



THE 17TH MALAYSIAN INTERNATIONAL
FOOD & BEVERAGE TRADE FAIR

27 - 29 July 2016

Kuala Lumpur Convention Centre, Malaysia

THE NEW HORIZON OF F&B BUSINESS

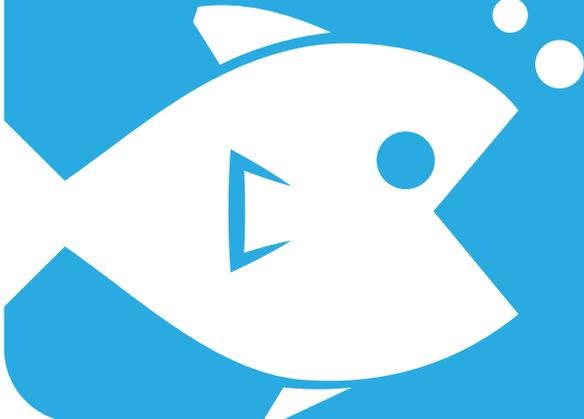
To ingrain further the Food & Beverage industry locally and internationally, MIFB 2016 is set to bring exhibitors and buyers to a whole new horizon with specialised sectors focusing on Food & Beverage, Seafood and Food Technology. MIFB 2016 plays a key role in providing its stakeholders a unique platform with numerous possibilities at the same time working in tandem with the economic growth and demands in Malaysia.

FOOD & BEVERAGE



S&FAsia 2016

The 2nd Asian Seafood & Fishery,
Raw & Processed Produce,
Technology & Supply Chain
Solution Trade Fair



FOOD TECH

The 7th International
F&B Machinery,
Packaging & Service
Solutions Exhibition



MIFB 2015 FACTS & FIGURES

15,213
Trade Visitors



323
Exhibitors

**
48
Countries



**Australia, Bangladesh, Belgium, Brunei, Bulgaria, Cambodia, China PRC, Fiji, Germany, Hong Kong, Hungary, India, Indonesia, Iran, Iraq, Italy, Japan, Kenya, Libya, Lithuania, Malaysia, Maldives, Malta, Mauritius, Mongolia, Myanmar, Nepal, New Zealand, Pakistan, Philippines, Poland, Réunion, Russia, Seychelles, Singapore, South Africa, South Korea, Spain, Sri Lanka, Switzerland, Taiwan ROC, Thailand, The Netherlands, Turkey, UAE, USA, Uzbekistan & Vietnam.

11
Group Pavilions

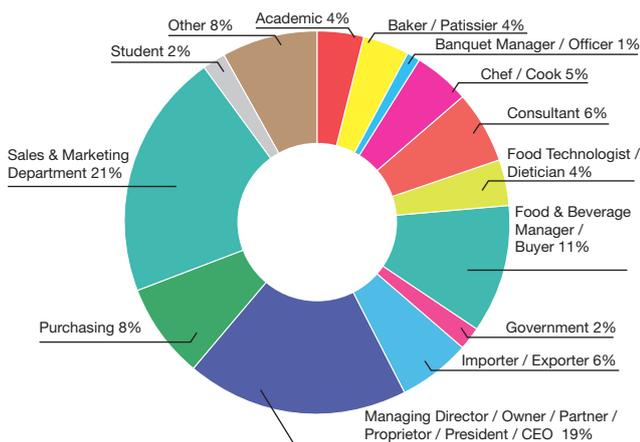


Why in Malaysia?

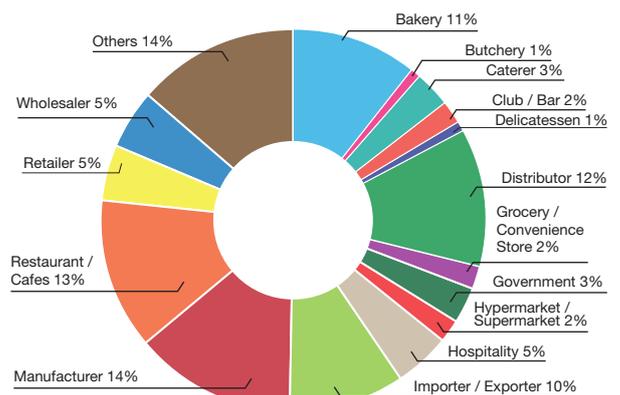
- A population of 30.3 million as of year 2014 with income level of upper middle, classified by WorldBank;
- Fitch ratings = A-(Stable) as compared to year 2014, which is A-(Negative);
- Average growth rate of 5.8% for Gross Domestic Products (GDP) between year 2010 and 2014;
- Gross National Income (GNI) per capita of USD \$10,600 in year 2014;
- A staggering increase of food imports at a growth rate of 9.74% as compared to year 2013.

