

# FOOD & DRINKS MALAYSIA *by* SIAL



## Post Show Report

Organised by

**COMEX** POSIUM  
ASIA PACIFIC

  
**2 - 4 JULY 2024**  
**MITEC, KUALA LUMPUR**

 [www.fooddrinksmalaysia.com](http://www.fooddrinksmalaysia.com)    [fdmbysial](https://www.linkedin.com/company/fdmbysial)



## Wrapping Up FDM2024: A Global Showcase of Food And Drinks Malaysia by SIAL

As we conclude the extraordinary FDM2024, held at the Malaysia International Trade & Exhibition Centre (MITEC), we reflect on the incredible journey this event has been. From 2 to 4 July 2024, our venue buzzed with the energy of 12,283 trade visitors and 326 exhibitors from 22 countries, all coming together to celebrate the global food and drinks industry.

The diverse and vibrant atmosphere of FDM2024 has set a new benchmark for excellence in our industry. As we wrap up this edition, we look forward to FDM2025 with great anticipation, promising even more engaging activities, top-notch exhibitors, international pavilions, and unparalleled opportunities for growth and collaboration.

### About SIAL

Food & Drinks Malaysia by SIAL is the latest addition to the SIAL Network's industry-specific trade shows. "SIAL" stands for Salon International de l'alimentation, meaning "The Global Food Market" in French. For 60 years, SIAL has been a major player in the food industry, drawing over 700,000 visitors annually across 7 countries. SIAL's mission is to inspire everyone in the food sector and effectively meet their diverse needs.

[www.sial-network.com](http://www.sial-network.com)

## Key Facts & Figures



**326** Exhibitors  
from **22** Countries



**12,283** Total  
Attendees



Over **500** contestants  
of Global Culinary  
Challenge Malaysia  
(GCCM)



**73** Visiting  
Countries



**160** local and  
International  
Hosted Buyers

# Tremendous Support for FDM2024 from Our Valued Partners

Endorsed by



Supported by



AgTech Innovation  
Partner

Co-Organizer  
of Halal Forum

Official Knowledge  
Partner

Official Chinese  
Media Partner



## Media Partners



## Supporting Partners



## Sponsors



## Visitor Statistics



12,283

Total Attendees



11,294

Local Visitors



989

International Visitors

90%

Visitors rated the variety and quality of exhibitors as excellent

98.5%

Visitors are satisfied with their experience in FDM2024

93%

Visitors would visit the show again next year

88.1%

Visitors would recommend the show to fellow industry players

## Top Visiting Countries



Australia



Bangladesh



China



India



Indonesia



Japan



Pakistan



Singapore



South Korea



Taiwan



Thailand



UAE

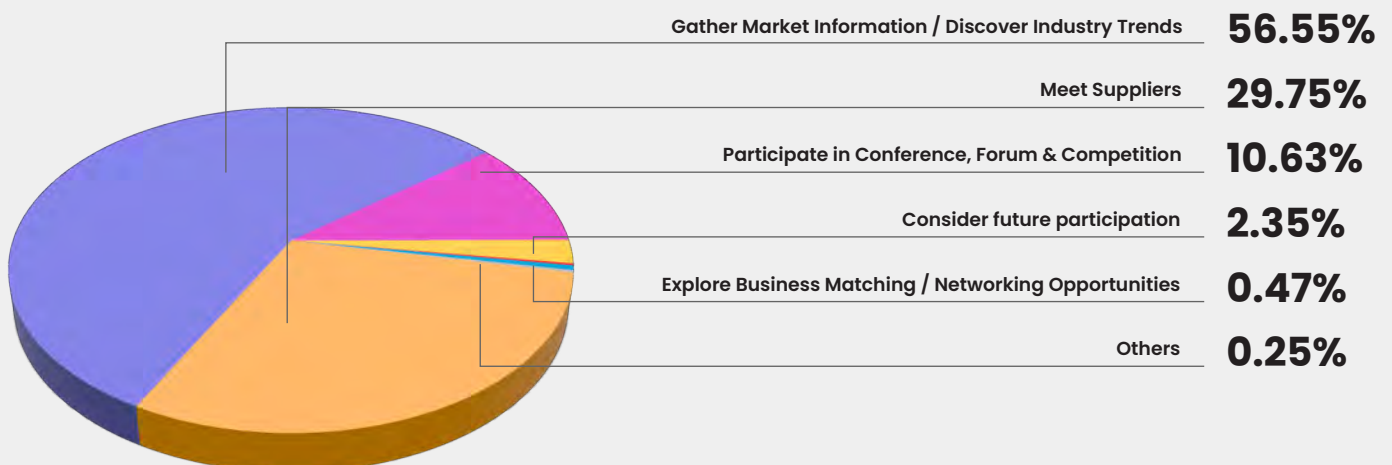


United Kingdom



Vietnam

## Purpose of Visit



## Top 10 Products of Interest

Drinks	42.77%
Frozen Food	35.66%
Tea and Coffee	27.90%
Halal	27.14%
Grocery Products	25.84%
Fruits and Vegetables	23.31%
Food Technology & Manufacturing	21.63%
Oils, Fats, and Sauces	19.26%
Snacks & Confectioneries	18.24%
Health & Nutrition	16.41%

