

# MALAYSIAN INTERNATIONAL FOOD & BEVERAGE TRADE FAIR



## POST SHOW REPORT 2022

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An Event of:







## MALAYSIA'S LARGEST F&B TRADE SHOW MARKS COMEBACK WITH GROUND- BREAKING EVENTS

The 22nd edition of Malaysian International Food and Beverage Trade Fair (MIFB 2022) took place from 6-8 July at the Kuala Lumpur Convention Centre, Kuala Lumpur. MIFB 2022 saw 9,830 visitors from 39 countries and regions in various F&B manufacturing, wholesaling, retail, and services subsectors throughout the 3-day event.

MIFB 2022 also featured numerous trade talks led by industry experts, as well as stage demonstrations by invited celebrity chef Jasbir Kaur for the visitors to take the opportunity and hone their knowledge.



**225** Exhibitors From **16** Countries



**9,830** Visitors From **39** Countries



Estimated **USD 220** Million  
In Trade Deals Discussed



**170** Invited & Hosted Buyers

"We have had an excellent time here in MIFB. Love the people, love the environment, everyone so happy, thank you for all!"

**EFE TASLIOGLU**  
Sales & Logistic Supervisors  
Deniz Foods

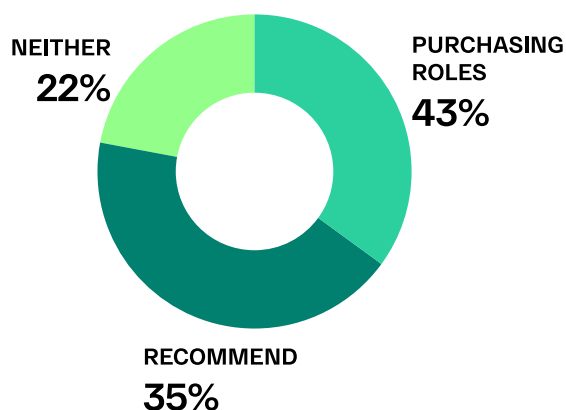


## MIFB 2022 VISITOR STATISTICS

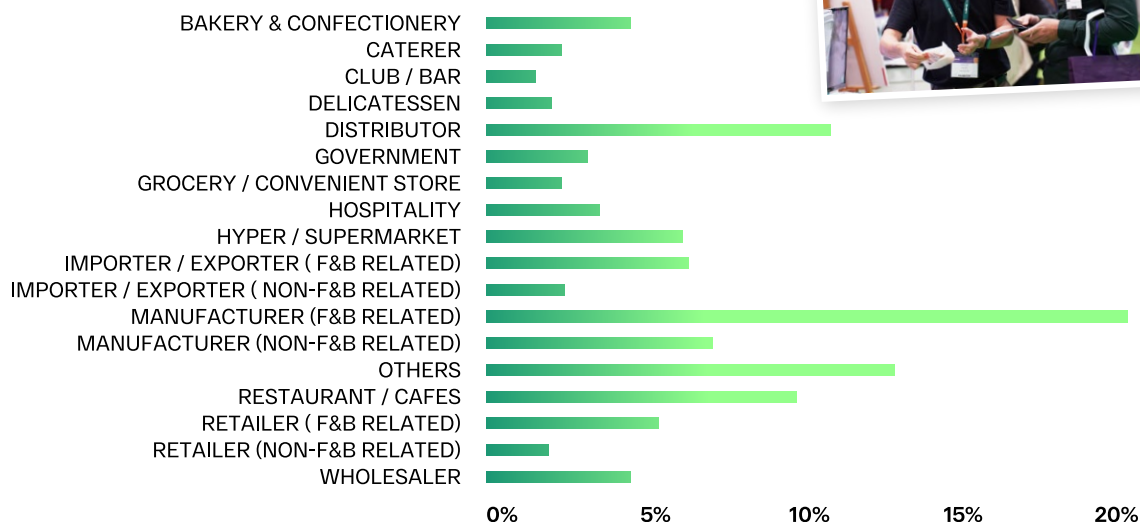
**9,830** visitors attended MIFB 2022, and came from the following **39** countries & regions



