



THE 20th MALAYSIAN INTERNATIONAL FOOD & BEVERAGE TRADE FAIR 2019

26 - 28 JUNE 2019

**KUALA LUMPUR CONVENTION
CENTRE (KLCC), MALAYSIA**

Thank You

**FOR MAKING US NO.1
FOOD & BEVERAGE TRADE
FAIR IN MALAYSIA**

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POST SHOW *REPORT*

www.mifb.com.my

MIFB 2019

The 20th Malaysian International Food and Beverage Trade Fair (MIFB) was successfully held on 26- 28 June 2019 at Kuala Lumpur Convention Centre (KLCC), Kuala Lumpur, Malaysia. MIFB 2019 is estimated to generate **US\$500 million** in overall sales & trade deals and achieved a total number of 20,138 trade visitors. For this year edition, there were **450 exhibitors** from **21 countries and region**.

Celebrating a significant milestone, MIFB the prime F&B trade fair in Malaysia has achieved two decades of innovation and constant growth throughout the years with ground-breaking solutions to boost the industry. MIFB is also proud to receive the award for Malaysia's Largest Food & Beverage Trade Fair from the Malaysia Book of Records!

This outstanding award creates another significant milestone to MIFB to spearhead the food and beverage trade fair in the country. Might as well, raising the bar for MIFB as the No. 1 Food & Beverage Trade Fair in Malaysia.

Many notable and history-making events marked MIFB 2019 three days calendar. Reaffirming the Malaysian International Food & Beverage Trade Fair event in the country which offers a platform for businesses from the industry to showcase their products and services at international trade platform

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20 YEARS OF MILESTONE

1999

1st Edition of MIFB

2000

MIFB branches into Major 4 Segments forming – Food & Beverage, FoodTech, Seafood & Fishery, Halal

2001

Introduction of new branding and logo

2002

4th MIFB Trade Fair – Bridge to new market – MIFB made historical delegations to countries around the world in aim to promote the SME sectors participation

2003

MIFB sent a team of International Delegations to countries around the world to strengthen its roots in Food & Beverage Industry

2004

The 6th Malaysia International Food & Beverage Trade Fair 2004 and The Inaugural Malaysia International Halal Food Conference officiated by 5th Prime Minister of Malaysia.

2005

The 7th MIFB introduced new branches align with market need, Malaysia Agro-Bio Business Conference 2005 & World Golden Chef Competition

2006

Endorsed by Ministry of Agriculture and Agro Based Industry & Ministry of Health of Malaysia. Gained strong support from Agricultural Ministries from China & India

2007

MIFB welcomes the World – Held in Matrade Exhibition & Convention Centre served as the multibillion dollar marketplace

2008

Held from July 10 to 12 at the Putra World Trade Centre, in collaboration with MOA Incorporated of the Agriculture and Agro-based Industry Ministry.

2009

The fair brought together international, regional and local players to enhance the growth and development of the food and beverage industry.

2010

The 12th MIFB Trade fair marked over 400 Local & International Exhibitors and over 1000 confirmed one to one Business Matching meetings

2011

The 13th MIFB was held on 13-14 July at Putra World Trade Centre (PWTC)

2012

MIFB set its point as the strategic F&B Business platform for ASEAN. The 14th edition trade fair has seen exhibitors from 24 Countries

2013

15th Edition of MIFB A World Of Food Business

2014

The MIFB Conference runs in tandem with the 16th Malaysian International Food & Beverage Trade Fair.

2015

MIFB 2015's success in generating RM144 mil in sales to the way the fair is structured, which is to lay a common platform to establish a business network between industry players.

2016

Established its foothold as one of the largest and most focused F&B events in the region

2017

With a growth of 11% in terms of exhibition size and a participation of 550 exhibiting companies from over 45 nations.

