

FOOD & DRINKS MALAYSIA *by SIAL*



**INSPIRE
FOOD
BUSINESS**



2 - 4 JULY 2024
MITEC, KUALA LUMPUR

Organised by

COMEX POSIUM

 www.fooddrinksmalaysia.com

   [fdmbysial](#)

2024 Benchmarks



500+

Local & International Exhibitors



15,000 Visitors
from **60** Countries



USD 300 m
Estimated total value generated



300

Local and International Hosted Buyers

Step into the world of culinary excellence and boundless possibilities with Food & Drinks Malaysia by SIAL - an extraordinary B2B trade event that has already left an indelible mark on the industry. With the resounding success of its debut edition, boasting an impressive lineup of nearly 300+ exhibitors and attracting over 8000+ enthusiastic visitors, the show has proven to be an unmatched gathering of food and beverage connoisseurs, professionals, and enthusiasts alike.

The overwhelming response from participants and attendees has set the stage for another awe-inspiring edition, scheduled to return in 2024 with an even grander spectacle.

Why Malaysia?

- Malaysia has climbed five spots to 27th place in the world's most competitive economies, according to the International Institute for Management Development (IMD) World Competitiveness Ranking 2023.
- Malaysia's Population: 33.4 million people in 2023
- By 2030, 73% of the world's middle class will be in the Asia Pacific region.

Did You know?

- 85% of Malaysian consumers are willing to pay more for healthier food products
- 3 in 5 consumers indicated preference to buy food with low environmental impact or low carbon emissions worldwide.
- But in Malaysia, the numbers are much higher? (4 in 5 consumers)
- More consumers in Southeast Asia will actively search for information about the food they eat

*Facts from KANTAR SEA Insights FOOD 360 2022, unveiled during FDM 2023

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Exhibitor Sectors

Food & Drinks Malaysia by SIAL offers a platform that is tailor-made for company which are dedicated to innovation and community-focused product enhancements. Explore the abundance of categories available within the industry.



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.



Spices & Condiments

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



Alternative Proteins

To enhance exposure and raise product awareness within the region.



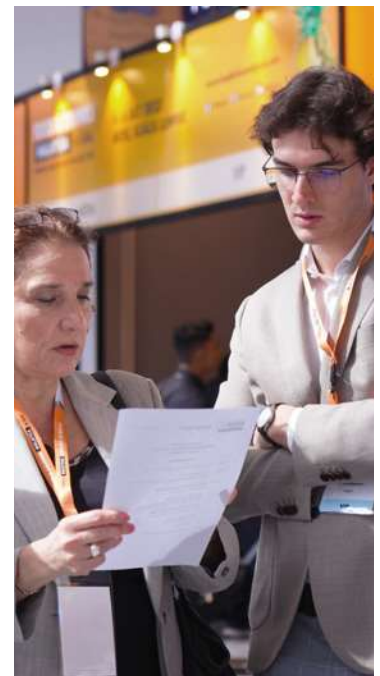
Packaging & Processing

Embrace cutting-edge technological advancements.

Key Takeaways of Food & Drinks Malaysia by SIAL

Significant Events to Shape your Business

- Panel Discussions and Conferences
- Industry Seminars and Workshops
- Business Matchmaking
- Innovation Competition and Awards
- International Pavilions
- Buyer Delegations
- Market Trends Zone
- Cuisine Demo





Testimonial by Exhibitors

Food & Drinks Malaysia by SIAL 2023 has been an amazing experience for us. We able to introduce our product through this trade show and successfully made a lot of good connections and network with potential buyers from local and international.

Allexcel Trading Sdn Bhd

We had a good experience in Food & Drinks Malaysia by SIAL 2023, as we received many positive response and enquiries to distribute our products in their market. It provides a great opportunity for us to expand our business not only in Malaysia but in other part of world.

Moittry Infinity Sdn Bhd

Reach Top Buyers

Connect with Perspective Buyers: Revisiting The Last Edition's Success





Retail & Distribution

Manufacturers

Hospitality & Services

Institutional Catering

E-commerce & Distribution

F&B Logistics

Importers & Exporters

Supermarkets / Hypermarkets



Testimonial by Visitors

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

94%

of surveyed visitors said they look forward to visiting FDM 2024

82%

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

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.



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.



- SIAL is the best global partner to support food-business development and export.
- 12 x B2B events, **17,000** exhibitors from **126** countries,
- **700,000+** visitors from **200** countries
- Participating in a SIAL show is a guarantee of your organisation's ROI



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MALAYSIA *by* SIAL

Book Your Space for 2024!
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Organised by **COMEX** POSIUM

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