## PURCHASING AUTHORITY OF VISITORS

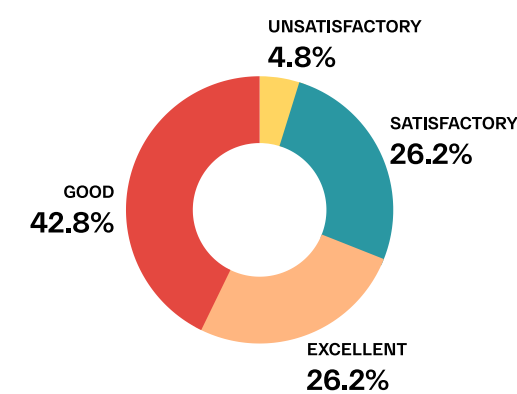


## VISITOR NATURE OF BUSINESS



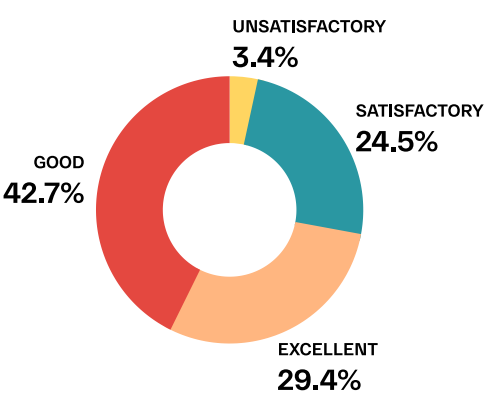
# OVERALL, HOW DID EXHIBITORS RATE MIFB?

## Visitor quantity

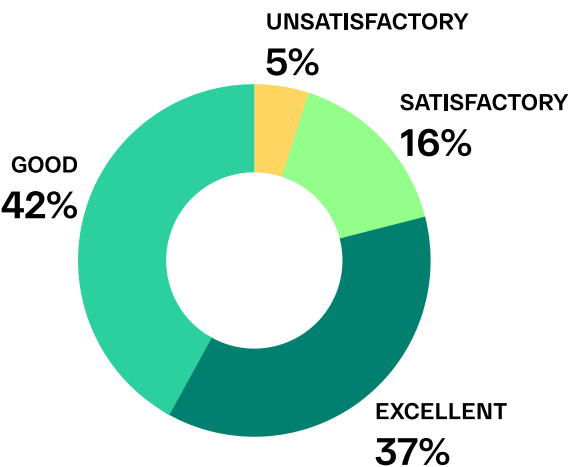


**95%** OF EXHIBITORS WERE SATISFIED WITH THE NUMBER OF VISITORS THIS YEAR

## Visitor quality



**96.6%** OF EXHIBITORS WERE SATISFIED WITH THE QUALITY OF VISITORS



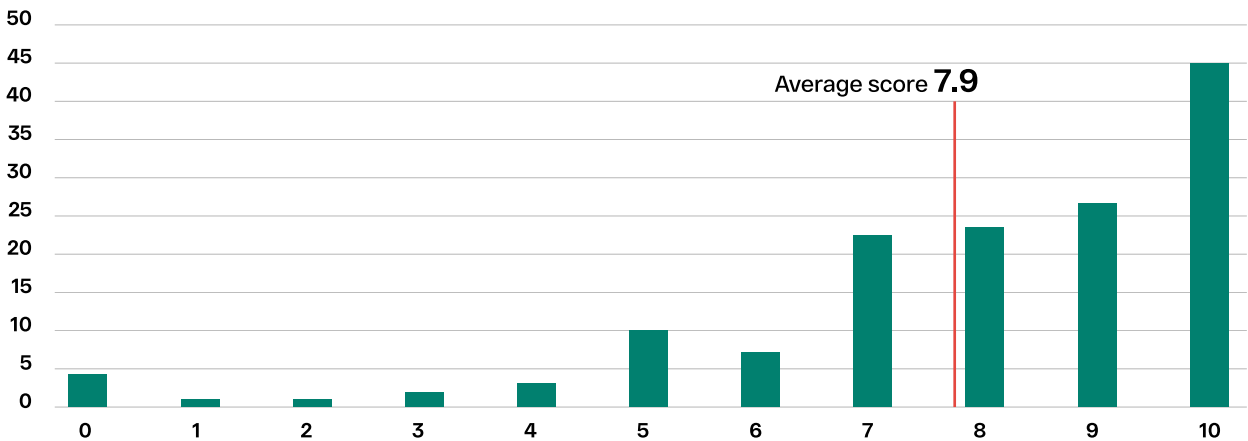
“This is our third time joining MIFB. MIFB gives us good new contacts especially for those that appreciate art and handcrafted items”.

**AYU MUDIASIH**  
Managing Director  
Cemara Ayu Sdn. Bhd.



## HOW LIKELY ARE YOU

to participate again in the next edition of MIFB? (0 - least likely, 10 - very likely)





# THOUGHT FOR FOOD

Earlier this year, Constellar Exhibitions Malaysia, the organizer for Malaysian International Food & Beverage Trade Fair (MIFB) 2022 entered a strategic partnership with the **Thought For Food Foundation (TFF)** to co-present “The Future Food & Agtech Innovation Extravaganza” in this year’s MIFB to address food security issues.

TFF is a non-profit foundation with more than 30,000 next-generation leaders from over 175 countries, empowering them to generate and scale breakthrough business ventures that build sustainable, inclusive, and resilient food systems.