*Sources: www.statistics.gov.my

MIFB 2015 Visitor Statistics



Nature of Business





FOOD TECH

The 7th International F&B Machinery,
Packaging & Service Solutions Exhibition



CONNECTING FOOD AND TECHNOLOGY

As stated by United Nations, world population is projected to reach 9.6 billion by 2050. As such, food production must be in line to achieve a massive scale to meet the demands of the population, where food technology plays a vital role to ensure quality of food for the assurance of population health.

Held in conjunction with MIFB 2016, FoodTech 2016 has reached its 7th year with a higher level of achievement and recognition from the industry. On top of that, the manufacturing sector in Malaysia has recorded a strong growth of 6.2% in year 2014, attributable to stronger performance of the export-oriented industries and expansion in the domestic-oriented industries. Malaysia has registered a growth rate of export which rose by 6.4% (RM 766.13 billion) in year 2014, to more than 200 countries, amounting to RM 25.6 billion.

Source: www.technologyreview.com, www.un.org,
www.matrade.gov.my & www.statistics.gov.my

Exhibitors' Profile

F&B Packaging

- Aseptic Technology
- Auxiliary Packaging Equipment
- Bagging
- Coding and Marking Equipment
- Dosing, Weighing and Pre-packing Equipment
- Filling Lines
- Labels and Labeling Equipment
- Metal Detecting Equipment
- Packaging Equipment and Materials
- Printing Equipment and Materials
- Product and Packing Design
- Sealing Machinery
- Strapping and Container Machinery
- Vacuum Packaging Machinery
- Wrapping Machinery

F&B Service

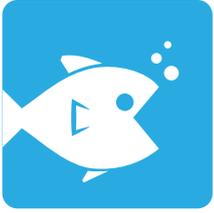
- Food/ License Certification
- Food Safety & Hygiene Technology
- Laboratory, Testing & Measurement Equipment
- Logistics & Production Facility Equipment
- Management & Consultancy
- Materials Handling, Logistics & Storage Equipment
- Quality Control



Trade Visitors' Profile

- Beverage Manufacturer
- Bakery/ Confectionary manufacturer
- Contract Packers
- Dairy Product Manufacturers
- Food Processing Plants
- Food Retailers/ Distributors/ Wholesalers
- Food Scientists
- Frozen Food Manufacturer
- Industrial Kitchens
- Machinery Importers & Distributor
- Packaging Material Manufacturers
- Manufacturers of Processed & Packaged Foods
- Quality Controllers
- Refrigeration/ Cold Storage Engineers
- Retail Packagers
- Seafood Processor
- Snack Food Manufacturers
- Water Treatment & Environmental Engineers

*The above list is non-exhaustive and is meant to be a guide only



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Technology & Supply Chain Solution Trade Fair

The Growth Of Malaysia's Economy

*Source: www.matrade.gov.my

Expanding Total Trade
(Domestic and International Trade)

5.9% to
RM 1.45 trillion

Increasing Growth Rate of Import

5.3% to
RM 683.02 billion

Rising Growth Rate of Export

6.4% to
RM 766.13 billion

One of the world's highest per-capita
seafood consumption rates

56.5kg per year



Why Seafood in Malaysia?

18th Easiest Place to do Business
(among 189 economies) by
World Bank's Doing Business Report 2015

Strong Supports and
Endorsements by Government

Net Importer of Fish and Seafood Products

Incentive Program for Aquaculture by
Malaysian Government

Future of Seafood Industry in Malaysia by 2020

- Malaysian Government is aiming for:
 - A boost in aquaculture and deep-sea fishing to increase fish supply for the domestic market and improve the balance of trade, as well as to expand export market.
 - Half of its food dish production to be from aquaculture rather than wild-caught sector.
 - Food fish supply forecasted at 2.36 million metric tonnes and with a demand of 1.92 million metric tonnes.



MIFB Marketing Efforts to Attract Quality Visitors

1. Business Matching Programme

2. Local and International Show Visits

3. Local & International Buyer Programme

4. Government Supports and Endorsements

5. Email Campaigns

6. Social Media Marketing

7. Public Relations Activity – Press Conferences, Interviews, Networking Events etc

8. Contests

9. Advertising Campaign - Both Print & Digital in Newspapers in PM & EM

10. Partnering with Local & International Magazines and Web Portals

11. Various Printed and E-Marketing Collaterals

12. Street Buntings / Banners

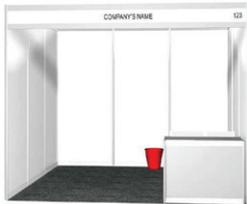
Investment Cost

Bare Space

(minimum 18 square meter)

MYR 950 per sq. meter / USD 317 per sq meter

This is rental of space only. Exhibitors are responsible for their own designs, construction and furnishings. All electrical equipments and installation must be undertaken by the Official Contractor.



