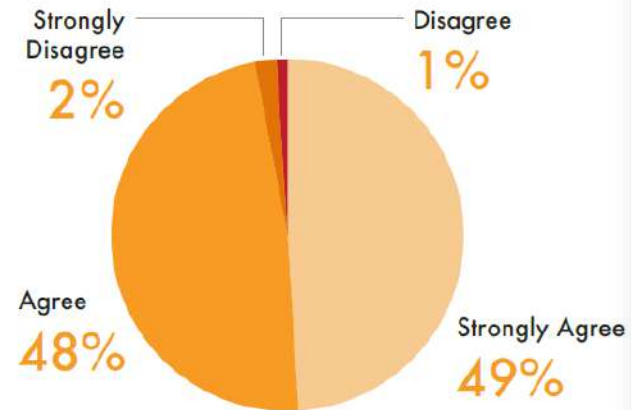


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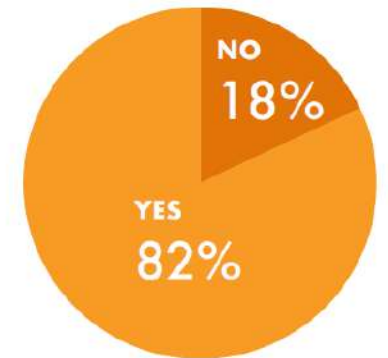
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Visitor Satisfaction

Did the show meet your expectations in terms of exhibitor variety and product offerings?



Did you make any significant business connections or partnerships during the trade show?



95%

of surveyed visitors said they will recommend FDM 2024 to their colleagues / business partners

93.9%

of surveyed visitors said they look forward to visiting FDM 2024

Industry-driven Conference Sessions, Forums & Activities

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Food Conference : The Next Frontier



Regional Halal Forum



The Future of Food & Agriculture



MoU signing ceremony



FDM Cuisine Demo



Food Systems Change Makers Award Ceremony

Pre-Show Marketing – Roadshows

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Three Months, Three States

In our endeavors this year, we launched a series of roadshows with the primary objective of acquainting Food & Drinks Malaysia by SIAL 2023 with F&B industry players across every state. Our key objectives were as follows:

- To foster brand awareness among the F&B industries in diverse locations across Malaysia.
- To establish connections with local F&B players and conduct comprehensive market surveys.
- To facilitate networking opportunities specifically tailored for our esteemed early exhibitors.



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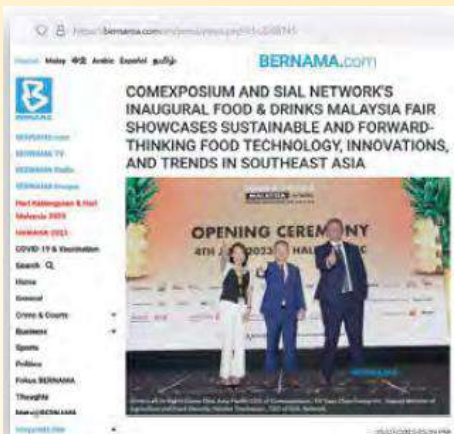
Media Coverage

Food & Drinks Malaysia by SIAL 2023 achieved a remarkable PR Value worth **RM2,783,552.88**, resulting in an outstanding total ROI of **5604%** on our PR investment.

This astounding success is a testament to the incredible support and engagement we received from all participants and stakeholders. Thanks to all the media for being a part of this extraordinary journey!

Media:

- Sin Chew Daily
- Bernama.com
- Oriental Daily
- Malaysian Business Group
- World of Buzz
- SME Magazine Asia and many more



ABOUT

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Key Exhibits Profiles

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Food & Beverage

Discover a bountiful world of general F&B products and a wide range of seafood options.



Snacks & Confectioneries

Explore the various choices of snacks and confectioneries in the global market.



Halal

Witness a significant influx of global participants seeking to tap into the burgeoning Halal market.



Seafood & Fisheries

Explore an abundant world of fresh seafood selections spanning a wide range of options.



Alternative Proteins

To enhance exposure and raise product awareness within the region.



Spices & Condiments

An opportunity for importers and exporters to expand their presence in the thriving global market.



Packaging & Processing

Embrace cutting-edge technological advancements.

Visitor Profiles



make up our visitor base?