2018

The 20th Edition of MIFB had 19,980 Trade Visitors from 66 Nations

2019

20th
ANNIVERSARY

Malaysian International Food & Beverage Trade Fair knighted with

MALAYSIA'S LARGEST FOOD & BEVERAGE TRADE FAIR award by:





MIFB 2019 STATISTICS

STATISTIC



GROSS AREA
11,000 sqm



VISITORSHIP
20,138 Trade Visitors / Buyers
66+ Countries / Regions



BUSINESS MATCHING
3408 Productive
Business Connections



EXHIBITORS
450+ Local / International Exhibitors
16 Pavilions
21 Countries / Regions



INVITED & HOSTED
450 International

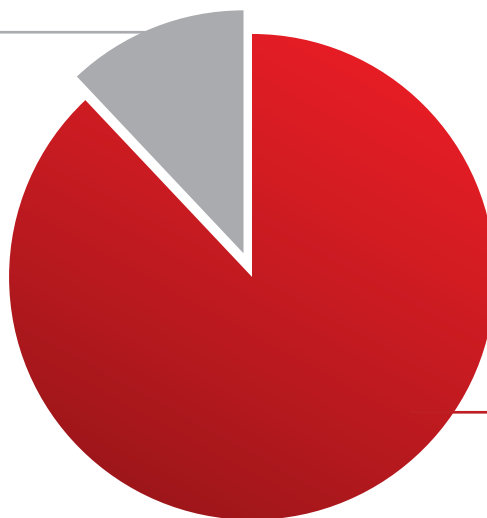


TRADE VALUE DISCUSSED
Estimated at **US\$500** million

VISITORS DETAILED STATISTIC

FOREIGN TRADE VISITORS

12.03%



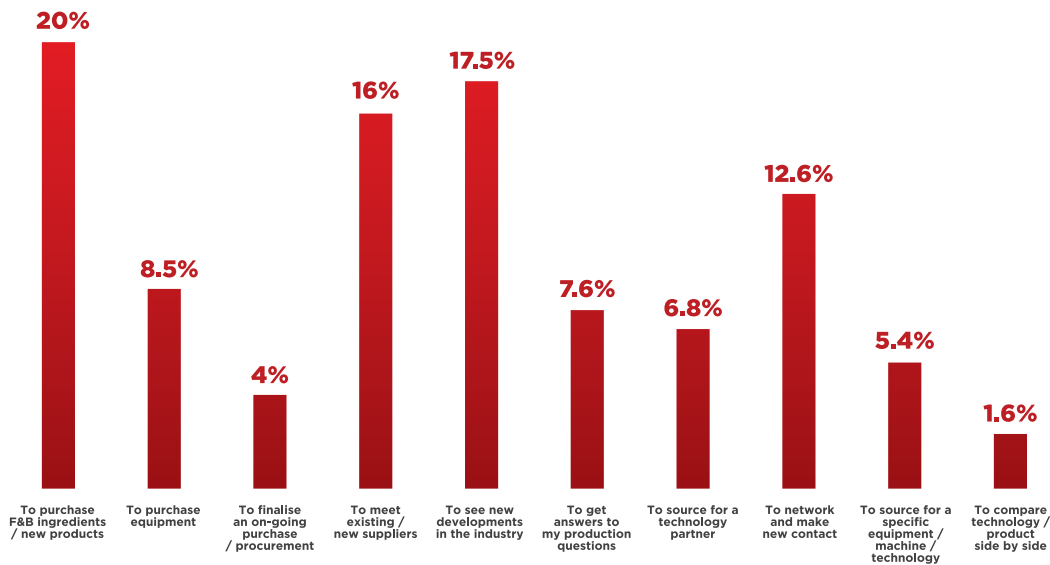
LOCAL TRADE VISITORS

87.97%

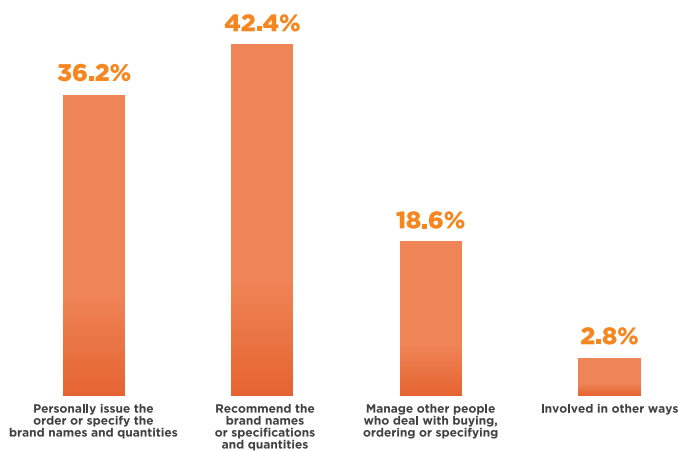


VISITORS FEEDBACK

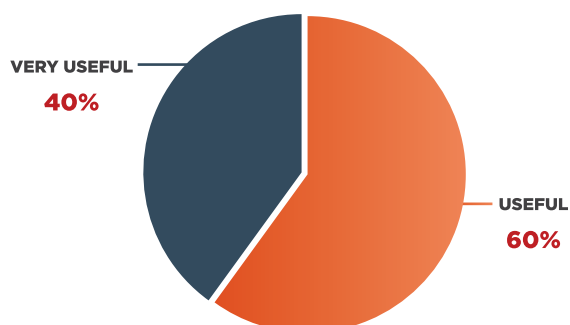
OBJECTIVE OF VISITING THE SHOW



VISITOR WHO ARE INVOLVED IN THE PURCHASING DECISION IN THEIR COMPANY



IN RELATION TO YOUR WORK





VISITORS COMMENTS

MARITA LADDARAN (BUYER)

(Lemontree Cakehouse Inc) - Philippines

"The visit was very productive and fruitful as we will be importing chocolates and confectionary items from a few manufacturers that we found at MIFB 2019 to be distributed in the Philippine market. I will surely recommend MIFB to other business owners who are looking to learn about the latest innovations and technologies in the food industry from around the world."

LYKHENG SUON (BUYER)

(One More Manufacturing) - Cambodia

"MIFB is a best trade fair event allowing the buyer to meet and source supplier easily and effortlessly. Their business matching programme is one of the best which enables the buyers to arrange for the one to one meeting with exhibitors without much hassle."

