



THE 19TH MALAYSIAN
INTERNATIONAL
FOOD & BEVERAGE TRADE FAIR
27-29 JUNE 2018
KL Convention Centre, Malaysia

MALAYSIA'S
LEADING FOOD
& BEVERAGE
TRADE EVENT

POST SHOW REPORT

SHOWCASING
THE FUTURE
of **FOOD**
BUSINESS!

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Running into its 19th year, The Malaysian International Food & Beverage (MIFB) Trade Fair was successfully held on 27 – 29 June 2018 at Kuala Lumpur Convention Centre (KLCC), Kuala Lumpur, Malaysia. Aside from providing an insight into what is new and exciting within the food and beverage industry, MIFB also proved to be a lucrative platform and offered a variety of business opportunities for the F&B fraternity.

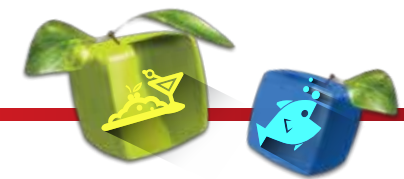
MIFB had a trade visitor turnout of **19,980 from 66 nations** which also comprised of some **250 International** and Local Buyers who were invited and hosted. The MIFB Business Matching Platform generated **2,651 business connections** with an estimated trade value of **USD300 million**.

Overall **MIFB 2018** was a successful business networking event with **63%** of current exhibitors expressing their interest to come back for the next **MIFB** series in **KL Convention Centre from 26-28 June 2019**

With a growth of **11%** in terms of exhibition size and a participation of **550** exhibiting companies from over **45** nations, the show cemented its position as the leading F&B Trade Exhibition

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MESSAGES

"I would like to thank and congratulate the organiser, Sphere Exhibits for the commitment to continuously run MIFB in Malaysia, Kuala Lumpur. For this year, I have noticed a bigger number of exhibitors have joined especially from the region of China that something our country is looking forward in line with the agreement that we have with the Chinese government to enhance the relationship between the two countries. Furthermore, with the presence and endorsement by Matrade who encourage more Malaysian Merchant Trade and established brands such as QSR Brands who is also looking for an international market. Hence with all these opportunity and platform given by MIFB, I'm sure the goal can be achieved."

"There are many other country pavilions have attended MIFB this year, such as India, Sri Lanka, Turkey and many others. These pavilions are represented by their government officials and agencies equivalent to our MATRADE which is definitely bringing Malaysia on the right direction leading to the next level in the food and beverage industry."

Datuk Zulkefli Haji Sharif
Chief Executive Officer
Malaysia Convention & Exhibition Bureau

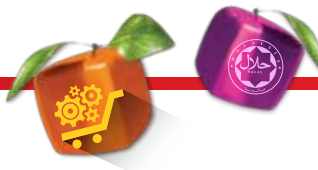
This year, MIFB returns with aims to set a clear direction for SMEs to propel in business, showcase the future of food business as well as position Malaysia as a prime food hub. We are very excited to have 12 local and International pavilions here in Kuala Lumpur Convention Centre (KLCC) during this 3-day event, ranging from F&B Natural and Healthy Produce, Food Technology, Seafood and Fishery, and Halal Food. In fact, the Halal food segment is a special segment that is introduced onto the event floor this year as we see positive growth and development in this niche.

With Malaysia's proper halal ecosystem, proactive policies and framework in place to develop this segment, we believe we have selected the ideal place to host this added segment, besides helping to build Malaysia into becoming the hub for Halal Food. As a central business platform, MIFB serves as an international forum where industry players can exchange valuable insights and knowledge and showcase their products and learn about the latest innovation and technologies in the F&B arena.