Retail & Distribution Grocery Stores / Convenience Stores / Wholesale Clubs	Manufacturers Food Processing or Packaging Companies / Beverage Manufacturers Snack Production Facilities / Bakery Facilities
Hospitality & Services Hotels & Resorts / Restaurants & Cafes / Catering Services / Event Venues	Institutional Catering Schools & Universities / Hospitals / Corporate Cafeterias Government Institutions
E-commerce & Distribution Online Grocery Stores / Food Delivery Services	F&B Logistics Food Transportation Companies / Warehousing and Distribution Centers Cold Storage Facilities
Importers & Exporters Importers of International Food Products Exporters of Local Food Products / Food Import-Export Companies	Supermarkets / Hypermarkets Chain Supermarkets / Hypermarket Chains Large Grocery Stores

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Testimonials

Thank you for the excellent show. Food & Drinks Malaysia by SIAL 2023 showcased a lot of Malaysia made products and organisation bodies which helps industry traders to understand more about the regulations in the F&B industry.

Fit2U

SIAL is a very good organizer. Food & Drinks Malaysia by SIAL provided a very good platform for the F&B professionals to connect and build business network. It's definitely a very good exposure for the local and international brands. Thanks for organizing a good show.

Sunrise Dairy Sdn Bhd



of surveyed visitors said they look forward to visiting FDM 2024



of surveyed visitors said they made significant business connections or partnerships during the show.

Our Buyers

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Top Retailers & Distributors