The special event segment featured local innovators and startups of revolutionary agricultural technology that will make food production more resilient against climate change.



Constellar also officially sealed the partnership with TFF with an MoU signing and exchange session during the Opening Ceremony. Christine Gould, Founder and CEO of TFF, was present alongside Chua Wee Phong, Chief Executive, Venues, of Constellar group.

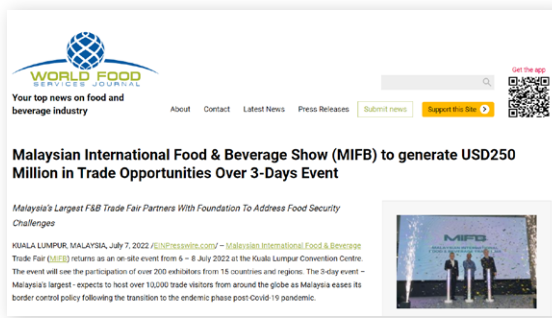
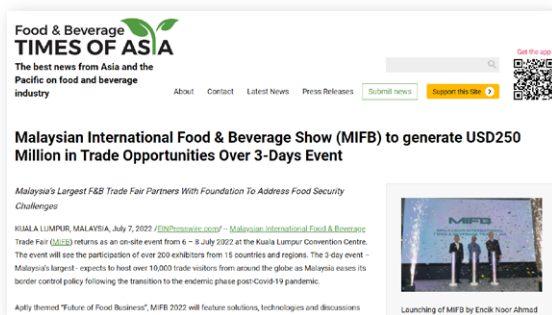
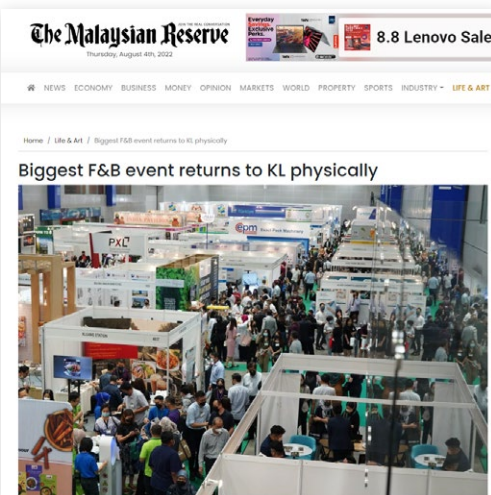
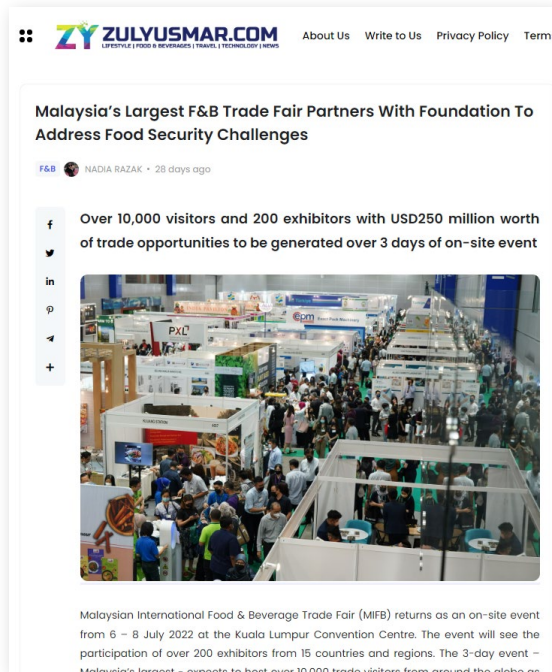
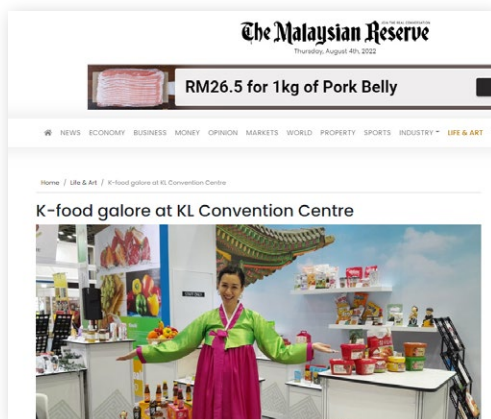
“This is an impressive event! Thank you for the invitation and we were able to use this opportunity to have better approach for our potential customers.”

“Where requirements meet perfection!”.

BERGAMOT SDN. BHD.



# MEDIA COVERAGE





# GALLERY



# Malaysian International Food & Beverage Trade Fair

**12-14 July 2023**  
**Kuala Lumpur Convention Centre**

Early bird rates available till  
30 November 2022

Contact us today to secure  
your participation:  
[enquiry@mifb.com.my](mailto:enquiry@mifb.com.my)

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