

FOOD & DRINKS MALAYSIA *by SIAL*

DRIVING INNOVATION FOR ASIA'S F&B

4 - 6 JULY 2023 | MITEC KUALA LUMPUR

ABOUT FOOD & DRINKS MALAYSIA (FDM)

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 & Fisheries, Halal Foods and Food Technology with a special feature in Spices & 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 customized knowledge-based sessions on topics relating to the industry.

WHY MALAYSIA?

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 economy 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 REASONS TO EXHIBIT AT FDM 2023

- Brand awareness in the world's largest food exhibition network
- Targeted marketing activities to support the exhibitors
- Results-driven business matching and buyer programmes
- Enriching conference and seminars for the F&B industry
- Supported and recognised by relevant government agencies, trade associations & chambers, and industry groups

EXHIBITOR PROFILE



VISITOR PROFILE

RETAIL & DISTRIBUTION

- Distributors / Agents
- Dealers
- Wholesalers
- E-Retailers
- Specialty Food Retailers
- Wines / Spirits / Alcoholic Drinks Retailers

E-COMMERCE & DISTRIBUTION

- E-Commerce & Distribution

IMPORTERS & EXPORTERS

- Importers & Exporters

HOSPITALITY & SERVICES

- Bars / Nightspot Operators
- Cafes
- F & B Management Services / Consultancy
- Restaurant / Bistro
- Fast Food / Quick Service
- Restaurants
- Hotels / Resorts
- Convenience / Grocery Stores
- Venue Operators

INSTITUTIONAL CATERING

F&B LOGISTICS

SUPERMARKETS / HYPERMARKETS

MANUFACTURERS

- Halal
- Confectionery & Sweets
- Food and Drinks

Supported by



Supporting Partners



Media Partners



Official Media Partner



Official Travel Services Provider



ABOUT COMEXPOSIUM

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.

SIAL NETWORK



SIAL is the best global partner to **SUPPORT FOOD BUSINESS DEVELOPMENT AND EXPORT.**
13X B-to-B events, **16,700** exhibitors from **109** countries, **377,500** visitors from **194** countries participating in a SIAL show is a **GUARANTEE OF YOUR ORGANISATION'S ROI.**

Date : 4 - 6 July 2023
Venue : Malaysia International Trade Exhibition Centre (MITEC), Kuala Lumpur
Scale : 450 exhibitors from 22 countries
Organiser : **COMEXPOSIUM**

FDMbySial fdm.bysial fdmbysial

D-16-08, Menara Suezcap 1, KL Gateway, No. 2, Jalan Kerinchi, Gerbang Kerinchi Lestari, 59200 Kuala Lumpur
T 03 7931 1177 | E info@fooddrinksmalaysia.com | E www.fooddrinksmalaysia.com