



THE 18TH MALAYSIAN INTERNATIONAL
FOOD & BEVERAGE TRADE FAIR
9-11 August 2017
Putra World Trade Centre (PWTC)
Kuala Lumpur, Malaysia

MALAYSIA'S LEADING FOOD & BEVERAGE TRADE EVENT

FOOD
TECHNOLOGY



SEAFOOD &
FISHERY



FOOD & BEVERAGE
- NATURAL & HEALTHY PRODUCE



THE FUTURE OF FOOD BUSINESS

PROCESSED
& READY
TO EAT (RTE)



FOOD
INGREDIENTS



HEALTH &
ORGANIC



HALAL
FOOD



Organiser



Co-organiser

MUTIARA SIGMA

www.mifb.com.my

FOOD & BEVERAGE

- NATURAL & HEALTHY PRODUCE

Processed
& Ready
to Eat (RTE)



Food
Ingredients



Health &
Organic



Halal
Food



Exhibits Profile

Confectionery

- Bakery Products
- Chocolate and Cocoa Products
- Frozen and Semi-finished Products
- Fruit Products
- Honey and Jam
- Ingredients and Food Additives
- Low Fat Confectionery Products
- Pastry Products
- Snacks
- Sweets

Dairy Products

- Butter
- Canned Milk
- Cheese
- Fermented Milk Products
- Ice Cream
- Milk and Cream

Drinks

- Fruit Juices and Concentrates
- Non-alcoholic Juices
- Soft Drinks
- Water

Frozen Foods

- Frozen Fruits and Vegetables
- Frozen Pastry Products
- Frozen Prepared Foods
- Meats and Fish Cook-Chilled Foods

Fruits and Vegetables

- Fresh and Dried Fruits
- Fresh and Dried Vegetables

Grocery Products

- Cereals
- Flour
- Food Concentrates and Additives
- Instant Foods (soups and noodles)
- Nuts and Dried Fruits
- Pasta
- Snacks, Potato Chips, and Crackers
- Spices, Seasonings, and Salt
- Sugar and Starch

Meat and Poultry

- Eggs and Products of Egg Processing
- Fresh Meat
- Meat By-products
- Packed Meat
- Poultry and Game
- Sausage Products
- Semi-finished Meat Products
- Smoked Meat and Delicacies

Oils, Fats, and Sauces

- Cooking Fats
- Ketchups, Mayonnaise, and Sauces
- Margarine and Spreads
- Rendered Animal Fats
- Vegetable Oils

Health & Nutrition

- Detoxification & beauty supplements
- Functional foods & supplements
- Healthcare, herbal, traditional and alternative medicines
- Health & fitness supplies
- Homeopathy
- Nutraceuticals
- Pharmaceutical products
- Sports nutrition
- Vitamin & mineral supplements

Tea and Coffee

- Coffee Beans
- Coffee Drinks
- Coffee Substitutes
- Extracted (aqueous or dried extracts) Tea
- Flavoured Tea
- Freeze Dried Coffee
- Granulated Tea
- Ground Coffee
- Instant Coffee
- Loose Tea Leaf
- Pressed (leaves with stem) Tea
- Tea Drinks

Others

- Halal
- Ready to eat (RTE)
- Rice and Rice Products
- Canned Food

Trade Visitors' Profile

- Bakeries, Coffee Shops, and Tea Houses
- Catering Companies
- Chefs and Sommeliers
- Fast Food Outlets, Snack Bars and Gas Stations
- Food Importers and Distributors
- Food Outlets at Universities, Schools, Companies, Office Buildings
- Food Wholesalers and Traders
- Hotels, Restaurants, Bars, Clubs, and Resorts
- Imported Food Stores
- Online Stores
- Supermarkets, Groceries, and Convenience Stores
- Wine Distributors, Importers, and Shops

