



POST EVENT REPORT

**FOOD &
DRINKS**

MALAYSIA

BY SIAL

**INSPIRE
FOOD
BUSINESS**



21 - 23 July 2026
MITEC, Kuala Lumpur

www.fooddrinksmalaysia.com

Co-located

 **CHOCOLATE SHOW**
INTERNATIONAL CHOCOLATE & CONFECTION

Organised by

COMEXPOSIUM
ASIA PACIFIC

POWERED BY STRONG PARTNERSHIPS

Food & Drinks Malaysia by SIAL 2026 was made possible through the support and collaboration of our valued partners.

Endorsed by

Supported by

Global Culinary Challenge Malaysia (GCCM)
Competition Organiser

Venue Sponsor

Strategic Partners

ASEAN Barista Team Championship (ABTC)
Sponsors

Masterclass Partners
Presented by

Sponsors

The Chocolate & Coffee Gourmet Bar
FDM's Education Partner

Supporting Airline Partners

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A GRAND SUCCESS FOR FOOD & DRINKS MALAYSIA BY SIAL 2026 (FDM2026)!

FDM2026 BY THE NUMBERS

18,063
ATTENDEES

441+
EXHIBITORS

19
PAVILIONS

1,000+
BRANDS



Held from 21–23 July 2026 at MITEC, Kuala Lumpur, Food & Drinks Malaysia by SIAL 2026 successfully brought together the regional and international food and beverage community for three days of business, networking, innovation, and knowledge exchange.

Spanning 4 exhibition halls and featuring **expanded international participation** alongside a diverse lineup of competitions, innovation platforms, and experiential showcases, FDM2026 reinforced its position as Malaysia's leading food and beverage trade exhibition and a strategic gateway to the Southeast Asia market.

Savour Southeast Asia: The Epicentre of Taste, Trade & Talent, came together at FDM2026, creating a dynamic platform for the food and beverage industry to discover new flavours and products, build meaningful business connections, and celebrate the skills, creativity and innovation shaping the industry.

We extend our heartfelt appreciation to our exhibitors, visitors, partners, sponsors, speakers, and supporters for making FDM2026 a remarkable success. Your continued trust and participation drive us to create an even stronger platform for the industry year after year.

The participation of key government agencies and statutory bodies played a vital role in strengthening FDM2026 as a premier platform for industry collaboration. Their support highlights Malaysia's ongoing efforts to drive agro-food development, expand international trade opportunities, and enhance the competitiveness of local businesses in global markets.

We look forward to welcoming you again at the next edition of Food & Drinks Malaysia by SIAL from **20 – 22 July 2027 at MITEC, Kuala Lumpur.**

Regards
Henri Tan
Managing Director, SIAL Network (ASEAN & India)

INTERNATIONAL PARTICIPATION

93 countries and regions

18,063 trade professionals

1 international marketplace

As the gateway to the ASEAN food and beverage market, FDM2026 continues to strengthen its position as the region's premier global trade event to discover innovation, forge international partnerships, and unlock new business opportunities.

STRONG INTERNATIONAL REPRESENTATION AT FDM2026!



A GRAND SUCCESS FOR FOOD & DRINKS MALAYSIA BY SIAL (FDM2026)!

“ Participating in Food & Drinks Malaysia by SIAL 2026 was a truly valuable and memorable experience for us as an exhibitor. Our booth attracted continuous interest from buyers and visitors throughout the event, providing us with excellent opportunities to showcase our products, build new connections, and explore potential business collaborations beyond our expectations. This success would not have been possible without the outstanding support of the organizing team. We sincerely appreciate your professional guidance, seamless coordination, and attentive assistance throughout the event. We look forward to the opportunity to participate again in the future. ”

REGIONAL SCIENCE PARK, SOUTH (PSU) THAILAND



ATTENDEE INSIGHTS



+32
NPS Score



89%
of visitors achieved
their objectives at FDM2026

“ Based on what I have visited, I think the range of dry fruit products available here is very good. We look forward to expanding our business by connecting with more suppliers and building partnerships with suppliers from different countries. In the future, I would also like to explore more frozen food products at the show.
ZONE MANAGER ASIA – BUSINESS OPERATION, OZEOL.COM, INDIA ”

