



THE 17TH MALAYSIAN INTERNATIONAL
FOOD & BEVERAGE TRADE FAIR

27-29 July 2016

Kuala Lumpur Convention Centre, Malaysia

www.mifb.com.my

**POST SHOW
REPORT**

MIFB 2016 PROVED TO BE A VALUABLE TRADING GROUND WITH EXCEPTIONAL OPPORTUNITIES!

The Malaysian International Food & Beverage (MIFB) Trade Fair was held on 27 - 29 July 2016 at Kuala Lumpur Convention Centre, Malaysia. Since its debut 17 years ago, MIFB has continuously provided an ideal sourcing ground for the F&B industry players and rooted its name in the industry as the Leading Food and Beverage Trade Fair.

This year saw another great show with MIFB 2016 achieving growth both in terms of exhibitor participation as well as geographical locations from where they originated. MIFB 2016 featured 494 companies from 40 nations, which contributed to a 35% increase as compared to MIFB 2015.

This year marked the second year where MIFB saw a "Fully Trade Show." This was evident with the remarkable trade turnout of 18,043 trade visitors from 58 nations which shows a 19% increase from the previous show. A total of 110 International and Local Buyers were invited and hosted, generating 1,151 business connections through MIFB Business Matching Programme with an estimated trade value of USD 360 million.

Group Pavilions Include:



CHINA PAVILION	INDONESIA PAVILION	JAPAN PAVILION	MALAYSIA PAVILION	SINGAPORE PAVILION	SOUTH KOREA PAVILION	SRI LANKA PAVILION	TAIWAN PAVILION	THAILAND PAVILION	TURKEY PAVILION
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MIFB 2016 EXHIBITORS' TESTIMONIALS

“ They said...

"MIFB is the Best F&B fair that Tremich has ever participated! The business matching programme has helped us to zero in the correct target buyers and we were able to pre-schedule meetings with the buyers to explore further. We do look forward to participate in MIFB 2017!"

Yong Chee Hau
Head of Marketing of Tremich Coffee, Malaysia

"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

"MIFB did very well this year! We were too busy in the booth that we did not even have enough time to speak to the organiser and even some of the visitors. We will certainly come back again next year and we would recommend MIFB to our friends as well!"

Max Fong
Director of Antwork Communications Sdn Bhd, Malaysia

"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

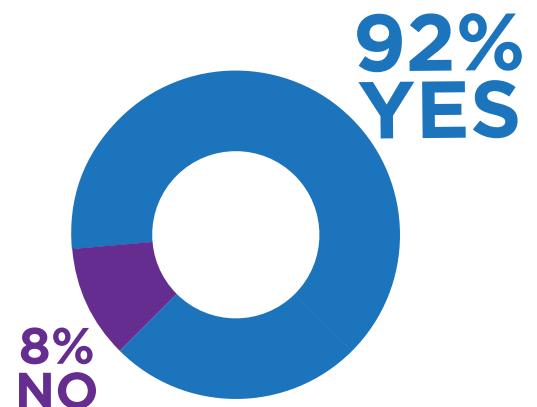


EXHIBITORS' FEEDBACK

OBJECTIVES OF PARTICIPATING IN MIFB 2016



WAS THEIR OBJECTIVE(S) MET?



QUALITY AND QUANTITY OF MIFB 2016 TRADE VISITORS



THEIR RATING OF MIFB 2016



MIFB 2016 STATISTICS AND FIGURES



GROSS AREA
9,710 sqm

BUSINESS MATCHING
1,151
Business Connections
110
Hosted VIP Buyers

EXHIBITORS

494
Exhibitors
17
Group Pavilions
40
Nations

TRADE VISITORS

18,043
Trade Visitors
58
Nations

TRADE VALUE DISCUSSED

Estimated at
USD360 million
(from after show follow-up sales)

