

**20<sup>TH</sup>**  
**ANNIVERSARY**  
MALAYSIA'S LEADING  
**FOOD & BEVERAGE**  
TRADE EVENT



# MALAYSIAN INTERNATIONAL FOOD & BEVERAGE TRADE FAIR

**26 - 28 JUNE 2019**

KUALA LUMPUR CONVENTION CENTRE (KLCC)  
KUALA LUMPUR, MALAYSIA

***THE FUTURE OF FOOD BUSINESS***

FOOD TECHNOLOGY



FOOD & BEVERAGE -  
NATURAL & HEALTHY PRODUCE

SEAFOOD & FISHERY



HALAL FOOD



# MIFB 2019 - THE FUTURE OF FOOD BUSINESS

Running into its 20th year MIFB 2019 is all set to offer its participants a platform to taste the future with a unique and never to be seen insights into new processes and technologies, industry trends, consumer needs, cost reduction, food safety, traceability and sustainability.

## Four main segments within the exhibition floor

### SEAFOOD & FISHERY

The 5th S&F Asia 2019 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.



### FOOD TECH

FoodTech 2019 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.



### FOOD & BEVERAGE - NATURAL & HEALTHY PRODUCE

Natural and Healthy Produce showcase will be an ideal platform for companies serving the Food and Beverage Industry and is constantly finding innovative ways

### INTERNATIONAL HALAL VILLAGE

This will serve as a halal market platform and caters to the needs of the halal producers, traders and business leaders sourcing for products and looking for partners to expand their business.



## MIFB Statistics & Figures



VISITORSHIP

**19,980** Trade Visitors  
**66** Nations



EXHIBITORS

**550** Exhibitors  
**12** Pavilions  
**45** Nations

# Why MIFB 2019?

Local & International Hosted VIP Buyer Programme



Social Media & Digital Marketing



High-profile conferences



Business Matching

Government Supports & Endorsements

Brand Presence & Exposure



Active collaboration with association & organisation



PR Affiliated Activities



Email blasts & E-Newsletter to Database of 200k F&B Trade Visitors

MIFB Curated Blog Content

## MIFB 2018 Exhibitors Feedbacks

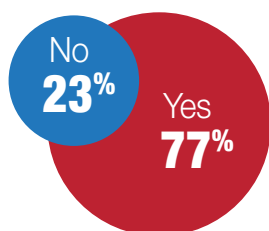
Quality of Visitors



Quantity of Visitors



Objective Met



Overall Rating for MIFB 2018



# MIFB 2018 Testimonials

It is really a fruitful business trip for contacts generates at MIFB 2018. Every year we buy raw material or goods from Malaysia via MIFB. It is a great trade fair that business owners should not miss. Will return again next year 2019!

**FRANCIS SIA**  
*Director*  
O30nic Pte Ltd (Singapore)

It was very useful and educational in terms of getting to know more about the new trends in food and beverage industry. Kudos to MIFB 2018 team for a well organized trade fair.

**TAMMACHIR SUWANNO**  
MyCozz Networks Cyberjaya (Malaysia)

On the 1st Day of the exhibition, we have reached our target prospects and potential client. Absolutely we will come back next year because this is an open opportunity given by MIFB here in Malaysia.

**PRAMOOK KHAWPAGCHONG**  
*Executive Director*  
Dairy & Beverage (Food & Dairy Department)

Our main function is to market the spices produced in India. Therefore, participating in MIFB is very important and it is marked in our yearly calendar. We have a very good response. Thanks to the great opportunity given by Malaysia government and also the MIFB organiser.

**MS VIJEESHANA.V**  
*Assistant Director*  
Spices Board,  
Ministry of Commerce & Industry (India)

MIFB 2018 was truly a very informative and useful exhibition. It enabled me to meet a cross section of suppliers from the Far East countries. I am looking forward to come again for next MIFB 2019

**JAY KRISHNA**  
*Head Strategy*  
Fathima Group  
of Companies (Dubai,U.A.E)

MIFB 2018 was very good trade fair event. Well organized and it justified our purpose of visit.

**SUKIANTONO TANG**  
PT Segar Prima Jaya (Indonesia)

First of all, we would like to thank MIFB for giving this opportunity and platform. We have been participating in MIFB for some time and yet every year we feel our brand presence here is important. This is to make sure our brand well known in both local & international market.

**SYED ABDUL KARIM BIN SYED ABDUL RAHMAN**  
*General Manager*  
Sharifah Food Industries

"A very well organized trade fair with a pleiad of exhibitors (suppliers) offering a vast range of Food & Beverage items. We found what we were looking for. Recommended to all visitors in import & export trading sector. Special thanks to the MIFB 2018 organizer for its support and hospitality."

**PATRICK YIPTONG**  
*General Manager*  
YipTong & Sons Ltd ( Mauritius)

## Sign Up Now!

### SHELL SCHEME

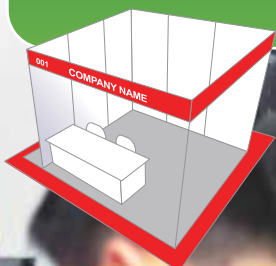
- minimum 9 sqm.
- at **RM1,380** / sqm.
- or **USD385** / sqm.  
(for international exhibitors)

\*Above price may subject to any applicable tax.

### BARE SPACE

- minimum 18 sqm.
- at **RM1,200** / sqm.
- or **USD360** / sqm.  
(for international exhibitors)

\*Above price may subject to any applicable tax.



## Drop us a line to find out more!

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