



MALAYSIAN INTERNATIONAL  
FOOD & BEVERAGE TRADE FAIR

# The Future of Food Business

**6th - 8th JULY 2022**  
**KLCC Convention Centre**

[www.mifb.com.my](http://www.mifb.com.my)

Organize by:







## Generate competent business opportunities in the largest food & beverage trade show in Malaysia

MIFB Hybrid Trade Fair is where trendy, innovative and sustainable F&B products will be showcased. It is distinguished as an unique platform to serve as a venue for the industry's B2B purchases related to F&B. Over 600 participating companies from 50 different countries and more than 20,000 trade visitors from all around the world will be experiencing MIFB Hybrid Trade Fair physically & virtually.

## 10 reasons why you should participate in MIFB HYBRID 2022

- 1 Great opportunities in business networking
- 2 Email blast & E-newsletters to all 200k over F&B Trade Visitors
- 3 Local & International Hosted Buyer Programme
- 4 Webinars and Symposiums
- 5 Complete 360° Digital Marketing
- 6 Government Supports & Endorsement
- 7 Well-known Buyers / Sellers profiles
- 8 PR affiliated activities
- 9 Collaboration with Embassies & Associations
- 10 Largest food & beverage trade fair in Malaysia

## New Features



**Get an exclusive chance to join the “TWO FEATURED EXHIBITION ZONES”**





## Visitors / Buyers Profile

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

## Our Top Buyers



## Main Product Interest

Alternative Food / Products	Functional Foods & Supplements	Natural / Organic Products
Beverages	Fresh Fruits / Dried Fruits & Vegetables	Meat & Poultry
Confectionery, Biscuits & Pastries	Frozen Products	Plant-Based Products
Dairy Products	Gourmet Products	Preserved / Fermented / Cured products
Delicatessen Products	Grocery Products	Sauces, Dressing & Condiments
Food Ingredients, Additives, Flavourings	Halal Products	Seafood Products
	Herbs, Spices & Seasoning	Wine & Spirits



# Buyers' feedback on Online Biz Matching



“Good business presentation and meeting arrangement provided by organizer, able to have two way communication smoothly with exhibitor and understanding on the products.”

**Ms Annie Sim, Director**  
Ballun Resources Sdn Bhd

**MH FOOD**  
real food for real people

“Interacted well with effective communication thanks to the well manage and organized process. Although some exhibitor need to improve on their selling skills.”

**Mr Tux Wuan, Director**  
Matahari Sdn Bhd

**Contact Us** [enquiry@mifb.com.my](mailto:enquiry@mifb.com.my)

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