



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**

MIFB 2020 - THE FUTURE OF FOOD BUSINESS

21st edition of The Malaysian International Food & Beverage Trade Fair, MIFB 2020 is strengthening the exhibition floor with power-packed F&B services and solution providers. The previous MIFB 2019 was a huge success and has positioned the trade fair as No 1 Food & Beverage Trade in Malaysia with the special award recognition by Malaysian Book of Records for 'Malaysia's Largest Food & Beverage Trade Fair' with tremendous support from

20,138
TRADE VISITORS

FROM

66+
COUNTRIES

450+
LOCAL &
INTERNATIONAL
EXHIBITORS

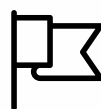
FROM

21
COUNTRIES

WHY MIFB 2020?



12,572 Sqm



22 participating
Countries / regions



Trade Visitors / Buyers from
70 countries



Malaysia's Largest
Food & Beverage
Trade Fair



Hassle Free
Online Business
Matching

SEGMENTS

- FOOD AND BEVERAGE
- HALAL FOOD
- SEAFOOD AND FISHERY
- START-UP @ MIFB VILLAGE

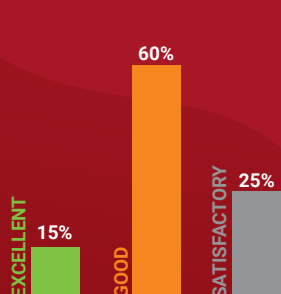
"MIFB 2019, It was well organised. I managed to find some potential exhibitors whom we are going to do business with."

BILAL KHAN

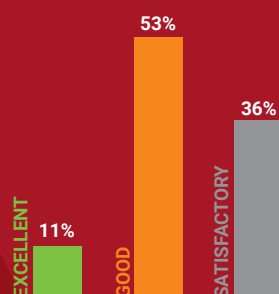
Head Of Procurement (Green Valley Premium Supermarket), United Kingdom

MIFB 2019 EXHIBITORS FEEDBACK

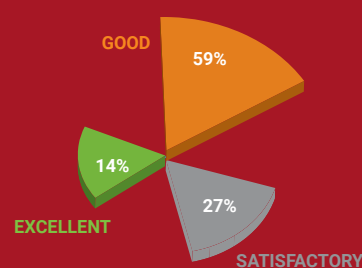
QUANTITY OF VISITORS



QUALITY OF VISITORS



MIFB 2019 RATING



VISITORS / BUYERS PROFILE

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

TOP BUYER



"MIFB 2019, has been a wonderful experience & offered many opportunities for our Korean exporters. Looking forward to attending again next year"

MS. CHOI HYONG SOON
(Korea Agro Fisheries and Food Trade Corporation), South Korea

MAIN PRODUCT INTEREST

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

MARKETING STRATEGIES

LOCAL & INTERNATIONAL
HOSTED VIP BUYER PROGRAMME

COMPLETE 360°
DIGITAL MARKETING

HIGH-PROFILE
CONFERENCES



GROUP DELEGATIONS



GOVERNMENT SUPPORTS
& ENDORSEMENTS



PARTNERSHIPS WITH LOCAL &
INTERNATIONAL ASSOCIATIONS



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."

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."

CHRISTOPHER CHIN
(Project Manager)

T +603 7989 1133
M +6012 908 9951
E christopher@sphereexhibits.com.my

KEAN SHYANG NG
(International Sales)

T +603 7989 1133
M +6012 336 8863
E kean@sphereexhibits.com.my

PUNNAGAI KRISHNAN @ JUNE
(Marketing)

T +603 7989 1133
M +6016 730 4756
E punnagai.k@sphereexhibits.com.my

www.mifb.com.my



SPHERE EXHIBITS MALAYSIA SDN BHD

Lot 1008, Level 10, Tower 2, Faber Towers, Jalan Desa Bahagia, Taman Desa
58100 Wilayah Persekutuan Kuala Lumpur, Malaysia

T +603 7989 1133 | **F** +603 7988 0136 | **E** mifb@sphereexhibits.com.my

W www.sphereexhibits.com.my