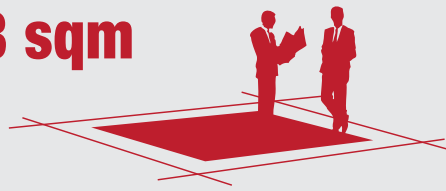
Mr. Chua Wee Phong
Chairman
Sphere Exhibits Malaysia

"MIFB is the platform for Food & Beverage Exhibition Industry in Malaysia. MIFB this year have participating international country partners such as China, Turkey, India and others which is a positive development and proven positive results. The international eyes are looking at Malaysia as the stepping stone to enter the ASEAN Market. As mentioned earlier with the highest number of pre-registered visitors coming from different countries, hence allow the international exhibitors to reach buyers and products from all around ASEAN. So the host we Malaysia as the trading nation has to make use of this event to improve and look for Trade in ASEAN and internationally."

Mr Mohammad Aminuddin Sham Tajudin
Director of Halal, F&B and Agro-Based Section
Exports Promotion and Market Access Division
Malaysia External Trade Development Corporation (MATRADE)



Gross Area:
10,868 sqm



Business Matching:
2651 Successful
Business Connections



Invited & Hosted:
250 International
& Local Buyers



Visitorship:
19,980
Trade Visitors



66
Nations



Exhibitors:
550 Exhibitors



12 Pavilions **45** Nations



Trade Value Discussed:
Estimated at
USD 300 Million



KEY BUYERS & VISITORS FEEDBACK

“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
O3Onic Pte Ltd (Singapore)

“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)

“The event was hosting many international exhibitors and had a wide choice of products to explore. In my experience MIFB is the most suitable exhibition for buyers looking to source quality products from Malaysia and also other countries. The exhibition venue is centrally located with easy access to all major attractions in KL.”

Tanmay Nagar, CEO
Sphinx Trading Company (India)

“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)

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

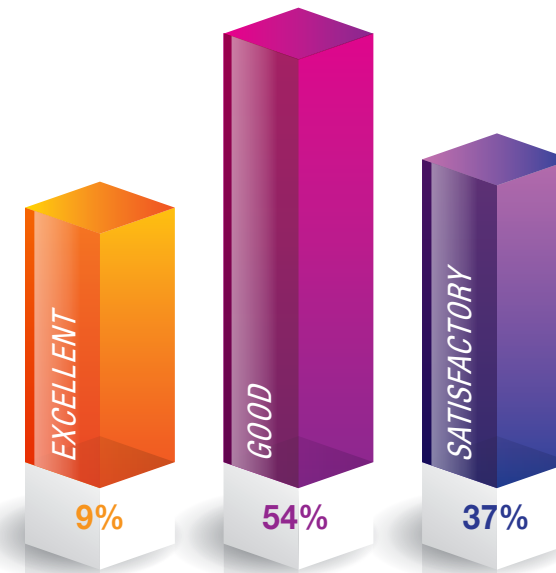
Sukiantono Tang
PT Segar Prima Jaya (Indonesia)

Main objective(s) of participating in MIFB 2018

87% To survey the market condition
73% To penetrate new markets
68% To promote presence in the region
62% To launch new products/services
59% To generate new leads
40% To contact trade buyer/customer

38% To seek joint venture partners
36% To seek agents / distributors
23% To support local agents
18% To service existing clients/market
1% Others