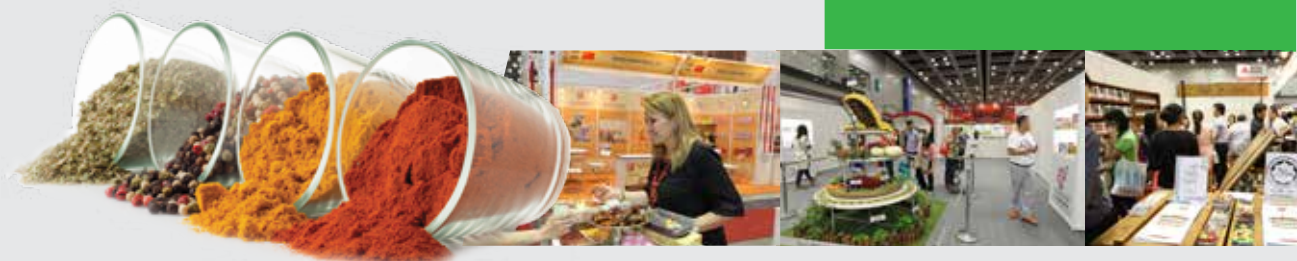


Food & Beverage

In year 2015, Malaysia's total trade grew by 1.2% to reach RM1.466 trillion, with a registered growth of 1.9% in exports and 0.4% in imports. MIFB 2017 will work in line to grow Malaysia's trade, by bringing in F&B providers, industrial experts, innovators to offer a plethora of products and services under one roof. MIFB will equip the exhibitors with right tools get a step ahead in maximising the networking experience at the same time increasing ROIs.

Sources: www.matrade.gov.my,
www.statistics.gov.my

*The above list is not exhaustive. It is intended as a guide only.



FOOD TECHNOLOGY



Reaching its 8th year, FoodTech 2017 is geared to play a vital role in gathering the right industry players with technological advances and showcase it to those who are on the lookout for opportunities to solve complex technical or business challenges. The increase of population (projected to reach 11.2 billion by 2100) creates a higher and huge demand in food and beverage market. Therefore food technology plays a big role to uphold the standards and quality of food and beverage for a better and healthier population.

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

Exhibits Profile

Automation, Data Processing, Controlling, and Regulation Technology

Components, Assemblies, Surface Technologies, Accessories

Conveying, Transport and Storage Installation, Logistics

- External Transportation Equipment
- Internal Conveying and Transportation Equipment
- Storage Facilities, Silo Plants, Tanks
- Transport and Logistics

Filling and Packaging Technology

- Carton Erecting, Filling and Sealing Machines
- Cleaning and Tempering Machines
- Closing Machines for Multi-pack Cartons
- Closing Machines for Unit Packaging
- Decorating Machines
- Equipment for Printing, Coding, Marking, and Embossing Packages
- Filling and Sealing Machines for Preformed Packages
- Forming, Filling, and Sealing Machines
- Inspecting and Checking Machines
- Labeling Machines
- Machines for Forming, Dismantling and Securing Load Units
- Multipack Carton Erecting Machines
- Packaging Material and Component Handling Machines
- Packaging Services
- Packing Aids
- Packing Materials
- Sorting Machines

- Special Protection Packaging Machines
- Weighing Technology and Systems
- Wrapping Machines for Multi-pack Cartons
- Wrapping Machines for Unit Packaging

Food Safety, Quality Management

- Analytical, Laboratory, and Measuring Equipment
- Hygiene Technology

Ingredients, Auxiliary Materials

Operating Materials, Environmental Technology, Biotechnology

- Biotechnology
- Health and Safety at Work, Fire Protection
- Maintenance / Service
- Operating Materials
- Power, Water, Waste Water
- Waste Removal, Recycling, Environmental Protection

Packing Materials, Packaging, Packaging Aids

Process Technology

- Aroma, Essence and Spice Technology
- Bakery Technology
- Basic Food Technology
- Beverage Technology
- Coffee and Tea Technology
- Dairy Technology
- Delicatessen and Convenience Food Technology
- Fish Processing Technology
- Fruits and Vegetables Technology

- Ice Cream Technology
- Meat Processing Technology
- Noodle Technology

Refrigeration and Air-conditioning Technology

- Refrigeration Plants
- Ventilation, Air-conditioning, and Heating Technology

Service Firms, Organisations, Publishers

Trade Visitors' Profile

All sectors of the food and beverage industry, management and employees involved in,

- Design
- Food Trade and Other Decision-makers from the Food Industry
- Large-scale Butchers and Bakeries
- Manufacturing / Production
- Pet Food Industry
- Purchasing, Sales, and Marketing
- Quality Control and Maintenance
- Research and Development

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SEAFOOD & FISHERY



S&F Asia 2017

The 3rd Asian Seafood & Fishery,
Raw & Processed Produce, Technology &
Supply Chain Solution Trade Fair

With the ever increasing demand for seafood in Asia, MIFB 2017 will bring back S&F Asia 2017 to cater to this lucrative industry. This section will be a sourcing point for buyers in need of a place to source live, fresh and frozen seafood from international and local resources. As stated in 11th Malaysia Plan, the seafood industry is now being developed heavily to encourage local and foreign producers to engage in Malaysian seafood market. In the year 2014, global annual per capita fish consumption has hit a record high of approximately 20kg per year. Southeast Asian countries recorded a 33.6 kg per year, with Malaysia being one of the highest in the world (56.5kg per year).

