



EVENT PROSPECTUS

**FOOD &
DRINKS**

MALAYSIA

BY SIAL

**INSPIRE
FOOD
BUSINESS**



21 - 23 July 2026
MITEC, Kuala Lumpur

www.fooddrinksmalaysia.com

Organised by **COMEXPOSIUM**
ASIA PACIFIC



This is our first time participating, and we've had the chance to meet many distributors and importers from East Asian countries.

Original Gourmet, USA

This is our first time at FDM2025. We see great market potential in Malaysia for our frozen mozzarella cheese, which is why we decided to take part. We've met some good companies here, and if we were to rate the event from 1 to 5, we'd give it a 4.

Rella Gida, Türkiye

We are very happy to be at FDM2025, as we are expanding our business globally. This exhibition is a great opportunity for us to find new clients and grow our business.

Roma Group, Saudi Arabia



SOUTHEAST ASIA'S NO.1 F&B MARKETPLACE

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DRINKS**
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MALAYSIA



Welcome to Food & Drinks Malaysia (FDM) by SIAL, the definitive gateway to the region's vibrant food and beverage industry. Recognised as Southeast Asia's No.1 F&B Marketplace, FDM goes beyond an exhibition. It's a strategic platform where **innovation meets opportunity**, and **where global brands converge with ASEAN's most dynamic F&B buyers and trendsetters.**

This year's theme, **"Savour Southeast Asia: The Epicentre of Taste, Trade & Talent"** sets the stage for a marketplace like no other. It captures the essence of a region rich in culinary heritage, brimming with commercial potential, and fuelled by a new generation of foodpreneurs and industry disruptors.

FDM brings together the **full spectrum of the F&B value chain** from manufacturers and importers to distributors, retailers, and policymakers creating a launchpad for cross-border partnerships, product innovation, and regional expansion. In 2026, you can expect.



**15,000+ SQM
EXHIBITION**



**18,000+
ATTENDEES**



**600+
EXHIBITORS**



**10
NATIONAL
PAVILIONS**

Whether **you're looking to enter new markets, showcase your brand, or tap into fast-growing segments** like halal, health foods, and sustainable solutions, **FDM delivers the right audience and actionable outcomes.**

Step into the epicentre of Southeast Asia's F&B scene! Join us at FDM2026 and savour the future of food.

We are here to looking for the suppliers for our raw materials such the additive spices, animal feed ingredients, hope to see you next year!



Harveen Raj, Mattwin Solutions Sdn Bhd

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WHO EXHIBITS?



FOOD & BEVERAGE



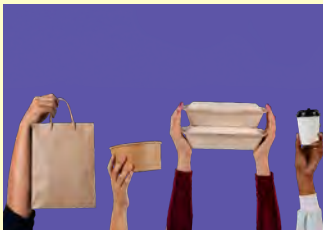
ALTERNATIVE PROTEINS



SPICES & CONDIMENTS



SEAFOOD & FISHERIES



FOOD PACKAGING & PROCESSING



INSTANT & READY TO-EAT PRODUCTS



HALAL



SNACK & CONFECTIONERY

WHO ATTENDS?



BUYERS & TRADE

Wholesalers, distributors, importers, exporters, retailers, supermarkets, e-commerce.



HOSPITALITY & F&B SERVICE

Restaurants, cafés, hotels/resorts, country clubs, catering, F&B chains, nightlife establishments.



MANUFACTURING & PROCESSING

Producers, agriculture, bakeries, packaging, processing, logistics.



GOVERNMENT & INSTITUTIONS

Ministries, agencies, associations, public bodies.