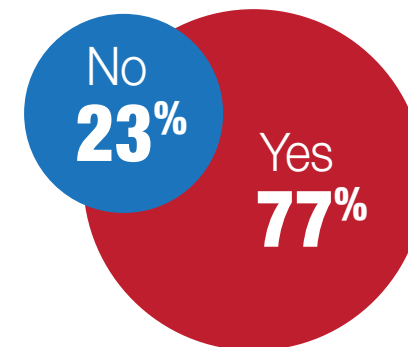
Quality of Visitors



Quantity of Visitors



Objective Met

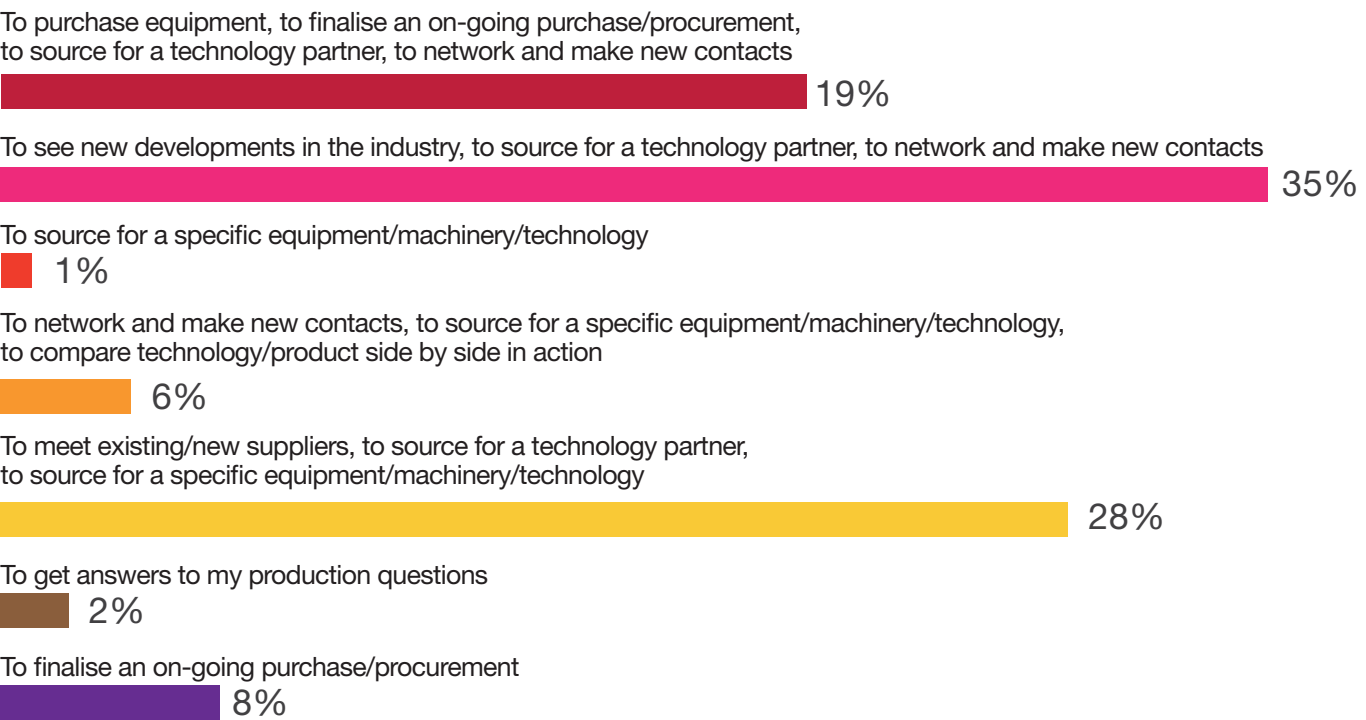


Overall Rating for MIFB 2018





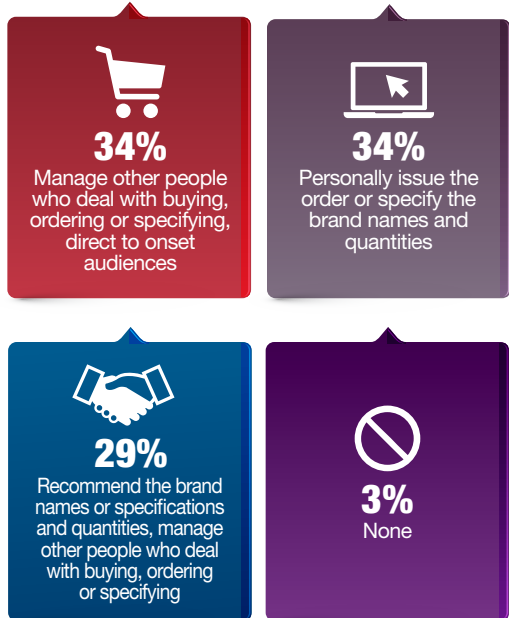
Objective of visiting the show



In relation to your work and your company's business, how did you find your visit to the show?