“ I come here to look for new suppliers who can help my business. My experience on my second visit is very different from my first. I think it's more organised now, and I can see more exhibitors this year. It's been a great experience, and I look forward to seeing more local suppliers next year!
VERMILION FOOD EMPIRES, OPERATION MANAGER, MALAYSIA ”



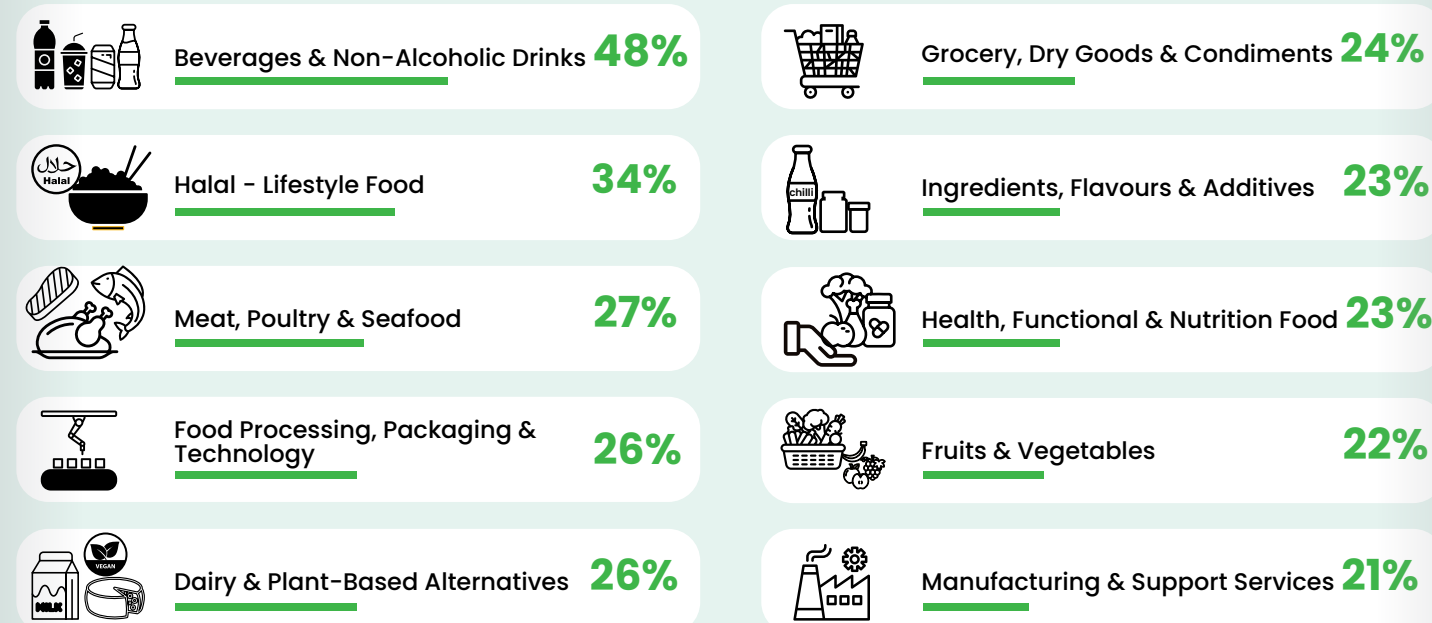
ATTENDEE PROFILES



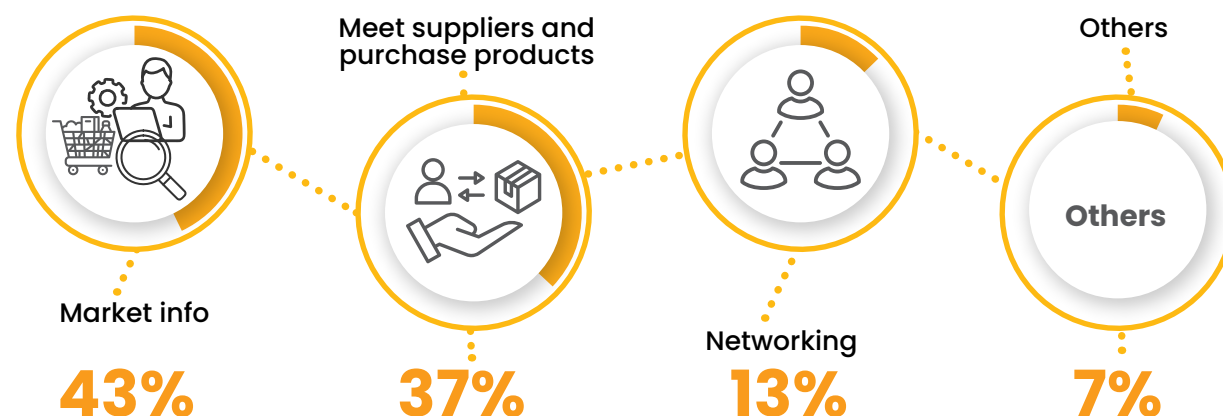
EXHIBITOR INSIGHTS



TOP 10 PRODUCT CATEGORIES



PURPOSE OF VISIT



“ We are from Brazil and it's our first time in Malaysia and we're very impressed with how well-organised the event is. We received approval to export our beef products here, so we're focused on developing the market. FDM2026 has provided a great opportunity to build our brand and connect with potential business partners. We'd definitely consider returning next year. **INTERNATIONAL SALES EXPORT DEPARTMENT, MERCÚRIO ALIMENTOS, BRAZIL** ”



WHY EXHIBITORS CHOSE FDM2026



BUYER INSIGHTS

More than **6 in 10 international hosted buyer companies** came from **ASEAN**, underscoring the region's confidence in FDM2026 as a premier sourcing platform.

The remaining buyer delegation spanned markets across **East Asia, South Asia, Africa and North America, Singapore, Indonesia, and Vietnam** led the regional participation, while **buyers from China, Taiwan, India, Egypt, Bangladesh, Mauritius, and the United States** demonstrating FDM2026's ability to attract a geographically diverse and commercially relevant international buying community.



HEAR FROM SATISFIED BUYERS

“ FDM has been very valuable. It provides an excellent platform to meet manufacturers, suppliers, and industry professionals from different countries, making it much easier to build new business relationships. ”