KEY BUYERS AT MIFB 2016

- 7-ELEVEN MALAYSIA SDN BHD
- A & W FOOD SERVICE LTD
- ACCOR MALAYSIA
- AEON BIG (M) SDN BHD
- AEON CO (M) BHD
- AEON TOPVALU MALAYSIA SDN BHD
- AIKING TRADING CO SDN BHD
- APEX-PAL (M) SDN BHD
- AURIC CHUN YIP SDN BHD
- B-CANYON (M) SDN BHD
- BENS INDEPENDENT GROCER SDN BHD
- BERJAYA ASSETS FOOD (BAF) SDN BHD
- BERJAYA CORPORATION BHD
- BERJAYA HOTELS & RESORTS
- BERJAYA LAND BHD
- BERJAYA STARBUCKS COFFEE COMPANY SDN BHD
- BISON STORES SDN BHD
- BRAHIM'S SATS FOOD SERVICES SDN BHD
- CAMPBELL CHEONG CHAN (M) SDN BHD
- CIRCLE CORP SDN BHD
- CONCORDE HOTEL
- CONVEX MALAYSIA SDN BHD
- COSWAY (M) SDN BHD
- DAISHO FOOD (M) SDN BHD
- DEWINA FOOD INDUSTRIES SDN BHD
- DOME CAFE SDN BHD

- DPO MALAYSIA SDN BHD
- DRAGON-I RESTAURANT SDN BHD
- DS BORNEO TRADING SDN BHD
- DUTCH LADY
- EK PRIMA (M) SDN BHD
- ESQUIRE KITCHEN SDN BHD
- EU YAN SANG (1959) SDN BHD
- EURO-ATLANTIC SDN BHD
- EXCEL FOODS LLC
- F&N BEVERAGE MARKETING SDB BHD
- F&N DAIRIES MANUFACTURING SDN BHD
- FFM MARKETING SDN BHD
- FONTERRA BRANDS MALAYSIA SDN BHD
- FRASER & NEAVE HOLDINGS BHD
- GARMING MARINE
- GBA CORPORATION SDN BHD
- GENTING MALAYSIA BHD
- GLOBAL PACIFIC VICTORY (M) SDN BHD
- GOLDEN ARCHES RESTAURANTS SDN BHD
- GOLDEN DONUTS SDN BHD
- GRAND HYATT KUALA LUMPUR
- GRAND SEASONS HOTEL KUALA LUMPUR
- GRAND SURF SDN BHD
- IKANO PTE LTD
- IMPIANA KLCC HOTEL & SPA
- ISETAN OF JAPAN SDN BHD

- JAKE'S CHARBROIL STEAKS
- JOHNNY'S RESTAURANT
- JW MARRIOTT HOTEL, KUALA LUMPUR
- KAMPACHI RESTAURANTS SDN BHD
- KANGEL AVENUE SDN BHD
- KERRY ASIA PACIFIC
- KING'S CONFECTIONERY SDN BHD
- LAM SOON EDIBLE OILS SDN BHD
- LEE'S FROZEN FOOD SDN BHD
- MANDARIN ORIENTAL KUALA LUMPUR
- MELIA KUALA LUMPUR
- MITSUBISHI CORPORATION
- MY HERO HYPERMARKET SDN BHD
- MY OUTLETS PTE LTD
- MYDIN MOHAMED HOLDINGS BHD
- NATUR GIDA
- NEWAY KARAOKE BOX SDN BHD
- OISHII AVENUE SDN BHD
- OLDTOWN WHITE COFFEE SDN BHD
- PD, JAYA ABADI
- PARKSON CORPORATION SDN BHD
- PEGASUS IMPORTS
- PERFECT FOOD MANUFACTURING (M) SDN BHD
- PIAU KEE LIVE & FROZEN SEAFOODS SDN BHD
- PLAZA PREMIUM LOUNGE MALAYSIA SDN BHD
- PULMENTUM

- QSR BRANDS (M) HOLDINGS SDN BHD
- RENAISSANCE KUALA LUMPUR HOTEL
- REX CANNING CO SDN BHD
- ROTOL FOOD CHAIN
- RT PASTRY HOUSE SDN BHD
- SAFCO INTERNATIONAL GENERAL TRADING LLC
- SAN FRANCISCO COFFEE SDN BHD
- SECRET RECIPE
- SIAM MAKRO PUBLIC CO LTD
- STAR CRUISES ADMINISTRATIVE SERVICES SDN BHD
- SUNWAY BERHAD
- SUSHI KIN SDN BHD
- SUSHI ZENTO JAPANESE RESTAURANT
- SW FOOD AND BAR CONCEPTS SDN BHD
- TAI THONG GROUP SDN BHD
- TESCO STORES (M) SDN BHD
- TGV CINEMAS SDN BHD
- THE BAKER'S COTTAGE SDN BHD
- THE FEDERAL KUALA LUMPUR
- THE WESTIN KUALA LUMPUR
- VILLAGE GROCER
- YI FUNG HONG CO LTD

and many more!

What the Key Buyers and Visitors said...