How are you involved in the purchasing decision in your company?



- EVERYTHING IS SATISFACTORY!
- EVERYTHING WAS SPOT ON
- EXCELLENCE. VERY RELIABLE.
- IT WAS VERY USEFUL AND ALSO EDUCATIONAL IN TERMS OF GETTING TO KNOW MORE ABOUT THE NEW TRENDS AND FOOD ALSO.
- IT'S A GOOD EVENT. KEEP IT UP!!! :) ALL THE BEST IN FUTURE!!!
 - MIFB IMPROVED A LOT COMPARE PREVIOUSLY
 - VERY GOOD ARRANGEMENT AND GOOD PUBLIC RELATION STUDY
 - VERY GOOD ORGANIZATION
 - VERY NICE AND INTERESTING. ALSO IT WAS VERY FRUITFUL.



MIFB 2018 Opening Ceremony

On 27th June 2018, the 19th Malaysian International Food and Beverage Trade Fair (MIFB 2018) was officiated by Datuk Zulkefli Haji Sharif Chief Executive Officer, Malaysia Convention & Exhibition Bureau.

MIFB 2018 Opening Ceremony was attended by 100 VIPs which includes Sponsors, Local & International Association Leaders & Partners, Trade Commissioners, Ambassadors & Embassies Representative and Media Members. The event was also graced by the following guest:

- Mr Mohammad Aminuddin Sham Tajudin**
Director of Halal, F&B and Agro-Based Section, Exports Promotion and Market Access Division, Malaysia External Trade Development Corporation (MATRADE)
- Mr Rafiq Moosa**
Chief Operation Officer of QSR Brands (M) Holdings Bhd
- Mr James Lai**
Chairman of Malaysia Internet of Things Association, (MYIOTA)



EVENT HIGHLIGHTS



Trade Talks @ MIFB

Is a short seminar presented by MIFB partners and exhibitors, highlighting F&B business technologies.

A total 13 sessions of talks were carried out during the 3 days even, covering the topics about corporate financing information, safety and smart food manufacturing, benefits of natural products, digital marketing and capitalising on Halal. Below are the topics discussed in details:

Healthy F&B: Healthy Snack Consumer Trends

Food Safety & Halal: Strengthening Food Industry Through Food Safety - Halal Food Chain Integrity

Quality & Standards: ISO 22000 Final Draft International Standard (FDIS): What is New and Why.

Digital Marketing: Cross-Border Opportunities - ASEAN & China

F&B Technology: IoT Empowering Smart Manufacturing Applications

F&B Technology: Modernizing F&B Operation with I.T. and Automation

Halal: Capitalizing on Halal to Reach out the Global Market

Halal 101: Expectations and Opportunities

Digital Marketing: How to Generate Higher ROI for Your Digital Marketing Campaign?

Food Safety: Threat Assessment Critical Control Point

(TACCP) & Vulnerability Assessment and Critical Control Points (VACCP) in Food Safety System.

F&B Technology: Transforming Kitchen Operation through the use of Cook – Chill and Cook – Freeze Systems

Healthy F&B: China Tea Health Forum

Digital Marketing: Leveraging on content marketing & social media

Mystery Gift Winner:



MR WONG TONG
Director
WFO Foods



MS CHERYL NG
Product Development Executive
F&B Equipment Sdn Bhd



MS FATIMATUZAHRAH
BT MOHAMAD
Food Provider Officer
Hospital Tengku Ampuan Rahimah



FACTS & FIGURES FROM
MIFB 2018 TRADE TALK



VISITORS PROFILE



Business Matching Sessions

MIFB 2018 had **2,651** business connections to facilitate exhibitors and buyers to source and identify potential business partners to expand their market globally.