## Top 10 Visitors' Business Sector

Manufactures	17.07%
Distributors / Agents	14.47%
F&B Management	14.22%
Services / Consultancy	9.35%
Wholesalers	7.99%
Retailers	5.76%
Cafes	4.22%
Importers/Exporters	4.19%
Restaurants	3.15%
E-Commerce & Distribution	3.12%



## What Did Visitors Say About FDM2024?



FDM2024 happened to be a good platform for us to find out market information, look for good business opportunities and checkout competitors' position in the market.

- **Jowin Goh,**  
**Nibou Industries (M) Sdn Bhd**  
**Malaysia**



We have found a supplier at FDM2024 from Korea, CS Food. They offer 100% pure juice, and we are considering bringing this product into the Malaysian market for therapeutic meals.

- **Bernard Reincastle,**  
**Advanced Food Technologies Sdn Bhd**  
**Malaysia**



We got to know many new products in the market through FDM2024 this year. It was fantastic to see a variety of products from different countries. Overall, the experience has been great!

- **Jabil,**  
**Big Apple Donuts & Coffee**  
**Malaysia**



## Exhibitor Statistics

**326** participating companies  
and **700** Brands from **22** countries

**95.2%**

Exhibitors rated with their experience in FDM2024 as excellent

**74%**

Exhibitors showed interest to exhibit in FDM2025

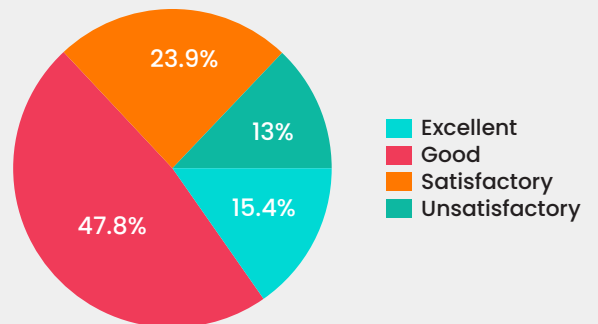
**88.7%**

Exhibitors satisfied with the quality and relevance of the visitor traffic at booth

## Objectives of Exhibiting

To Generate New Leads	<b>86.6%</b>
To Penetrate New Markets	<b>52.6%</b>
To Connect with Trade Buyers	<b>50.6%</b>
To Survey the Market	<b>40.9%</b>
To Launch New Products/Services	<b>19.4%</b>
To Support Existing Clients/Local Agents	<b>18.2%</b>

## Quality of attendees



## What Did Exhibitors Say About FDM2024?



Our products are produced in Canada, and we make yeast and baking ingredients mainly in wholesale. Hope through FDM2024 we could enter Malaysian market.

- **Celine Lee,**  
**Pacific Fermentation Industries Ltd,**  
**Canada**



We are a food manufacturing company and produce traditional Korean dishes such as Bibimpap and Japchae. It's our first time participating at a trade show in Malaysia and the overall business experience here is great!

- **Chaejin Im,**  
**Homsrang Co, Korea**



We showcased seasonings, plant-based solutions, confectioneries, and dairy products. Throughout the three-day event, our booth attracted a good crowd, from directors to marketing agencies. We look forward to next year's show!

- **Aizat Izzuan,**  
**Nestle Products Sdn Bhd, Malaysia**



We launched our new range at FDM2024 and would like to express our gratitude for the professionalism of the organizers. This was our first year participating FDM, and we are eager to join again next year!

- **Faek Al-Hadidi,**  
**Palmera, Jordan**

# Events & Activities



## Opening Ceremony FDM2024

The grand Opening Ceremony of Food & Drinks Malaysia by SIAL 2024 was officiated by YB Datuk Chan Foong Hin, Deputy Minister of Plantation and Commodities accompanied by YB Datuk Phoong Jin Zhe, Minister of Industrial Development Sabah, Ms. Elaine Chia CEO of Comexposium Asia Pacific, Mr. Nicolas Trentesaux Managing Director of SIAL Network, Mr. Henri Tan Director of Comexposium Asia Pacific, Dato Sri Dr. King Lim Chin Fui, Event Chairman of Global Culinary Challenge Malaysia (GCCM), and Ms. Melissa Ong Group CEO of Impact Circle.