BUI VO ANH HOANG (BUYER)

Vice Director (Tay Ninh Corp) - Vietnam

"MIFB 2019 was an excellent platform for me to find some of the best options for Malaysian and International suppliers. We will work on the distribution of those products for the Vietnam market."






MAIN PRODUCT INTEREST

 Beverages	 Food Processing /	 Meats & Poultry
 Canned Products	Equipment/ Materials	 Oils, Fats, Sauces
 Coffee & Tea	 Fresh / Dried Fruits /	 Organic and
 Confectionery,	Vegetables	Health Products
Biscuits & Pastries	 Frozen Food	 Packaging Equipment
 Convenience Food	 Grocery Products	 Preserved Products
 Dairy Products	 Halal Food	 Seafood
 Food Ingredients	 Herbs & Spices	 Snack Food



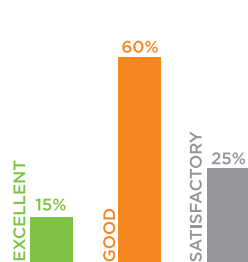
VISITOR / BUYERS PROFILE

 Bakery & Confectionary	 Distributor	 Importer / Exporter
 Butcher	 Grocery / Convenience Store	 Manufacturer
 Caterer	 Government Hospitals / Canteens	 Restaurant / Cafes
 Club / Bar	 Hyper / Supermarket	 Retailer
 Delicatessen	 Hospitality	 Wholesaler

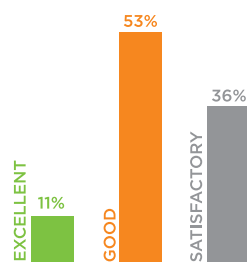


EXHIBITORS FEEDBACK

QUANTITY OF VISITORS



QUALITY OF VISITORS



MIFB 2019 RATING



PAVILLIONS



CHINA



GUANGXI, CHINA



FUJIAN, CHINA



INDIA



KOREA



THAILAND



UNITED KINGDOM



MINISTRY OF AGRICULTURE
AND AGRO-BASED INDUSTRY
MALAYSIA (MOA)



MINISTRY OF INTERNATIONAL
TRADE & E-COMMERCE
SARAWAK (MITEC)



SRI LANKA



TAIWAN



TURKEY

START UP @



EXHIBITORS COMMENTS

MATTHIAS LIEW (EXHIBITOR)

(Uinah Sabah Ginger Beer) - Malaysia

"Uinah Sabah Ginger Beer would like to thank MIFB 2019 and it's organizing team for the support and guidance that helped to showcase that Malaysia can produce our very own Ginger Beer at an international level! Looking forward MIFB 2020!"