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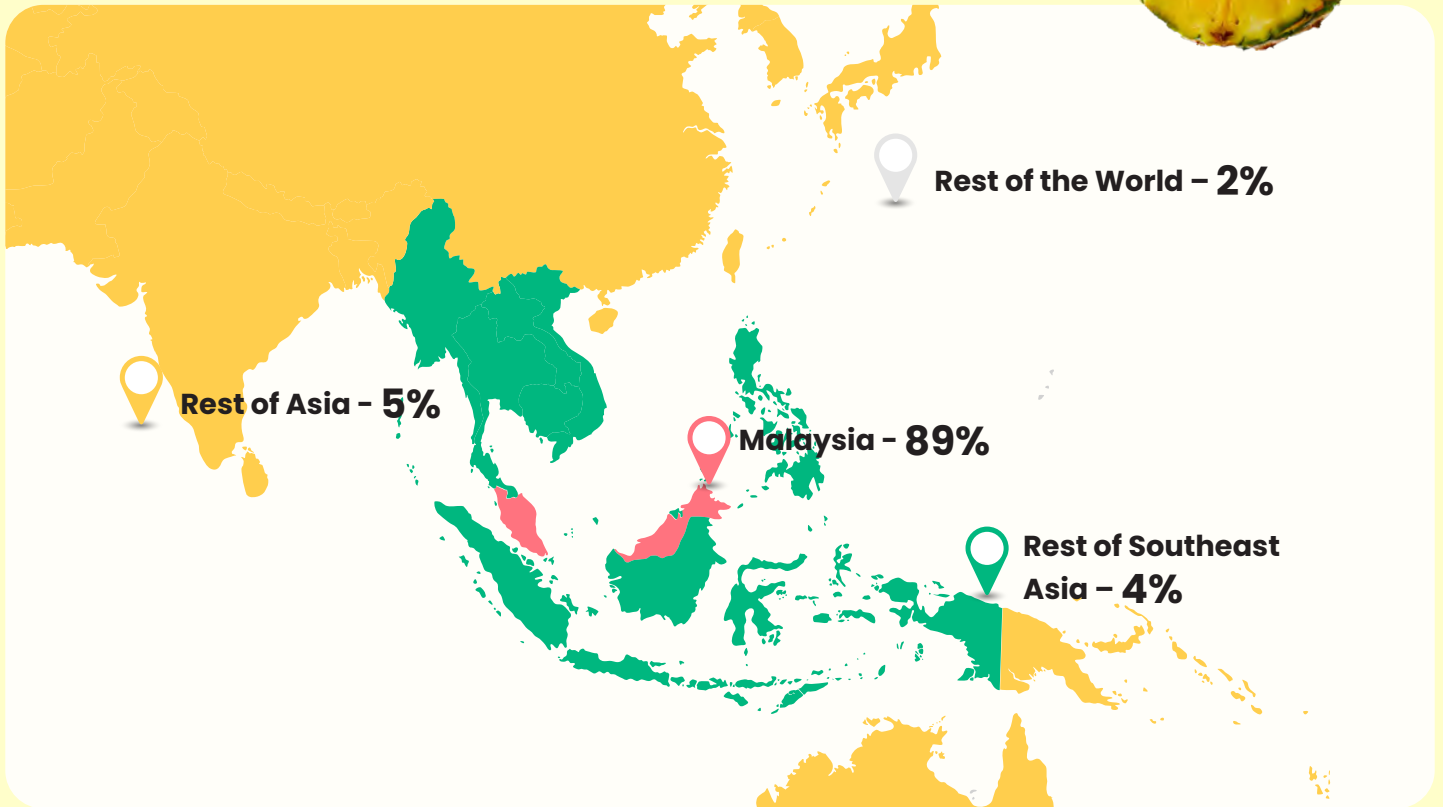
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FDM2025 ATTENDEE OVERVIEW

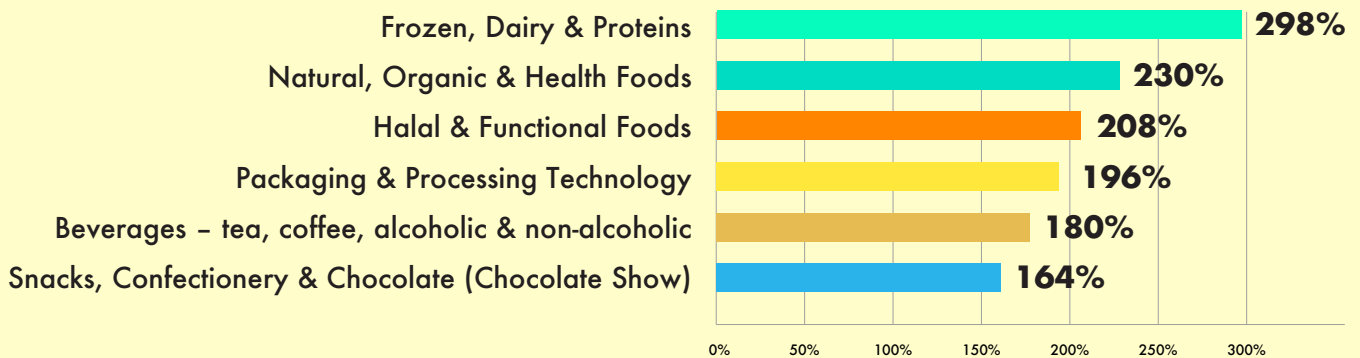
15,184 attendees from **72** countries

85% of attendees are decision makers

154 hosted buyers **US\$265 mil** in trade value discussed




MAJOR PRODUCT VERTICALS SOUGHT BY VISITORS



**Total exceeds 100% due to multiple responses from attendees*

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6 REASONS TO EXHIBIT AT FDM2026



JOIN THE 4TH SUCCESSFUL EDITION WITH PROVEN ROI

Restaurants, cafés, hotels/resorts, country clubs, catering, F&B chains, nightlife establishments.