International and Local VIP Buyer Programme

This programme helps to look for the right international and local business partners by connecting the top tier buyers and MIFB exhibiting companies.

International Hosted Buyer 2018

COMPANY

ASTEAM TECHNOLOGY PTE LTD
AW ENTERPRISES
CHYAU AN CO LTD
CITYQUEEN INTERNATIONAL CO LTD
QUANTOO CO LTD
FATHIMA GROUP OF COMPANIES
FIVE GROUP TRADING & CONTRACTING CO
GHANIM INTERNATIONAL CORPORATION
GHOSH AGRI TECH P LDT
KCI - SEA
KIA HOSPITALITY MANAGEMENT LTD
KUO TA HANG CO LTD
O3ONIC PRIVATE LIMITED
POPULAR TRADERS
SPHINX TRADING COMPANY
YIPTONG & SONS LTD

COUNTRY

SINGAPORE
PAKISTAN
TAIWAN
TAIWAN
TAIWAN
DUBAI
QATAR
BRUNEI
INDIA
INDONESIA
BANGLADESH
TAIWAN
SINGAPORE
PAKISTAN
INDIA
MAURITIUS



Local Trade Buyers

7-ELEVEN MALAYSIA SDN BHD
AEON BIG (M) SDN BHD
AEON CO. (M) BHD
AEON TOPVALU MALAYSIA SDN BHD
AJINOMOTO (M) BERHAD
ALFA CHEESE INDUSTRIES SDN BHD
ALLOT MARKETING SDN BHD
ARTELIER COFFEE KITCHEN
ASIA AQUACULTURE (M) SDN BHD
ASIA NUTRITION TECHNOLOGY SDN. BHD.
AVILLION PORT DICKSON
BABA CHARLIE NYONYA CAKE
BABA PRODUCTS (M) SDN BHD
BANGI GOLF RESORT
BANYAN TREE KUALA LUMPUR
BERJAYA HOTELS AND RESORTS
BERJAYA STARBUCKS COFFEE COMPANY
BERJAYA TIMES SQUARE HOTEL
BEST MARINE PRODUCTS SUPPLY SDN BHD
BREAD TOWN
CAMPBELL CHEONG CHAN (MALAYSIA) SDN. BHD.
CAREFOOD INDUSTRIES SDN BHD
CARGILL (MALAYSIA) SDN BHD
CARGILL COCOA AND CHOCOLATE
CARGILL FOOD INGREDIENTS SDN BHD
CARGILL PALM PRODUCTS SDN. BHD.
CE PRODUCTS SYNERGY SDN BHD
CENTURY FOOD CONCEPT SDN BHD
CHEF TECHNOLOGY SDN BHD
CHEFONIC KITCHEN EQUIPMENT SDN BHD
CHEONG FATT FOOD SDN BHD
CHOC ARTISAN SDN BHD
CHUBS SANDWICHES
CILANTRO RESTAURANT & WINE BAR
CITARASA UNIQ SDN BHD
CK FROZEN FISH AND FOOD COMPANY LIMITED
COCA-COLA FAR EAST LIMITED
COCO LANDMARK TRADING
COCOALAND BERHAD
COCONUT WATER (COWA) SDN BHD
COFFEE BOX SDN BHD
COFFEE OMEGA SDN BHD
COFFEE SANDWAICH REVIVAL SDN BHD
COFFEE LAND SDN BHD
COFFEE LAND WHOLESALERS & DISTRIBUTION SDN BHD
COLD PRESSED DAILY SDN BHD
COLLINK FOOD AND BEVERAGE COMPANY LIMITED
COLUMBIA HOSPITAL PEATLING JAYA
COMPO HEALTH STAR SDN BHD
CONCORDE HOTEL KUALA LUMPUR
COOL CREAM MILANO PRIVATE LIMITED
COR BEAN COFFEE COMPA
CORUS HOTEL KUALA LUMPUR
COSWAY (M) SDN BHD
CULINARY CHEF FOOD INDUSTRIES SDN BHD
CYO HOTELS SDN BHD
D KLASIK WHITE COFFEE SDN BHD
D.N.S KACANG PUTIH SDN.BHD.
DAAN DAAN FOOD & SNACKS
DAIHATSU (M) SDN.BHD.
DAIRY PRO INTERNATIONAL SDN BHD
DANKOFF COFFEE SPECIALIST
DELI DURIAN SDN BHD
DFC BAKERY ENTERPRISE