"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 is an ideal sourcing ground for us to search for both local and international products/services. It is one of the most organised and attentive buyer programmes that I have attended globally! We are expecting a bigger MIFB next year with more exhibitors from all over the world."

Sun Yeo
Purchasing/Marketing Manager of
Aiking Trading Co Sdn Bhd, Brunei

"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."

Sufeeeya Sama-ae
Business Manager, Muslim Food of
Siam Makro Public Company Limited,
Thailand

"MIFB is probably one of the best shows for companies looking at sourcing top quality Malaysian products. We met a lot of good companies. Great show!"

Girish Bajaj
Director of Pegasus Group, India

"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 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

"MIFB is an overall good show. There is a lot of different variety in terms of products and services. It would be even better if the organiser could bring in more processing / machinery-related vendors next year."

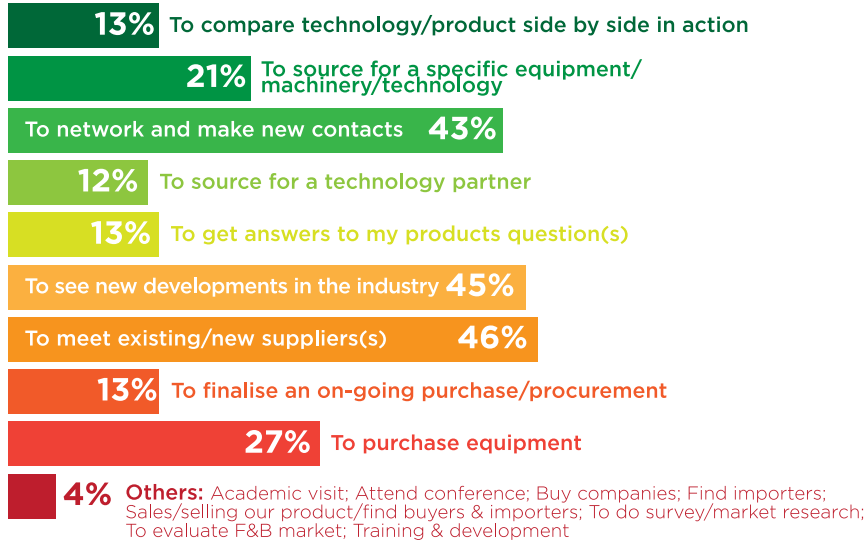
Dr R. V. Gandhi
Director of Banamin Healthcare
LLP, India



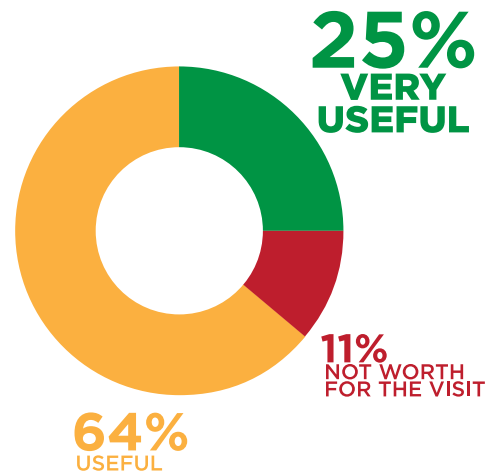
MIFB 2016 VISITORS' TESTIMONIALS

VISITORS' FEEDBACK

REASONS FOR VISITING MIFB 2016



HOW DID THEY FIND THEIR VISIT TO MIFB 2016?



