

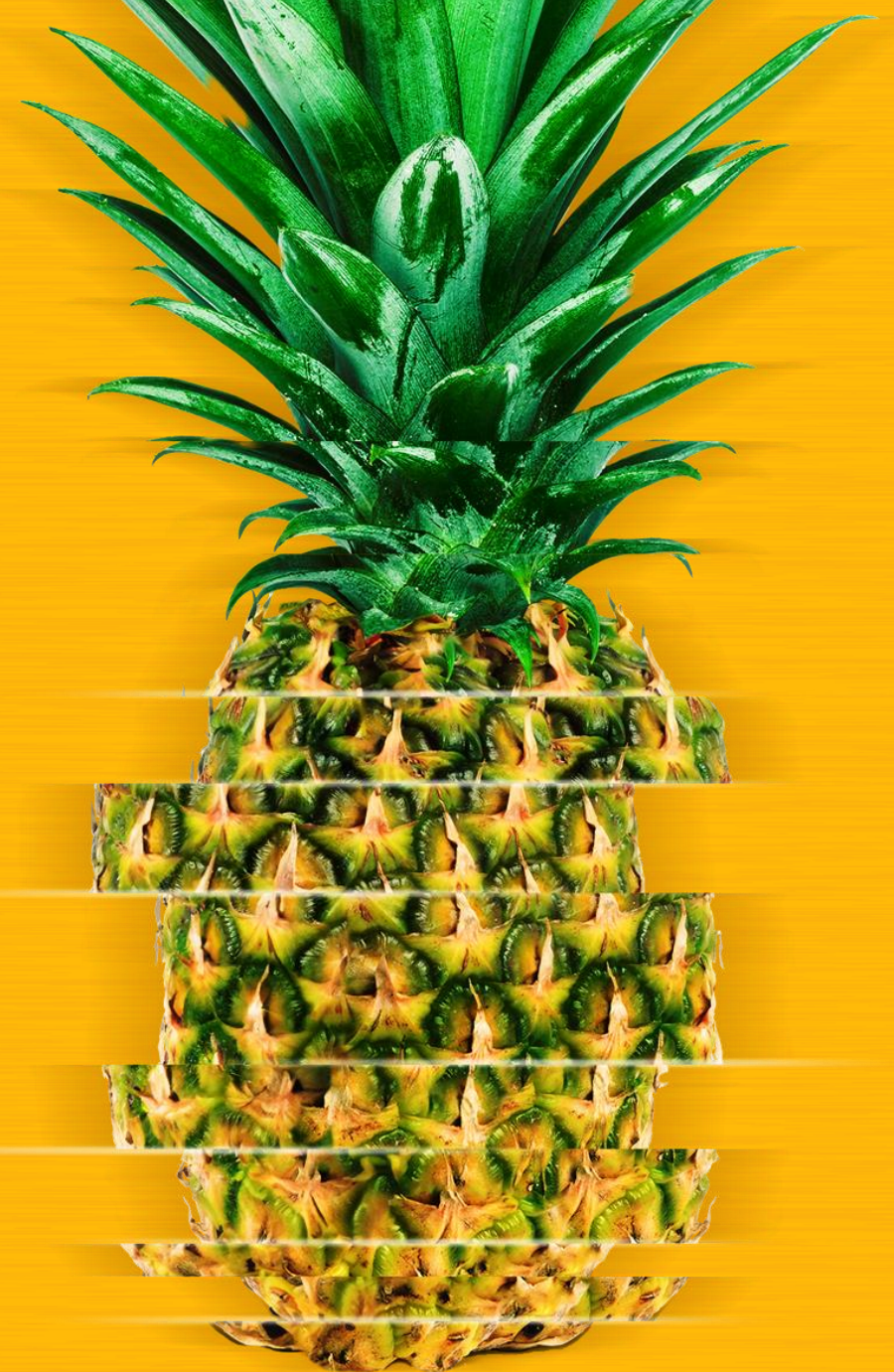


# FOOD & DRINKS MALAYSIA *by* SIAL

2 - 4 JULY 2024 | MITEC, KUALA LUMPUR

## INTERNATIONAL LOUNGE

Complimentary Offer



# Who are we?

## Food & Drinks Malaysia by SIAL

**FOOD & DRINKS**  
**MALAYSIA** *by SIAL*

2 - 4 JULY 2024 | MITEC, KUALA LUMPUR

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



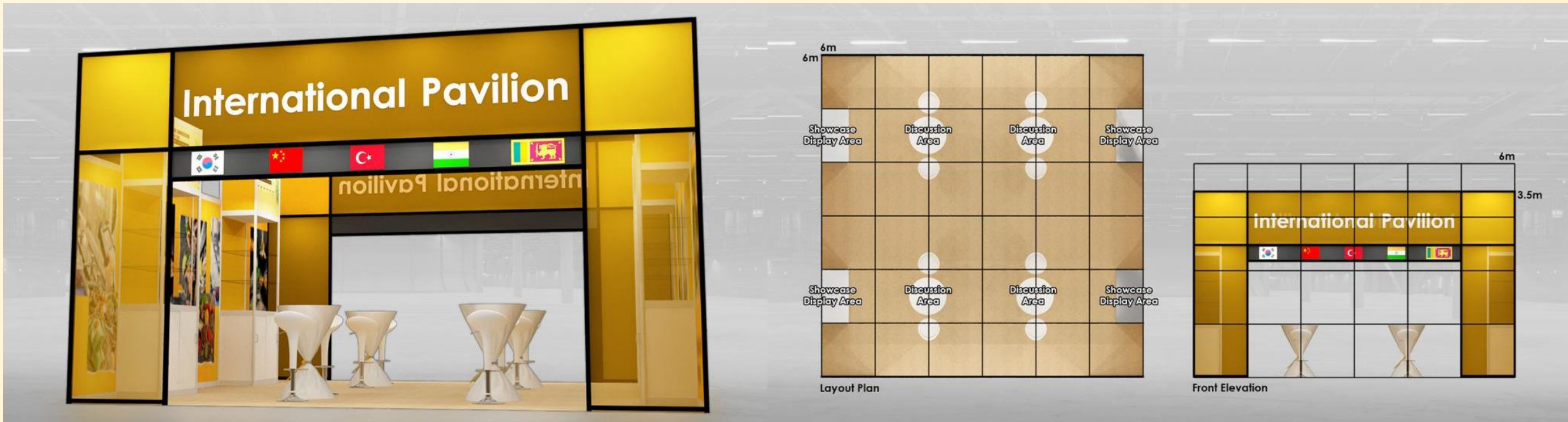
# What are we planning?

**FOOD & DRINKS  
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## International Lounge Area

- Well constructed product display area
- Personal meeting area



# What are we planning?

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## International Lounge Area

- Booth size: 3mW x 2mD
- Booth structure
  - 1 unit Product display area
  - 1 unit Cocktail table
  - 2 units High Stool
- Marketing spot
  - A: 960mmW x 620mmH
  - B: 960mmW x 2360mmH

*\*Visual will be provided by exhibitor*





# Why are we planning?

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## International Lounge Area

- First access into our show
- Enhance your country present in Malaysia FOOD MARKET
- Help companies to promote and display through FDM 2024
- Connect companies to dedicated buyer of FDM 2024



# What can you benefit?

**FOOD & DRINKS  
MALAYSIA** *by SIAL*

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- Physical appearance in FDM 2024
- Buyer Delegation
- Access to VIP/Business lounge
- Listed in Show Directory for all exhibits product's companies
- Listed in Online Business Matching platform for all exhibits product's companies
- Unlimited e-Invitation





# How to join?

**FOOD & DRINKS  
MALAYSIA** *by SIAL*

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## INTERNATIONAL LOUNGE

Submit  
Application  
Form



Submit  
all companies  
details



Fill up online  
Show Directory/  
BizMatch



Submit  
Exhibitor  
Badges



Send  
e-Invitation



Prepare for  
Exhibition

15 May 2024

25 May 2024

31 May 2024

10 June 2024

15 June 2024





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## Thank you

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