SALES MANAGER , PT.EXINDOKARSA AGUNG, INDONESIA

“ Quite valuable, as I managed to meet with multiple suppliers for each of the categories I was looking for, I was able to compare capabilities and competitiveness. It is a quick and efficient way to meet, compare suppliers, and gather samples. ”
DIRECTOR, FOREWORD COFFEE PTE LTD, SINGAPORE



TOP BUYERS ATTENDEES FDM2026



and more!

FDM2026 EVENT HIGHLIGHTS

Beyond Exhibitions. Creating Experiences.

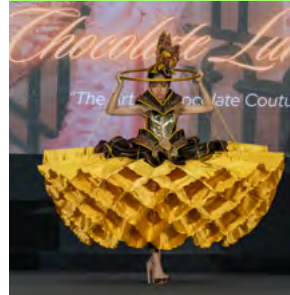


Malaysia's first B2B platform dedicated to sweet gastronomy, bringing together chocolate and confectionery showcases, tastings and demonstrations while celebrating craftsmanship, innovation and emerging industry trends.



CHOCOLATE LUMIERE FASHION SHOWCASE 2026

Under the theme "Where Chocolate Meets Couture," the showcase brought fashion and food together through chocolate-inspired collections celebrating creativity, sustainability and craftsmanship.



CHAMBERLINK EXCHANGE

Bringing together more than 10 chambers, associations and industry representatives, ChamberLink Exchange fostered dialogue on international trade, market expansion and cross-border business opportunities.



THE SPARK KL 2026

THE SPARK KL featured 7 innovative startups from Malaysia and Singapore, showcasing solutions across AgriFoodTech, FoodTech, Biotechnology, AI, Sustainability and Future Food. Now in its 4th consecutive year, THE SPARK continues to strengthen its position as a regional platform for food systems innovation.



FOOD SYSTEMS CHANGEMAKER AWARD 2026

Recognising 29 outstanding individuals and organisations, the Food Systems Changemaker Awards celebrated innovation, sustainability and leadership in food systems, while highlighting the power of cross-sector collaboration in driving positive change.



