



MALAYSIA'S
LEADING FOOD
& BEVERAGE
TRADE EVENT

**THE 19TH MALAYSIAN INTERNATIONAL
FOOD & BEVERAGE TRADE FAIR**
27-29 June 2018

Kuala Lumpur Convention Centre (KLCC), Malaysia



- Setting a Clear Direction for SMEs to Propel in Business
- The Future of Food Business
- To Center Malaysia as the Prime Food Hub and a International Halal Food Hub

**A FRUITFUL
EVENT**

Organiser



www.mifb.com.my

MIFB 2018 – CONNECTING THE RIGHT LEADS FOR FRUITFUL RESULTS

The MIFB series had grown exponentially in terms of quality participation as well as numbers of attendees. Not only is this the largest food and beverage tradeshow in Malaysia, but it is also an innovative show specially catered to the large SMEs community in Malaysia.

Running into its 19th year MIFB 2018 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.

This tradeshow provides a highly engaging platform to meet and discuss with our industry's decision makers. We connect experts with tradeshow visitors to jointly discover new opportunities, help those around us to thrive for success and this is evident in our results of the previous shows.

MIFB 2018 will have 4 main segments within the exhibition floor;



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 to improve and cater their products to the community with the Healthy living vision.

FOOD TECHNOLOGY

FoodTech 2018 will play a key role in gathering the players from right industry with technological advances and showcasing it to those who are in the lookout for opportunities to solve complex technical or business challenges.



SEAFOOD & FISHERY

S&F Asia 2018 is a place to source live, fresh and frozen seafood from international and local resources for buyers.

HALAL FOOD

Halal Segment is for the halal producers, traders and business leaders sourcing for products and looking to expand their business. Malaysia plays a significant role in the global halal industry and has proper halal ecosystem, proactive policies as well as the frameworks to develop the industry.



MIFB STATISTICS AND FIGURES

Visitors
19,200

Trade Visitors

50 Nations



Exhibitors

550 Exhibitors

7 International Pavilions

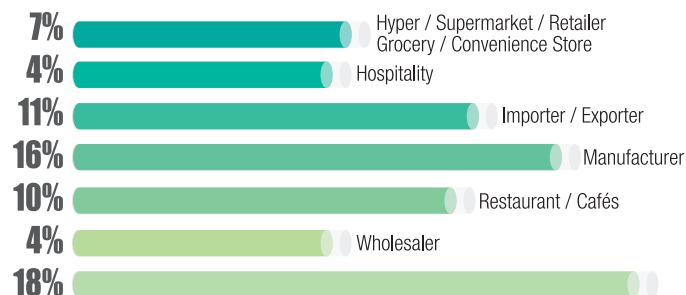
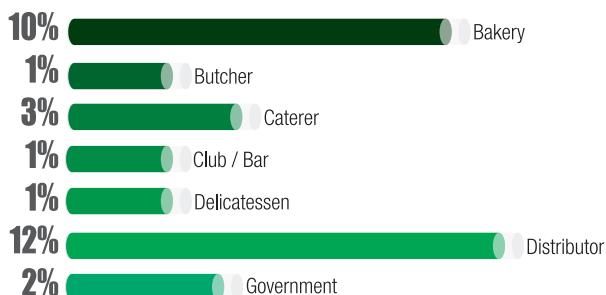
6 Group Pavilions

45 Nations



VISITOR PROFILE AT THE SHOW!

BEST DESCRIBES THEIR BUSINESS



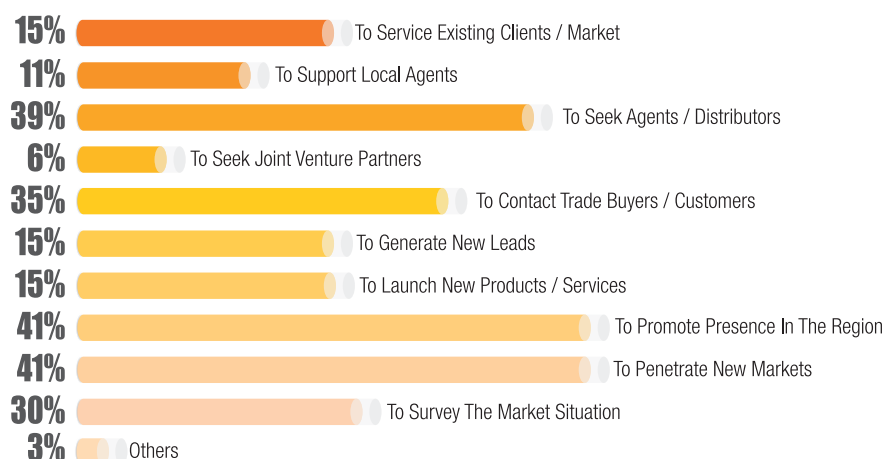
Others: Investor / IT Solution for food business / Trader / Consultancy Design / Trading / Logistics / Advertising / Education



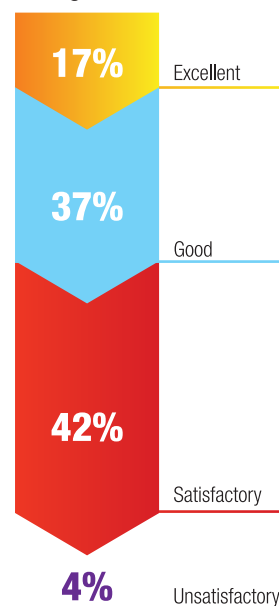
MIFB EXHIBITORS TESTIMONIES!

87% OF EXHIBITORS SAID THEIR OBJECTIVES IN MIFB 2017 WERE MET!

BUSINESS NATURE



Rating of MIFB 2017



TESTIMONIES FROM OUR ATTENDEES!

"MIFB is a well arranged trade fair where it met our expectation and request!"

ANGELINE NADAN

Manager,
QSR BRANDS

"We are very happy to be here. This is the best opportunity to expose or business and will learn more things about business tricks."

A. BABUGANESH

Jai Agro Internaional Export & Imports

"MIFB 2017 - Total Solutions for food and beverage industry!"

DUMINDE SENARAHE

Head of Sales and Marketing,
Hayleys Global Beverages (Pvt) Ltd

"MIFB is a very useful exhibition. Would like to see more products for distributors."

IBRAHIM RASHEED

XiSiX Private Limited

" MIFB was a great opportunity for us to get the source and information of products from a single place. As a hosted buyer i am very much pleased for the organiser's service. Thanks to all members of the organising company. I wish them all the best. See you again."

MOHAMMAD MANIK HOSAN

CEO, Meem International / Arian Trade

"MIFB'17 was an eye-opener for us to source Malaysian suppliers. The hospitality of the Hosted Buyers programme was beyond expectation & proximity of the hotel, provided comfort in terms of logistics & transportation."

S R PARIKH

Jyoti Company

"MFB team did a great job organising our event plan and introducing potential trading partners and suppliers. We look forward to the next opportunity in successfully developing export opportunities."

PAUL BARTLEY

Delori Foods LLC

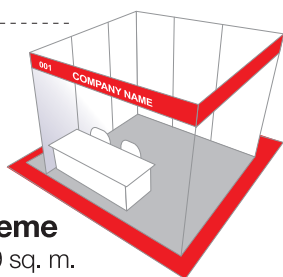


INVESTMENT FEE

Bare Space

- minimum 18 sq. m.
- at USD\$ 345.00 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\$ 370.00 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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