Sources: www.fao.org, www.un.org, www.matrade.gov.my

Exhibits Profile

- Dried Seafood
- Fresh Fish and Seafood
- Frozen Fish and Seafood
- Industry Service Provider
- Processed and Packed Fish and Seafood
- Processing and Packaging Equipment
- Value-added Seafood

Trade Visitors' Profile

- Catering Companies
- Chefs
- Fast Food Outlets, Snack Bars, and Gas Stations
- Food Outlets at Universities, Schools, Companies, and Office Buildings
- Food Importers and Distributors
- Food Wholesalers and Traders
- Hotels, Restaurants, Bars, Clubs, and Resorts
- Imported Food Stores
- Media, Association, Government
- Online Stores
- Supermarkets, Grocery Stores, and Convenient Stores

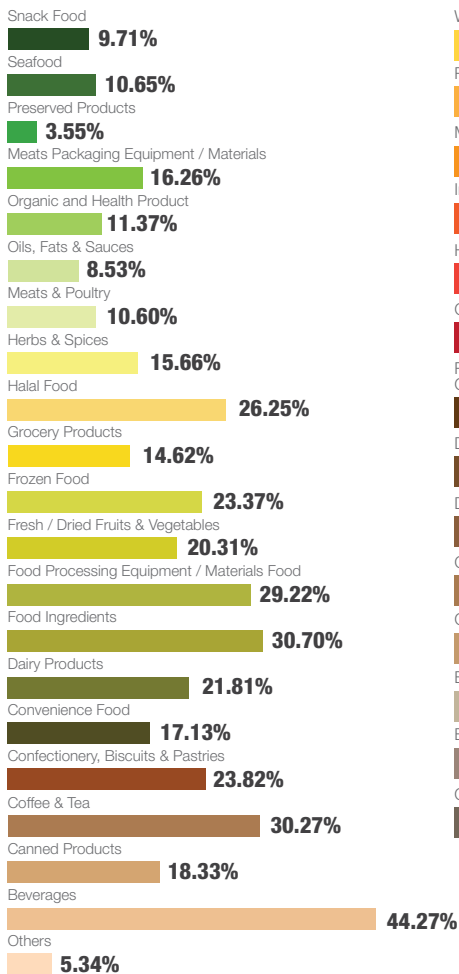
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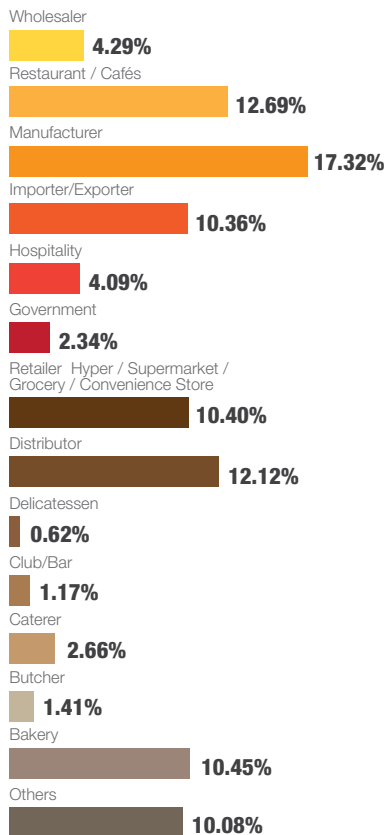
MIFB 2016 Exhibition Statistics