BE INVOLVED IN ASIA'S MOST DYNAMIC F&B MARKET

ASEAN is the world's 5th largest economy and one of the fastest-growing consumer markets. By 2030, 73% of the global middle class will reside in Asia Pacific, making FDM the gateway to massive future demand.



PART OF THE PRESTIGIOUS SIAL (SALON INTERNATIONAL DE L'ALIMENTATION) NETWORK

Be seen and trusted under the world's #1 food innovation network, spanning Paris, Jakarta, Montreal, Shanghai, Mumbai, and beyond. Exhibitors benefit from the global reach, credibility, and serious buyer traffic that the SIAL brand delivers.



ACCESS TO THE BUYERS IN THE SIAL SOCIETY

The SIAL Society is an exclusive, invitation-only programme designed to bring together the most strategic and influential food buyers across the globe. As a premium initiative launched by the SIAL Network, the Society provides a direct gateway between top-level decision-makers and the global food industry.



WITNESS MARKET GROWTH WITH EXCITING OPPORTUNITIES

Malaysia's economy shows resilience with consistent consumer spending, even during global uncertainty. Rising demand for halal-certified products, beverages, and groceries offers strong growth potential for exhibitors.



LEVERAGE GOVERNMENT AND GLOBAL NETWORK SUPPORT

Enjoy potential funding support such as MDG grants (for Malaysian exhibitors) and benefit from endorsements by Tourism Malaysia, KPKM, MATRADE, JAKIM, and the SIAL Network.

MAXIMISE YOUR IMPACT AT EVERY STAGE WITH FDM2026

At FDM2026, exhibitors enjoy end-to-end value before, during, and after the show.


PRE-SHOW - benefit from toolkits, online listings, business matching, and promotional exposure.

ONSITE - meet **18,000+** attendees and network with key decision-makers from the region!

POST-SHOW - Gain early-bird renewal advantages for FDM2027.

With unmatched visibility, connections, and ROI, FDM2026 is your ultimate growth platform.

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EVENTS & ACTIVITIES DESIGNED TO ATTRACT AND ENGAGE BUYERS



Spotlight your products before a regional audience. This showcase of groundbreaking F&B solutions draws media, buyers, and industry leaders seeking the next big trend, driving visibility and recognition for exhibitors.



Business Matching Programme

Pre-scheduled meetings guarantee exhibitors connect with the right buyers and distributors at the right time maximising business opportunities.

Hosted Buyer Programme

Our curated hosted buyer initiative attracts top-tier purchasing power from retail, HoReCa, import / export, and government sectors across ASEAN, South Asia, and the Middle East ensuring exhibitors meet decision-makers who matter.



Watch top chefs and rising stars compete live, attracting food professionals, media, and culinary enthusiasts. This vibrant competition ensures a steady flow of engaged visitors exploring the show floor.



A must-attend for the high-growth halal sector, this forum convenes experts, regulators, and business leaders. It draws serious buyers seeking certified suppliers and exhibitors with halal solutions.

Insight Series: Tours & Unplugged Panels

Guided tours to seafood processors, halal-certified facilities, and agrifood startups give hosted buyers a deeper experience. Fireside chats with thought leaders ensure VIPs remain actively engaged throughout the show.



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INTERESTED IN EXHIBITING WITH US?

Speak with our sales expert and reserve your space at FDM2026:

sales@fooddrinksmalaysia.com



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ABOUT COMEXPOSIUM

ASIA PACIFIC

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, and Singapore, with flagship events such as Food & Drinks Malaysia by SIAL, SIAL Shanghai and Shenzhen, 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.

ABOUT SIAL Network

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, SIAL brings together a powerful network of 12 global events, uniting thousands of exhibitors and over 700,000 trade visitors from around the world.

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COMEXPOSIUM SDN BHD

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