## FDM2024 Halal Forum

Halal Forum, powered by Comexposium and Verify Halal, featured local industry pioneers such as Ustaz Haji Mohd Amri bin Abdullah Senior Chief Assistant Director of the Halal Management Division at JAKIM, Mr. Mohammad Hisham Bin Talib Head of the Halal Department at Ayam Brand, Prof. Dato' Chef Zam Celebrity Chef / Halal Product Ambassador, Mr. Hafiz Hamidun Celebrity, and Mr. Woo Wee Kang Chief Executive Officer of Clara International Beauty Group Sdn Bhd. The hall was filled with enthusiastic young entrepreneurs, making it one of the most inspiring and informative sessions, fostering deeper understanding and collaboration within the Halal industry.



# Events & Activities

## Future Food Agriculture: International Conference 2024

The Future of Food Agriculture : International Conference 2024 was a pioneering event that delved into the transformative innovations and trends shaping the future of food and agriculture. With spectacular line of speakers, this theme encapsulated the dynamic changes in food production, sustainable farming practices, technology, and consumption patterns. It brought together industry leaders, innovators, farmers, and food enthusiasts to explore the cutting-edge advancements that are redefining the food and agricultural landscape.



## 3rd Global Culinary Challenge Malaysia (GCCM)

The 3rd Global Culinary Challenge Malaysia (GCCM), co-organized by Comexposium Sdn Bhd and GCCM, was grandly launched by YB Anthony Loke Siew Fook, Minister of Transport, and graced by YB Datuk Andi Muhammad Suryady Bin Bandy, Assistant Minister of Industrial Development and Entrepreneurship Sabah. The best highlight of the competition was the stunning display of culinary arts over the three-day show. Competitors impressed judges and audiences with their intricate designs, exquisite craftsmanship, and innovative techniques. Each creation was a masterpiece, showcasing the dedication and passion of the participants. This prestigious event not only highlighted the culinary talents of the competitors but also promoted cross-cultural exchange through the universal language of food. Congratulations to all the winners who brought home trophies of victory!





# Events & Activities

## The Spark KL

On 3 July 2024, Mrs Nurul Izzah Anwar, Senior Advisor of Impact Circle Malaysia set the tone for our Agrifoodtech Pitching Competition with her insightful and visionary leadership. We witnessed the winner of the Pitching Competition, Kairos Harvest Sdn Bhd, Seadling, Qarbotech Sdn Bhd. About 20 innovators received the Food Systems Impact Change Maker Award for their innovative solutions for a sustainable future. It was a truly remarkable event filled with groundbreaking ideas aimed at transforming our food systems.



## Food Systems Impact Change Maker Award

These visionary change-makers have been instrumental in transforming food systems, advancing sustainable agriculture, innovative food technologies, community empowerment, and education. This prestigious accolade recognizes leaders making significant strides in reshaping food systems across Southeast Asia. Their dedication and innovation have paved the way for sustainable and resilient food practices that positively impact communities and the environment. At FDM2024, we celebrated their achievements and commitment to a sustainable future. Their efforts demonstrated that small actions can drive significant change in our food systems.



# Events & Activities



## Special Visit by Deputy Prime Minister and Minister of Commerce Thailand & Delegates

FDM2024 privileged to host H.E. Mr. Phumtham Wechayachai, Deputy Prime Minister and Minister of Commerce, and his delegation from Thailand. Their visit underscored the importance of regional cooperation in advancing the food and beverage sector. The minister's insights and the fruitful exchanges with our exhibitors highlighted the shared commitment to innovation and excellence in the industry.



## SIAL Innovation Preview

The SIAL Innovation Preview at FDM2024 featured the winners of the prestigious SIAL Innovation Award, highlighting groundbreaking innovations in the food and beverage industry. Featured recent SIAL Innovation Award winners as part of the World Champions Tour. Attendees had the opportunity to witness cutting-edge products and trends, gaining valuable insights to fuel their own innovative efforts.

## Pavilions in Support of Local Products

At FDM2024, pavilions by Malaysian government agencies showcased a diverse range of local products, highlighting the rich cultural heritage and innovation of our regions. These pavilions were specifically designed to support and promote small and medium-sized enterprises (SMEs), artisans, and local producers, providing them with a valuable platform to reach a wider audience. Notable pavilions included those by the Ministry of Agriculture and Food Security of Malaysia, the Federal Agricultural Marketing Authority (FAMA), the State Development Corporation of Selangor (PKNS), the Ministry of Industrial Development & Entrepreneurship Sabah, and the Malaysian Cocoa Board, each offering unique and high-quality local products. These pavilions exemplified the government's commitment to nurturing local talent and economic growth, as well as our dedication to supporting local manufacturers and F&B businesses.