Standard Shell Scheme

(minimum 9 square meter)

MYR 990 per sq. meter / USD 330 per sq meter

The package includes

Fascia board with exhibitor company name and booth number;

Needle punched carpet;

1 unit of power point;

2 units of spotlights;

1 unit of information desk;

2 units of folding chair; and

1 unit of waste paper bin.

* The prices are subject to 6% Goods & Services Tax (GST)

Strengthen your brand's
presence at MIFB 2016 today!

Contact us for more information

Organiser



Sphere Exhibits Malaysia Sdn Bhd
(1030539-D)

Lot 1008, Tower 2, Faber Towers
Jalan Desa Bahagia, Taman Desa
58100 Kuala Lumpur

Tel: +603 7989 1133 Fax: +603 7988 0136

Email: mifb@sphereexhibits.com.my

Website: www.mifb.com.my

Co-organiser

MUTIARA SIGMA

Mutiara Sigma (M) Sdn Bhd (745648-D)

Tel: +603-8023 2797 Fax: +603-8024 6976

Email: info@m-sigma.com

Testimonials

Visitors

MIFB 2015 has improved in comparison to the 2014 version. The organiser has done great in hosting international buyers for global connections with exhibitors. It was a fruitful visit as I was able to source for my targeted products!

Mika Tikka, CEO of Pulmentum Co., Ltd., Thailand

(Major distributor/importer of beverages in Thailand)

“Invited as a hosted buyer, this was a great opportunity for my company to source for potential suppliers in the South East Asian region. We are looking to get exclusive distribution and placing purchase orders from MIFB exhibitors. We found the show to be very useful to us as we were able to develop and consult with exhibitors on how to penetrate the Canadian and USA markets with their products. It was a successful show and we look forward to a bigger one next year.”

Calvin Louie, President of Lekiu Importing Co., Ltd., Canada

(One of the largest Asian goods importer in Canada/US)



Exhibitors

“This is our fourth time exhibiting in MIFB, and in a short period of time, we have received many business potential leads and enquiries about our products. I am very happy as our company has been well received and on behalf of my company, Kishwan Snacks Limited, I am committed to join all the MIFB trade shows in the future.”

MD Shahadat Hossain, Chief of Export of Kishwan Snacks Limited, UAE

“We are very satisfied and glad to be exhibiting at this year's MIFB. The Organizer has been doing a very good job by improving the event and being very professional. Overall, I am very happy with this year's MIFB and I look forward to returning to participate in MIFB 2016.”

Mr Fu, Director and CEO of Lian Hua Feng Cha, China



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THE INNOVATIVE WORLD OF SEAFOOD

Held alongside MIFB 2016, S&F Asia 2016 is here with more quality and sophisticated products. Being the fastest growing food production system in the world, seafood is one of the most important sources of protein. Seafood products have now become the most trade commodity in international and domestic markets, with Asia Pacific countries being both the major suppliers and consumers.

In vision with 11th Malaysia Plan to grow the country's target of annual growth rate in the imports (2.1%) and export (2.3%) of goods and services from year 2016 to 2020, seafood industry is now being developed stronger to encourage local and foreign producers to engage in Malaysian seafood market.



Trade Visitors' Profile

• **Food Service**

Airline, Bar & Club, Hotel & Resort, Restaurant, Fast-Food Chains, Catering Firms, Luxury Travels & Cruise line

• **Trade**

Specialist wholesalers, distributors, importers and exporters, brokers, traders.

• **Retail & Grocery**

Supermarkets, hypermarkets, fishmongers, fish markets.

• **Process Industry**

Processing plants, packaging, re-export, value-added.

Exhibitors' Profile

- Seafood (Fresh / Frozen / Live and value-added seafood)
- Processed seafood / Frozen processed seafood / Ready to eat meal with seafood
- Seasoning / Food additives
- Aquaculture technology and equipment
- Aquatic feed and drugs
- Cold storage equipment
- Displaying seafood
- Fishing tools and technologies
- Processing, packaging, preservation technology and equipment
- Wrapping / Distribution equipment / Service
- Transportation, logistical and freight forwarders services