D'FRUIT TRADING SDN BHD
DINDINGS POULTRY PROCESSING SDN BHD
DING FENG FOOD & BEVERAGE SDN BHD
DJ FOOD& BEVERAGE
DOME CAFE SDN BHD
DOUBLEWOOD MANAGEMENT SDN BHD
DUTCH LADY MILK INDUSTRIES BERHAD
DYNASTY HOTEL
ECO-SHOP MARKETING SDN BHD
EDC HOTEL & RESORTS KUALA LUMPUR
EDO ICHI GROUP OF RESTAURANTS
ELEPHANT CAFE AND BISTRO
EMPEROR FOOD INDUSTRIES SDN BHD
EMPEROR MARINE MARKETING SDN BHD
EMPIRE HOTEL
EMPIRE INTERNATIONAL SDN BHD
EMPIRE SUSHI GROUP SDN BHD
ENG HUP SENG SESAME OIL & SAUCE FACTORY SDN BHD
EPICURIOUS
ERA HERBAL PRODUCTS SDN BHD
ETIKA BEVERAGES SDN BHD
EURO DELI MANUFACTURING SDN BHD
EXON MOBIL EXPLORATION & PRODUCTION (M) INC.
F&B FACILITIES SDN BHD
F&B NUTRITION SDN BHD
F&N BEVERAGES MANUFACTURING SDN BHD
F&N DAIRIES MANUFACTURING SDN. BHD.
FAMILYMART MALAYSIA
FANTASTIC FOOD FACTORY SDN BHD
FARM FRESH MILK SDN. BHD.
FGB FOOD MANAGEMENT SDN BHD
FINE COFFEE ROASTERY
FISHBOWL VENTURES SDN BHD
FIVE STAR GOURMET SDN BHD
FLOUR MAGO F&B SDN BHD
FOOD VALLEY SDN BHD
FORTUNE SUPREME FOOD SUPPLY (SIBU) SDN BHD
FOURSEASON TRADING (BORNEO) SDN BHD
FRESCO COCOA SUPPLY PLT
FRESH & FRESH VILLAGE SDN BHD
FRESH FISHERY TRADING SDN BHD
GARDENIA BAKERIES (K.L) SDN. BHD.
GCH RETAIL (M) SDN BHD
GEMINI FLOUR MILLS (M) SDN BHD
GENTING CRUISE LINES SHIP MANAGEMENT SDN BHD
GENTING MALAYSIA BERHAD
GFB FOOD SDN BHD
GHOSTBIRD COFFEE COMPANY
GOLDEN SCREEN CINEMA
GOOD GOURMET HOLDINGS SB
GOOD SPECIAL FOOD PRODUCTS
GOURMET FOOD SUPPLY SDN BHD
GRABBETI (M) SDN BHD
GRACIOUS HOMES SDN BHD
GRAINS & BEANS TRADING
GRAND CENTURY RESTAURANT SDN BHD
GRAND HYATT KUALA LUMPUR
GREAT EAT SDN BHD
GREAT HARVEST FRUITS SD BHD
GREAT NATURE ENTERPRISE
GSH FOOD MARKETING SDN BHD
HA LI FA MANUFACTURING SDN BHD
HAILAM KOPITIAM SDN BHD