Top Hospitality & Services



Top Manufacturers



Top E-Commerce



Top Importers & Exporters



Top Super/Hypermarkets



Top Institutional Catering



Top F&B Logistic





500+
Local & International
Exhibitors



15,000 Visitors
from **60** Countries



USD 300 m
Estimated total
value generated

FDM2024 **Expected** **Statistics**



300
Local and International
Hosted Buyers

FDM2024

1

**Advertising &
Sponsorship
Opportunities Await**

2

**Complimentary Access to
Conferences, Workshops, Forums,
and Networking Events**

3

**Free Involvement
in Roadshows
(March 2024)**

4

**Choose Your Preferred
Exhibition Space**

5

**Engage with
Influential Buyers**

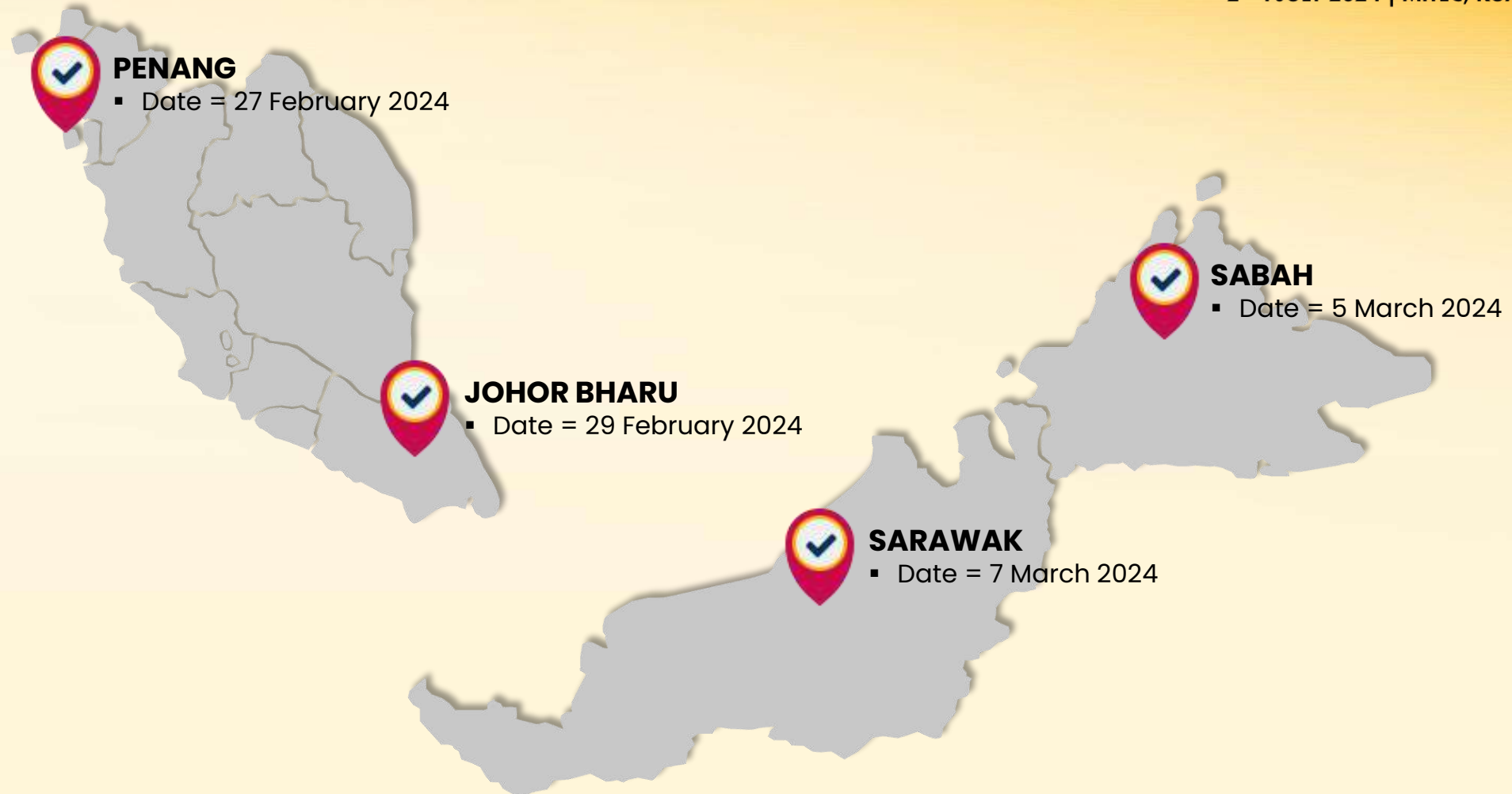
6

**AI-Enhanced Business
Matching Platform**

FDM2024 Pre – Event Roadshow

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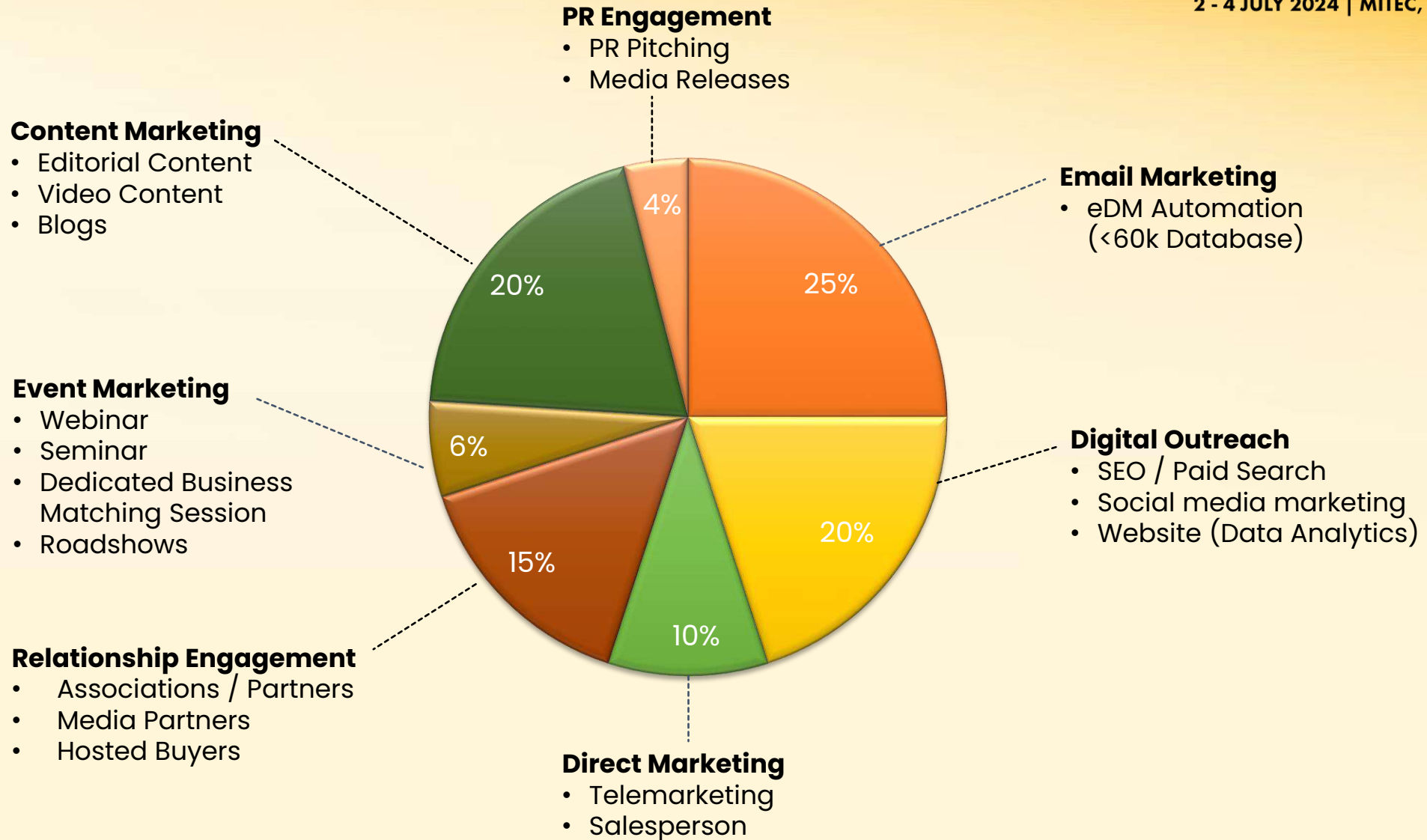