SCALEX PITCH

19 high-potential ScaleX companies showcased their innovations and business models to investors, corporates and ecosystem stakeholders. ScaleX is Malaysia's nationally aligned AgriFoodTech scale-up platform, endorsed by KPKM and supported by the Securities Commission Malaysia.

SHOWCASING TALENT, CRAFTSMANSHIP & CULINARY EXCELLENCE

SIAL INNOVATION MALAYSIA AWARDS 2026

169 INNOVATIONS.

77 COMPANIES.

12 COUNTRIES.

10 FINALISTS.



Lemon Me Farm Co., Ltd.
Lime Peel Roll
Thailand



Grusonn Wellness Sdn Bhd
ShroomKoko Cocoa Bev
Malaysia



Dahaefood
Green Tea Seed Bibim
South Korea

5TH GLOBAL CULINARY CHALLENGE MALAYSIA (GCCM)



Over **800 CONTESTANTS FROM 20 COUNTRIES AND REGIONS** competed across 29 categories, with a judging panel comprising **166 INTERNATIONAL CULINARY EXPERTS**.

SIAL CULINARY MASTERS ASIA (SCMA) 2026



Making its debut at FDM2026, SCMA brought together **67 CULINARY TALENTS FROM ACROSS THE REGION** to showcase their skills and creativity, with Malaysia emerging as the inaugural champion.

ASEAN BARISTA TEAM CHAMPIONSHIP (ABTC) 2026



ABTC brought together **18 TEAMS FROM 7 COUNTRIES AND REGIONS**, with Singapore's Team Milky Way Artist crowned Champion. The Best COWA Coconut Coffee Beverage Challenge also spotlighted creativity and beverage innovation.

FEATURED EXPERIENCES & INDUSTRY HIGHLIGHTS



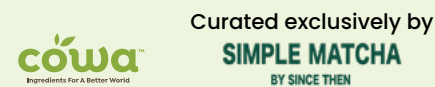
THE SOMMELIER EXPERIENCE

A curated beverage education platform that welcomed participants through guided tasting sessions, expert-led workshops, and sensory experiences designed to enhance appreciation of beverage craftsmanship.



FDM'S GOLDEN WELCOME DRINK

FDM2026 welcomed visitors with its signature Golden Welcome Drink, serving more than 1000 cups throughout the exhibition and creating a memorable first experience for attendees upon arrival.



THE CHOCOLATE & COFFEE GOURMET BAR

A popular destination for visitors, the Chocolate & Coffee Gourmet Bar attracted many visitors, offering curated tastings and showcasing the growing appreciation for premium chocolate and coffee experiences.