HANKER FOODS (M) SDN BHD
HAPPY PLACE F & B SDN BHD
HATTEN HOTELS WORLDWIDE
HEALTHY GRAZING SDN BHD
HIAP HENG MARINE PRODUCTS SDN BHD
HILLTOP F&B SDN BHD
HOSPITAL SELAYANG, KEMENTERIAN KESIHATAN MALAYSIA
HOSPITAL TENGKU AMPUAN RAHIMAH, KLANG
HOTEL BANGI-PUTRAJAYA
HOTEL EQUATORIAL GROUP
HOTEL MAYA KUALA LUMPUR CITY CENTRE
HOUSE OF INGREDIENTS SDN BHD
HUP SENG PERUSAHAAN MAKANAN(M) SDN. BHD.
HZ GREEN PULP SDN BHD
IBIS KLCC
IBT INTERNATIONAL BRANDS TRADING SDN BHD
ICE TALK DESSERT & CAFE SDN. BHD.
ICHIFUDO FOOD AND BEVERAGE SDN BHD.
IKANO HANDEL SDN. BHD (IKEA MALAYSIA)
IKATAN KUKUH JAYA SDN BHD
IMPJANA KLCC HOTEL
INGREDIENTS SOLUTION SDN BHD
JALEN SDN BHD
JAM & KAYA CAFÉ@
JAS WORLDWIDE (M) SDN BHD
JASMINE FOOD CORPORATION
JAYA GLUCOSE (M) SDN. BHD.
JIE FENG FOODSTUFFS SDN.BHD
JIGGER & SHAKER BISTRO, BAR & ENTERTAINMENT
JORS FOODS SDN BHD
JOYPACK FOODS MALAYSIA
KAH SHENG AGRO SDN BHD
KAJANG SATAY HOUSE (M) SDN BHD
KAMI FOOD SERVICES SDN BHD
KAMPACHI RESTAURANTS SDN BHD
KAMPONG KRAVERS (M) SDN BHD
KANGAI AVENUE SDN BHD
KAREEM GENERAL STORE SDN BHD
KART FOOD INDUSTRIES SDN BHD
KINGDOM COFFEE & FOOD INC
KL COFFEE CLUB SDN BHD
KMT FOOD & BEVERAGE SDN BHD
KOCHABI TAIWANESE DELIGHT SDN BHD
LACUST FOOD MANUFACTURING PLT
LAZADA.COM.MY
LEES FROZEN FOOD SDN BHD
LION GROUP
LITTLE COTTAGE CAFE
LITTLE EATERIES CART
LITTLE NYONYA FOOD INDUSTRIES SDN BHD
LONGSON FOOD PRODUCTS SDN BHD
MACFOOD SERVICES (M) SDN BHD
MALAYSIAN EXPORT ACADEMY
MALAYSIAN PALM OIL ASSOCIATION
MARDI
MAY EXPORTS (MALAYSIA) SDN BHD
MAYFLOWER HOLDING SDN BHD
MBG FRUITS SDN BHD
MBG FRUITSHOP SDN BHD
MINISTRY OF HEALTH
MISSION FOODS MALAYSIA SDN BHD
MITASU JAPANESE RESTAURANT
MOI FOODS MALAYSIA SDN BHD
MY FAVOURITE TASTY CUISINE