To know more: https://youtu.be/7MeRp2sb_go?si=AtWCDOtvZWsvkY3l

Marketing Outreach

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Participation Fee

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	USD
Bare space	400.00
Open sides	
2 open sides	20.00
3 open sides	40.00
4 open sides	60.00
Stand Fitting Package	
Standard	33.00
Luxury	47.00
Compulsory Marketing Pack ~Listed in Show Directory ~Invitation: e-cards ~Exhibitor registration & administrative fees ~Exhibitor badges (5 badges / 9sqm) ~Access Online Exhibitor Manual ~Exhibitor E-catalogue ~Automated Match Making ~4x VIP Visitor badges	360.00
Partner Registration Fees ~As per listed in Marketing Pack	120.00

Proposal for Country Pavilion

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	QTY	UNIT Price (USD)	DISCOUNT	Total (USD)
Bare space	54 sqm	400.00	10%	19,440.00
Open sides				
2 open sides		20.00		
3 open sides		40.00		
4 open sides	54 sqm	60.00		3,240.00
Stand Fitting Package				
Standard	54 sqm	33.00		1,782.00
Luxury		47.00		
Upgrade Shell Scheme (Country Pavilion)	54 sqm	Complementary		Complementary
Compulsory Marketing Pack				
~Listed in Show Directory ~Invitation: e-cards ~Exhibitor registration & admin fees	1	360.00 (Main organiser)		360.00
~Exhibitor badges (5 badges / 9sqm) ~Access Online Exhibitor Manual ~Exhibitor E-catalogue ~Automated Match Making ~4x VIP Visitor badges	6	120.00 (Co-exhibitor)		720.00
Grand Total				25,542.00

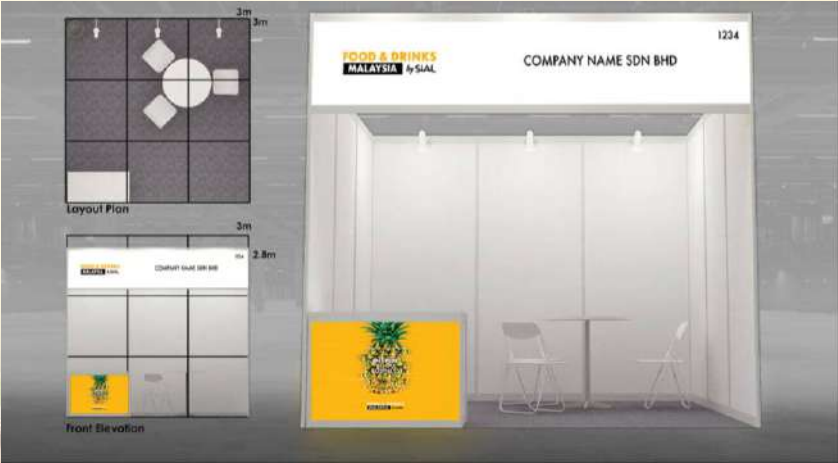
Packages

SPECIAL OFFER

- Any individual/direct registration from country pavilion will be granted **10% discount** on bare space published rate.

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FOOD STANDARD UPGRADE PACKAGE	
Surface Area	From 9sqm
Partition Walls	Yes
Carpet	Yes
FASCIA name board (<i>wording only</i>)	Yes
Power Socket	1 unit x 13 amp
Wastepaper Bin	1
Low Round Table	1
Folding Chairs	3
Lockable counter with inject logo	1
Longarm spotlight	3



FOOD LUXURY PACKAGE	
Surface Area	From 9sqm
Partition Walls	Yes
Carpet	Yes
Company Signage	FASCIA name in vinyl sticker
Power Socket	1 unit x 13 amp
Wastepaper Bin	1
Low Round Table	1
Folding Chairs	3
3 Tier Shelf	1
Lockable counter with inject logo	1
Longarm spotlight	3

(No contractual pictures. Please note that the final design may be subject to changes.)

THANK YOU