## International Pavilions at FDM2024



### Jordan

The Jordan Pavilion at FDM2024, hosted by JE Exports, highlighted the country's rich culinary heritage and high-quality agricultural products. Attendees had the opportunity to explore a variety of goods ranging from olive oil and dates to unique spices and gourmet foods. JE Exports showcased Jordan's commitment to sustainable farming practices and innovation in food production, providing a platform for local producers to connect with international markets and expand their global reach.



### China

China's presence at FDM2024 was marked by the impressive pavilions hosted by the China Fujian, China Zhejiang/Hunan, China Council for the Promotion of International Trade (CCOIC), China Chamber of Commerce of Import & Export of Foodstuffs, Native Produce & Animal By-Products (CFNA) and China Aquatic Products Processing and Marketing Alliance (CAPPMA). These pavilions offered a comprehensive display of China's diverse and high-quality aquatic and seafood products. Visitors experienced the latest advancements in aquaculture technology and sustainable practices, while learning about the significant contributions of the Chinese seafood industry to global markets.

### South Korea

The Korea Pavilion, represented by Korea Agro-Fisheries & Food Trade Corporation (aT Korea) and the National Federation of Fisheries Cooperatives (NFFC), brought a taste of Korea's vibrant and dynamic food culture to FDM2024. Visitors discovered a diverse range of Korean foods from exhibitors, achieving an impressive export value of USD 17 million. The aT Korea pavilion, featured 18 top export companies, including those from Chungnam and Gyeongbuk provinces, with the goal of expanding K-food exports in Malaysia, a key player in the halal industry. The pavilion showcased popular items such as strawberries, ginseng, health functional foods, and kimchi, drawing significant attention from buyers. Over the three-day event, a total of eight MoU signing ceremonies took place. Notable partnerships included CF Food and Alfamy Mart, as well as HaeDamSol and North Cape Trading.





## International Pavilions at FDM2024



### India

India's rich and diverse culinary heritage was prominently featured at the India Pavilion during FDM2024. The pavilion showcased a wide variety of Indian products, including spices, teas, coffee, rice, and ready-to-eat meals. The India Pavilion served as a hub for cultural exchange and business networking, highlighting the country's potential as a major player in the global F&B industry.



### Vietnam

Vietnam pavilion highlighted a variety of exhibitors specializing in beverages, nuts, and seeds, showcasing the country's rich agricultural diversity and innovative food products. This pavilion provided a unique platform for Vietnamese SMEs and startups to present their high-quality products to an international audience, fostering global partnerships and expanding market opportunities.

### Thailand

Thailand pavilion curated by the Department of International Trade Promotion (DITP) & National Innovation Agency (NIA), showcased the pinnacle of Thai innovation and creativity in the food and beverage industry. These exhibitors highlighted various range of beverages, snacks, and ready-to-eat meals by Thai entrepreneurs and businesses, reflecting the country's rich culinary heritage. Through the Thailand Pavilion, the NIA underscored its commitment to driving economic growth and positioning Thailand as a leader in the global F&B landscape.



# Honoring the Esteemed Guests Who Visited FDM2024

Food and Drinks Malaysia by SIAL 2024 showcased a diverse range of innovative products from leading companies, offering VIP guests an exclusive first look at the latest trends and technological advancements. Notable attendees included ministries, government agencies, industry leaders, renowned chefs, and key stakeholders who engaged in insightful discussions and networked with exhibitors.



**H.E. Dr. Ismael Maaytah**  
*Jordan Ambassador  
in Malaysia*



**H.E. Syed Ahsan Raza Shah**  
*High Commissioner  
of Pakistan to Malaysia*



**H.E. Md Shameem Ahsan**  
*High Commissioner  
of Bangladesh to Malaysia*



**H.E. Yeo Seung-bae**  
*Ambassador of the Republic  
of Korea to Malaysia*



# Global Connections through BizMatch

- Total 2880 Meetings Held
- 12 Countries Involved
- USD 164.7 Million Total Trade Value
- Importers, Retailers & Supermarkets, Distributors



## What to Expect at FDM2025?

-  Expanded Local & International Exhibitor Lineup
-  Engaging Forum & Conference
-  Networking Opportunities
-  International Pavilions
-  F&B Showcases
-  Chocolate Showcases
-  SIAL Innovation
-  Culinary Competition

## Looking Ahead: Join Us for FDM2025!



As we wrap up the success of FDM2024, we are already gearing up for an even more exciting and dynamic event next year. We invite you to join us for FDM2025, where we will continue to explore the latest trends, innovations, and opportunities in the food and beverage industry.

## Save the Date : 1 – 3 July 2025

Malaysia International Trade & Exhibition Centre (MITEC)  
Join Us at FDM2025 and Be Part of the inspiration!

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

**1 – 3 July 2025**  
MITEC, Kuala Lumpur



**INSPIRE  
FOOD  
BUSINESS**