MY HERO HYPERMARKET SDN BHD
MYHALMART SDN BHD
NARESH GLOBAL CONCEPT (VALIRAM GROUP)
NAZA CORPORATION HOLDINGS SDN BHD
NESTLE
OLDTOWN WHITE COFFEE
ORIENT FRESH DELI SDN BHD
PAGODA FOODS (MALAYSIA) SDN BHD
PARKSON CORPORATION SDN BHD
PASARAYA LOONG FUAT SDN BHD
PASTRY PRO SDN BHD
PENANG GOLF CLUB
PFT FOOD INDUSTRIES SDN BHD
PJ GROCER SDN BHD
Q-PACK (M) SDN BHD
QQ FOOD RETAIL SDN BHD
RUSSIAN CAVIAR HOUSE
SABAH TEA GARDEN SDN BHD
SAFE FOOD CORPORATION (M) SDN BHD
SAJIAN WANGI ENTERPRISE
SC ASIA FOOD SDN BHD
SERI PACIFIC HOTEL KUALA LUMPUR
SETOUCHI FOOD INDUSTRIES SDN BHD
SHANGRI-LA HOTEL KUALA LUMPUR
SIGNATURE SNACK SDN BHD
SIME DARBY RESEARCH SDN BHD
SIN SING COFFEE SDN BHD
SPICES & SEASONINGS SPECIALITIES SDN BHD
SRI NONA FOOD INDUSTRIES SDN BHD
STAR CRUISES
SUN CAFE SDN BHD
SUNRISE FOOD MARKETING SDN BHD
SUNWAY BERHAD
SUNWAY LAGOON SDN BHD
SUNWAY PUTRA HOTEL KUALA LUMPUR
SUSHI KIN SDN BHD
SWISS CONFECTIONERY
SYDNEY CAKE HOUSE SDN BHD
SYED FOOD INDUSTRY
SYL ROASTED DELIGHTS SDN BHD
T & L COCONUT SDN BHD
TESCO STORES (MALAYSIA) SDN BHD
TETRA PAK (M) SDN BHD
TGV CINEMAS SDN BHD
THE CHICKEN RICE SHOP
THE COFFEE BEAN & TEA LEAF (M) SDN BHD
THE ITALIAN BAKER SDN BHD
THE RUMA HOTEL & RESIDENCE
TOKYO EATERY F&B SDN BHD
TRADERS HOTEL KL
TUNE HOTELS SDN BHD
UNILEVER (M) HOLDINGS SDN BHD. (DEPT.FOOD SOLUTIONS)
UNIQLY THAI SDN BHD
UNIRAW DAIRIES & FOOD SDN BHD
UPPERHOUSE KITCHEN AND DESSERT BAR
VILLAGE GROCER (BANGSAR)
WAJIA DAIRY SDN BHD
WALNUT GROUP
YUMMY YUMMY BAKERY HOUSE & KOPITIAM



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26-28 June 2019

Kuala Lumpur Convention Centre (KLCC)
Kuala Lumpur, Malaysia

20TH
ANNIVERSARY
MALAYSIA'S LEADING
FOOD & BEVERAGE
TRADE EVENT

**THE FUTURE OF
FOOD BUSINESS**

FOOD TECHNOLOGY



SEAFOOD & FISHERY



FOOD & BEVERAGE
- NATURAL & HEALTHY PRODUCE



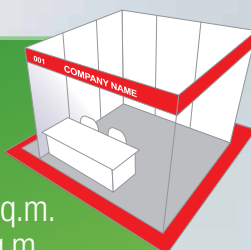
HALAL FOOD



SHELL SCHEME

- minimum 9 sq.m.
- at **RM 1,380.00** per sq.m.
- or **USD 385.00** per sq.m.
(for international exhibitors)

*Above price is subject to 0%
Goods & Services Tax.



Sign Up **NOW!**



Drop us a line to find out more!

**Kean Ng /
Christopher Chin**
+603 7989 1133

mifb@sphereexhibits.com.my

BARE SPACE

- minimum 18 sq.m.
- at **RM1,200.00** per sq.m.
- or **USD 360.00** per sq.m.
(for international exhibitors)

*Above price is subject to 0%
Goods & Services Tax.



MIFB 2019 provides the right
venue for business networking –
a platform for F&B industry
players to exchange experiences
and knowledge. Equipped with
the right tools for you to rub
shoulders with various
stakeholders, MIFB gets you one
step further in maximising your
networking experience.

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