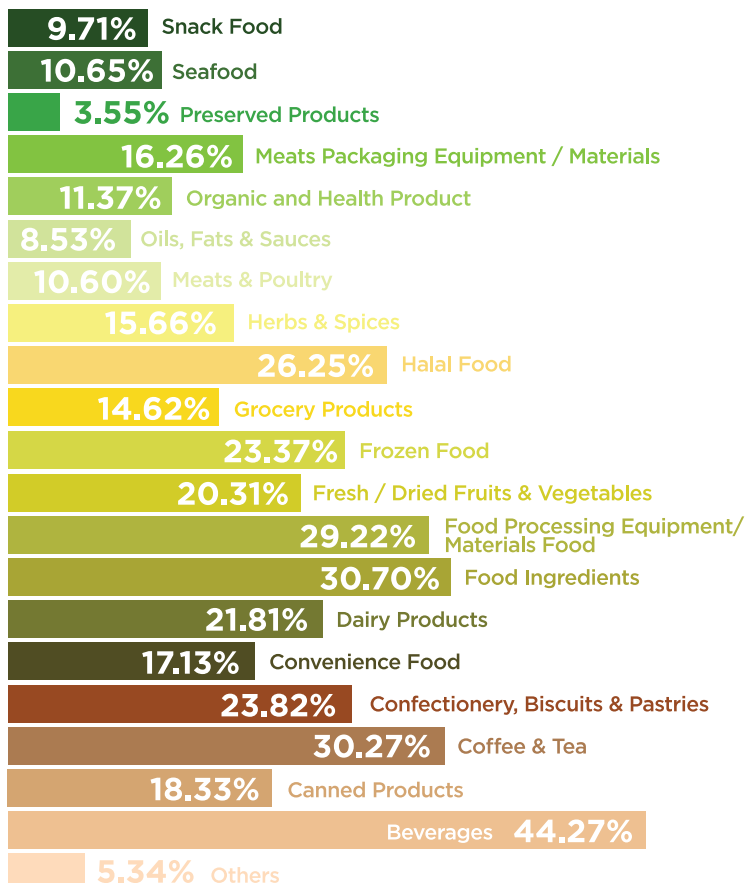
THEIR INVOLVEMENT IN THE COMPANIES' PURCHASING DECISIONS

46%
PURCHASE

30%
RECOMMEND

24%
NEITHER

MAIN AREA OF INTEREST



BUSINESS NATURE



MIFB 2016 Opening Ceremony

On 27 July 2016, the **17th Malaysian International Food and Beverage Trade Fair (MIFB 2016)** was officiated by Yang Berhormat Dato' Seri Ong Ka Chuan, Minister II of International Trade & Industry of Malaysia.

Chairman of Sphere Exhibits Malaysia Sdn Bhd (SEM), Mr. Chua Wee Phong, in his opening remarks said that the industry is well aware of the numerous challenges and business sustainability issues in the Food & Beverage markets. However the demand for high quality food retailing services, rising global population and increased consumer spending will drive the F&B market to a higher level. As such, SEM is currently in talks with partners to design a common network platform between food suppliers and industry players, to enhance MIFB with the latest technology, expertise and solution. With all the initiatives and programmes such as Buyers Programme and Business Matching in the pipeline, the coming MIFB is set to be a larger trade show showcasing an even wider variety of F&B products.

A keynote address, delivered by YB Dato' Seri Ong Ka Chuan, highlighted that MIFB offers an excellent avenue for Malaysian business associations to connect with their counterparts from around the world, where such networking can help in enhancing knowledge and further promote the growth of the local F&B industry. With Malaysia's growth in imports and exports of numerous food sectors and halal industry, the government will continue the prudent and pragmatic policies that have seen Malaysia's economy maintain its steady growth despite the uncertainties of the global economic environment. The annual hosting of MIFB is a complement to the Government's effort towards boosting Malaysia's competitiveness in international trade through the production of high value-added goods and services.

There was also a token presentation ceremony to MIFB's invited participants for their contribution to the success of MIFB 2016. The Opening Ceremony was then followed by an exhibition tour of YB Dato' Seri Ong Ka Chuan to the exhibition halls to meet the exhibitors.



ACTIVITY HIGHLIGHTS

BUSINESS MATCHING PROGRAMME

2nd year since the debut of this business matching programme, MIFB has facilitated more than 2,000 business connections, generated through the Online Business Matching Platform. This programme aims to bring buyers and exhibitors together under one roof to explore businesses before, during and even after MIFB. The meeting sessions are dedicated to assist buyers source, identify and expand local & international product portfolio through the online platform. MIFB 2016 has generated 1,151 business connections through this programme, which resulted in meetings realised during the fair.



INTERNATIONAL & LOCAL BUYERS PROGRAMME

MIFB 2016 Buyers Programme is an initiative brought by the organiser to facilitate global networking between buyers and exhibitors for quality sessions of product sourcing, knowledge sharing and discovery of potential business prospects. A total of 110 International and Local Buyers were invited and hosted, including Aiking Trading (Brunei), Excel Foods (Middle East), Garming Marine Product – Sunway Group (Hong Kong), Pegasus Imports (India), Pulmentum (Thailand), Safco International (Middle East), Siam Makro (Thailand), AEON Big (Malaysia), Berjaya Hotels & Resorts (Malaysia), Concorde Hotel (Malaysia), Fraser & Neave Holdings (Malaysia), Sunway Berhad (Malaysia) and many more. MIFB is delighted to receive positive feedbacks from the buyers where they found the exhibition to be an ideal sourcing ground, expecting an estimated trade value of at least USD 360 million taking place.