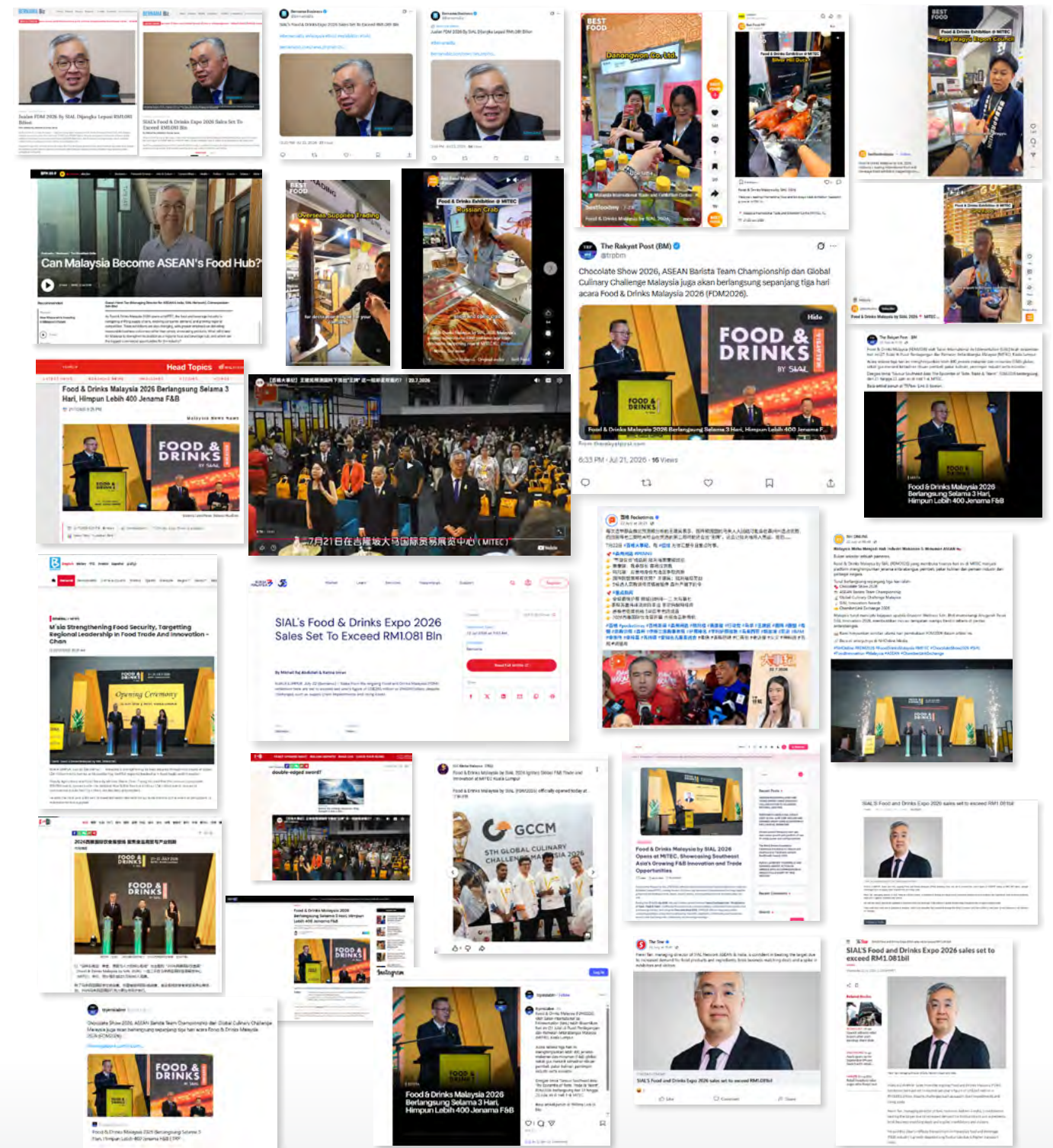
NON-HALAL BEVERAGES

Showcasing premium whisky, vodka, beer, wine, champagne, spirits, and sake from Malaysia, China, Ukraine, Spain, France, Portugal, Japan, and beyond, the Non-Halal Beverages showcase connected buyers with international producers while highlighting the latest innovations and market trends in the beverage sector.

PRESS COVERAGE

RM1,735,850 TOTAL PR VALUE

Strong media impact and visibility generated throughout the FDM2026 campaign



SECURE YOUR SPACE EARLY
Book your stand today and be part of the next edition.

FOOD & DRINKS

BY SIAL

MALAYSIA

20 - 22 July 2027
MITEC, Kuala Lumpur

BOOK YOUR SPACE



EMAIL US

sales@fooddrinksmalaysia.com

WHATSAPP US



The SIAL Network has evolved into a world-leading platform for food and beverage exhibitions, driven by a passion for innovation, growth, and global business connectivity. As the largest international showcase for food industry opportunities, the SIAL Network brings together a powerful network of 12 global events, uniting thousands of exhibitors and over 700,000 trade visitors from around the world.

www.sial-network.com



Comexposium is a leading global event organiser, delivering 150+ events annually in over 20 countries, connecting 48,000 exhibitors with 3.5 million visitors worldwide. Comexposium APAC oversees operations in Australia, China, India, Indonesia, Japan, Malaysia, New Zealand, Vietnam and Singapore, with flagship events such as Food & Drinks Malaysia by SIAL, SIAL Shanghai and Guangzhou, Milipol TechX, NRF: Retail's Big Show Asia Pacific, Vinexpo Asia, and the Bali International Airshow. Based in Singapore, Comexposium APAC combines global expertise with local market insight to create high-impact platforms that foster industry connections, drive business growth, and shape the future of events across the Asia-Pacific.

www.comexposium.com

COMEXPOSIUM SDN BHD

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