VISITORS' PROFILE

Main Area Of Interest



Business Nature



18,043
Trade Visitors

17
Group Pavilions

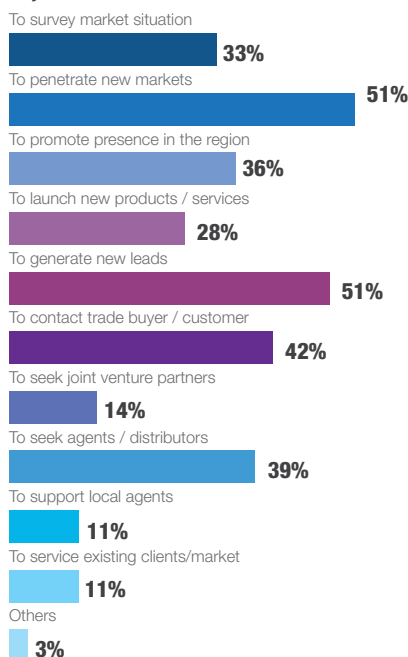
494
Exhibitors

58
Countries

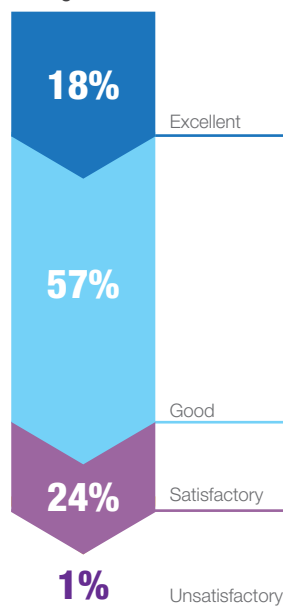
Australia, Bangladesh, Belgium, Brunei, Bulgaria, Cambodia, China PRC, Fiji, Germany, Hong Kong, Hungary, India, Indonesia, Iran, Iraq, Italy, Japan, Kenya, Libya, Lithuania, Malaysia, Maldives, Malta, Mauritius, Mongolia, Myanmar, Nepal, New Zealand, Pakistan, Philippines, Poland, Réunion, Russia, Seychelles,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

EXHIBITORS' FEEDBACK

92% of exhibitors said that their objectives in MIFB 2016 were met!



Rating of MIFB 2016



“ What the **Exhibitors**, **Visitors** and **Key Buyers** said...

“MIFB has been able to bring in visitors of good quality and it is definitely a good platform for new product launching. Overall MIFB is doing great and we are definitely looking forward to participate in MIFB again!”

Martin Runshaug

Managing Director of Scan-Food Pte Ltd (King's Candy), Singapore

“Korea Fishery Trade Association (KFTA) brought 10 companies into MIFB to promote Korean high quality seafood. We are very satisfied with the buyers' quality and it was of a very good experience. We were able to learn more about the current market through the meetings with the buyers.”

Park Kyu Tae

Assistant Manager of Korea Fishery Trade Association, South Korea

“MIFB did good! Keep up the good work to bring in more and more exhibitors and visitors in the future!”

Jimmy Lo

Manager of PT Karya Kencana Sumber Sari, Indonesia

“The organiser provided a good service! We managed to gain a lot of market information from this exhibition and we certainly would want to visit MIFB again in the future.”

Kristal Wai

Manager of Sure Touch Sdn Bhd, Malaysia

“MIFB did very well and the potential is more than what we assumed before we visited. We are already in the process of ordering with some of the exhibitors!”

Gokhan Karagoz

Foreign Trade Manager of Natur Gida San.Tic.Ltd., Turkey

“MIFB's Hosted Buyer Programme has provided us a platform to search and pre-schedule meetings with both local and international exhibitors. We would like to thank the organiser for this golden opportunity and taking time to facilitate the meetings during MIFB.”

Sufeeya Sama-ae

Business Manager, Muslim Food of Siam Makro Public Company Limited, Thailand

MIFB Marketing Efforts to Attract Quality Visitors

1. Local and International Buyer Programme
2. Business Matching Programme
3. Government Supports and Endorsements
4. Local and International Show Visits
5. Email Campaigns to targeted F&B Trade Visitors
6. Social Media Marketing
7. Public Relation Activities - Press Conferences, Interviews, Networking Events etc.
8. Advertising Campaigns - Print and Digital Advertisements in Malaysian Newspapers
9. Partnering with Local and International Magazines and Web Portals to gain publicity
10. Various Printed and E-Marketing Collaterals
11. Street Buntings / Billboards
12. Special VIP Invitation Programme
13. Association Invitation Programme to bring in the members

Investment Fee

Bare Space

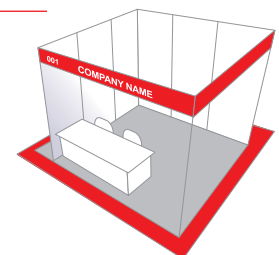
- minimum 18 sq. m.
- at USD\$ 330.00 per sq. m. (for international exhibitors)

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

Shell Scheme

- minimum 9 sq. m.
- at USD\$ 355.00 per sq. m. (for international exhibitors)

This 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.



*Above price is subject to 6% Goods & Services Tax.



Drop us a line to find out more!



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