MALAYSIA SIPHONIST CHAMPIONSHIP

The very first Malaysia Siphonist Championship, co-organised by the recognised coffee education specialist, Barista Guild Asia (BGA) was held on 27 and 28 July 2016 (1st and 2nd day of MIFB 2016). Siphon coffee is one of the artistic brewing methods which was invented in the 1840s by a French housewife and Scottish marine engineer. It has been refined many times, with a few principles hold true: it produces a delicate, tea-like cup of coffee; one of the coolest brew methods available. In this championship, the contestants prepared 4 blended siphon coffees and 4 original signature beverages in 15 minutes. The winner of this championship will be representing Malaysia to participate in the World Siphonist Championship (WSC) in KINTEX, Seoul, South Korea on 9 October 2016.





ACTIVITY HIGHLIGHTS

MALAYSIAN HALAL STANDARD, CERTIFICATION & AUDITING SEMINAR

Malaysian Halal Standard, Certification & Auditing Seminar, co-organised by Malaysian Export Academy, was held on 28th July 2016 (2nd day of MIFB 2016). This seminar was designed for those who want to be recognised as Malaysia's Halal certified Suppliers of products, premises or services. A total of 74 delegates signed up to understand developments pertaining to the Malaysian Halal Industry as well as the requirements/procedures in acquiring Halal certification.

TRADE TALK @ MIFB

Trade Talk @ MIFB, an impactful seminar presented by MIFB's very own partners and exhibitors, highlighted new products, services and industry focused topics. 9 sessions of talks were held during MIFB 2016, covering information about plastic technology, food sector overview, mobile app, food safety, food-based industry financing, packaging technology, tea and packaging solutions.

MIFB 2016 REGIONAL CONFERENCE

The inaugural MIFB 2016 Regional Conference was aimed to provide delegates the latest market intelligence on the global halal market. Chief Executive Officer of Malaysian External Trade Development Corporation (MATRADE), Yang Berbahagia Dato' Dzulkifli Mahmud, delivering his opening remarks about the Regional Conference. The conference offered information on the current trends and export opportunities from key Halal market leaders in various Asian countries tackling the issues faced in overcoming the growing demand of Halal products & services worldwide. A total of 61 delegates were present to gain insights of the global halal market from renowned companies in Malaysia, Singapore, P.R.China, Japan and South Korea.

BUSINESS NETWORKING COCKTAIL

Business Networking Cocktail provided exhibitors, invited visitors and VIPs a platform to network, sharing knowledge and explore further business possibilities with welcoming refreshments, free flow of wine and finger food. Exhibitors and VIPs were able to indulge in with the industry peers in a carefree and leisure environment at a casual evening in the VIP lounge after work.

4 CHINA PAVILIONS

Agricultural Trade Promotion Center, Ministry of Agriculture (MOA) of the P.R. China

Commercial Exhibition Centre
Hunan Provincial Department of Commerce

JinJiang Food Industry Association

China Council for the Promotion of International Trade,
ZhangZhou Branch



SRI LANKA PAVILION

Sri Lanka Tea Board



JAPAN PAVILION

Japan Rice and Rice Industry Export Promotion Association



INDONESIA PAVILION

Ministry of Marine and Fisheries of Indonesia



2 SOUTH KOREA PAVILIONS

Korea Agro-Fisheries & Food Trade Corporation

Korea Fishery Trade Association





4 MALAYSIA PAVILIONS

Federal Agricultural Marketing Authority (FAMA)

Fisheries Development Authority of Malaysia (LKIM)

Ministry of Agriculture and Agro-based Industry of Malaysia (MOA)

Pahang State Economic Planning Unit Division (UPEN Pahang)

SINGAPORE PAVILION

Singapore Malay Chamber of Commerce & Industry



TAIWAN PAVILION

Food Association of Taiwan



THAILAND PAVILION

Department of Industrial Promotion of Thailand



TURKEY PAVILION

Turkish Embassy Office of Commercial Counsellor



SEE YOU AGAIN AT MIFB 2017

MIFB 2016 ENDED ON A VERY SUCCESSFUL NOTE.

Special thanks to MIFB 2016's
Supporting Organisations and
Sponsors:

SUPPORTING ORGANISATIONS



SPONSORS



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



**CLICK HERE TO ENQUIRE
ABOUT EXHIBITING IN MIFB 2017**

For participation & more information

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www.mifb.com.my