MS. PAT PRATPRAYA (EXHIBITOR)

(Platinum Pro) - Thailand

"MIFB 2019 was full of business opportunities."

MUSAH ALLUHWANY (EXHIBITOR)

(Qutof Dates) - United Arab Emirates

"Such a wonderful experience to meet Asia market at MIFB."



INTERNATIONAL & 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

TOP 20 INTERNATIONAL HOSTED BUYER 2019:

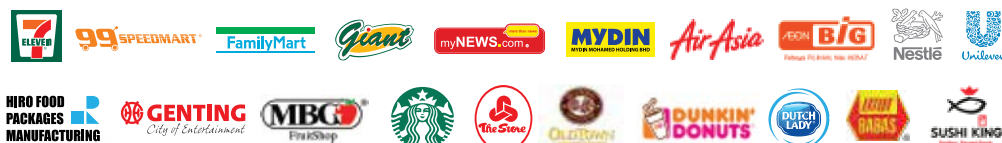
- | | |
|--|----------------------|
| • ONE MORE MANUFACTURING | CAMBODIA |
| • PRIZEMART LTD | HONG KONG |
| • KING PATH LTD | HONG KONG |
| • PT SUPA SURYA NIAGA | INDONESIA |
| • PT SANTORINI RAHARJA | INDONESIA |
| • SITHISOKE CHALEUN TRADING-IMPORT-EXPORT CO LTD | LAOS |
| • THOD MARKETING LTD | MAURITIUS |
| • LEMONTREE CAKEHOUSE INC | PHILIPPINES |
| • SUNSHINE SPECIALTY FOODS AND BAKERY INC | PHILIPPINES |
| • HNB SUGAR FLOWERS INC | PHILIPPINES |
| • PHILIPPINE GUM PASTE INC | PHILIPPINES |
| • AL TAKREEM FOR FOOD | QATAR |
| • DELINATURAL ASIA PTE LTD | SINGAPORE |
| • ERAWAN - SERVICES PTE LTD | SINGAPORE |
| • TARGET PACK (PVT) LTD | SRI LANKA |
| • MWAY PVT LTD | SRI LANKA |
| • EXIM GROUP (THAILAND) CO LTD | THAILAND |
| • STARFISH LLC | UNITED ARAB EMIRATES |
| • GREEN VALLEY PREMIUM SUPERMARKET | UNITED KINGDOM |
| • TAY NINH CORP | VIETNAM |

* The list is not limited to the total hosted buyers, attended MIFB 2019



TOP BUYERS / BUYER LIST

TOP BUYERS:



LOCAL BUYER LIST:

- | | |
|--|--|
| • AJI-NO-RIKI (M) SDN BHD | • ROTIBOY BAKESHOPPE SDN BHD |
| • AEON CO (M) BHD | • BERJAYA CORPORATION BERHAD |
| • AYAMAS FOOD CORPORATION SDN BHD | • CARGILL FOOD INGREDIENTS SDN BHD |
| • BERJAYA LAND BERHAD | • PJ GROCER SDN BHD |
| • CARING PHARMACY RETAIL MANAGEMENT SDN BHD | • BIG APPLE WORLDWIDE HOLDINGS SDN BHD (BIG APPLE DONUTS & COFFEE) |
| • FRESH 2GO SDN BHD | • MCAT BOX OFFICE SDN BHD (MBO CINEMAS) |
| • FARM FRESH MILK SDN BHD | • HOT & ROLL HOLDINGS SDN BHD |
| • GT MART SDN BHD | • YAKULT (M) SDN BHD |
| • GENTING CRUISE LINES SHIP MANAGEMENT SDN BHD | • TGV CINEMAS SDN BHD |
| • HARD ROCK CAFE ENTERPRISE (M) SDN BHD | • 4FINGERS SINGAPORE PTE LTD |
| • HAPPYFRESH | • ROTI ROTI MANUFACTURING SDN BHD |
| • HUP SENG PERUSAHAAN MAKANAN (M) SDN BHD | • KARA HOLDINGS SDN BHD |
| • JULIES MANUFACTURING SDN BHD | • STAR CRUISES SDN BHD |
| • LEE KUM KEE (M) FOODS SDN BHD | • BERJAYA KRISPY KREME DOUGHNUTS SDN BHD |
| • MALAYSIA AIRLINES BERHAD | • BERJAYA ROASTERS (M) SDN BHD |
| • MALAYSIA MILK SDN BHD | • CAMPBELL'S SOUP SOUTH EAST ASIA SDN BHD |
| • NUTRI FROZEN FOOD SDN BHD | • F&B EQUIPMENT SDN BHD |
| • PETROLIAM NASIONAL BERHAD (PETRONAS) | • F&N BEVERAGES MARKETING SDN BHD |
| • TEA TRADE ASSOCIATION OF MALAYSIA | • MALAYSIA SUGARCANE WORLD SDN BHD |
| • SABAH TEA GARDEN SDN BHD | • MALAYSIAN PAPER CARTON MANUFACTURES SDN BHD |
| • U.S. DAIRY EXPORT COUNCIL | |
| • TETRA PAK (M) SDN BHD | |
| • ISETAN OF JAPAN SDN BHD | |

* The list is not limited to the total VIP Buyers invited and presented at MIFB 2019



PROGRAMMES

TRADE TALKS & CONFERENCE @ MIFB

Exhibitors and industry experts presented the latest insights into the food and beverage industry throughout the three days of the event. The topics range from:

- **TACCP & VACCP : COMPLETING YOUR FOOD SAFETY MANAGEMENT SYSTEM**
- **TRANSFORMING FARMERS' LIVES, ONE GRAIN AT A TIME**
- **DISCOVER HALAL - UNLOCKING COMMERCIAL VALUE**

CONFERENCE

- **GUANGXI WUZHOU LIUPO TEA PROMOTION CONFERENCE & NETWORKING**
- **F & B HALAL CAREER LAB**



COOKING DEMONSTRATION

by **SARAWAK CULINARY HERITAGE AND ARTS COMMITTEE**

A showcase of local, authentic cuisines and recipes of Sarawak traditional dishes, presented by MasterChef Jasbir Kaur and the team.



OPENING CEREMONY

On the 26th June 2019, the 20th Malaysian International Food & Beverage Trade Fair (MIFB 2019) was officiated by Datuk Zulkefli Haji Sharif, Chief Executive Officer of Malaysia Convention & Exhibition Bureau.

More than 300 VIPs graced the opening ceremony, including Trade Commissioners, Ambassadors & Embassies Representatives, Sponsors, International Delegates, Local & International Associations / Chambers leaders and Media members.

The highlights of the event were, the prestigious award presentation by Malaysia Book of Record to MIFB for the Largest Food & Beverage Trade Event in Malaysia category and also the inaugural of the Start-Up @ MIFB by the collaboration of the three main chambers in Malaysia, Kuala Lumpur Malay Chamber of Commerce (KLMCC), The Chinese Chamber of Commerce & Industry of Kuala Lumpur & Selangor (KLSCCCI) and Kuala Lumpur & Selangor Indian Chamber of Commerce & Industry (KLSICCI).





PRESS RELEASE

TOTAL PR VALUE OF MIFB 2019 EXCEED: US\$150,700

* This Value Not including Pre Event Online Campaigns & Other Digital Marketing Efforts





MALAYSIAN INTERNATIONAL FOOD & BEVERAGE TRADE FAIR

THE FUTURE OF FOOD BUSINESS

22 - 24 JULY 2020

KUALA LUMPUR CONVENTION CENTRE (KLCC)
KUALA LUMPUR, MALAYSIA

MALAYSIA'S **NO. 1** FOOD & BEVERAGE TRADE FAIR



**MALAYSIA'S LARGEST
FOOD & BEVERAGE
TRADE FAIR**