

# FOOD & DRINKS MALAYSIA *by SIAL*

DRIVING INNOVATION FOR ASIA'S F&B

4 - 6 JULY 2023  
MITEC KUALA LUMPUR

## POST SHOW REPORT



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# 1st Edition of Food & Drinks Malaysia by SIAL 2023 Marks First Successful Milestone

The first edition of Food & Drinks Malaysia by SIAL took place from 4 – 6 July 2023 at the Malaysia International Trade & Exhibition Centre (MITEC), Kuala Lumpur. The three-day trade fair attracted over 8,000 trade visitors from 46 countries, featuring 450 local and international brands from 22 countries.

The exhibition area featured several international pavilions from China, India, Korea, Turkey, and local pavilions led by government agencies and business groups, such as the Ministry of Agriculture and Food Security (MAFS), Majlis Amanah Rakyat (MARA), the State Development Corporation of Selangor (PKNS), and the Malaysian Business Group (MBG).

The Food Conference and the Regional Halal Forum held alongside the exhibition also provided visitors a platform to discover the latest trends and topics that are shaping the industry.

Food & Drinks Malaysia 2023 by SIAL was supported by the Malaysia Convention & Exhibition Bureau (MyCEB), with Sin Chew Daily and World of Buzz as Official Media Partners, and AirAsia Ride as Official E-Hailing Partner.

## In a glance

FDM2023 successfully attracted:-



**500+**

Local & International Brands



**8,027** Visitors  
from **46** Countries



**USD 159.5 Million**

Estimated total  
value generated



**151**

Local and International  
Hosted Buyers



# Supporting Organisations

## Supported by



## Supporting Partners



## Media Partners



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WORLD OF BUZZ

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星洲日報  
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# Key Visitor Figures Of Food & Drinks Malaysia by SIAL 2023

## Breakdown of Visitors



**8,027**  
Visitors



From **46**  
Countries

## Top 5 Industries That Visited:

- F&B Outlets / Services
- Manufacturing
- Retail & E-Commerce
- Wholesale & Distribution
- Import & Export



### Role of Visitors

- Senior Management / Owner
- Sales
- Procurement & Purchasing

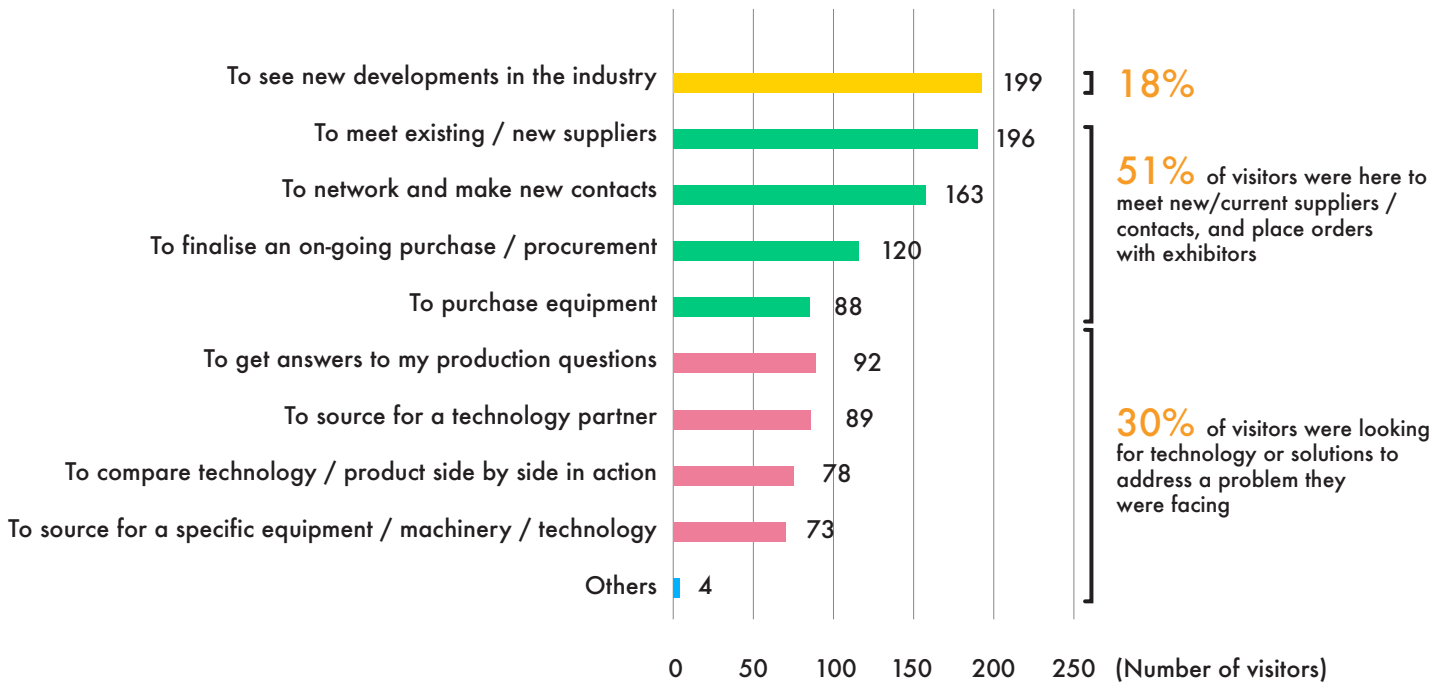


### Top products visitors looked for.

- Food Ingredients, Additives & Flavourings
- Drinks
- Confectionery
- Automation, Data Processing, Controlling, and Regulation Technology
- Frozen Food

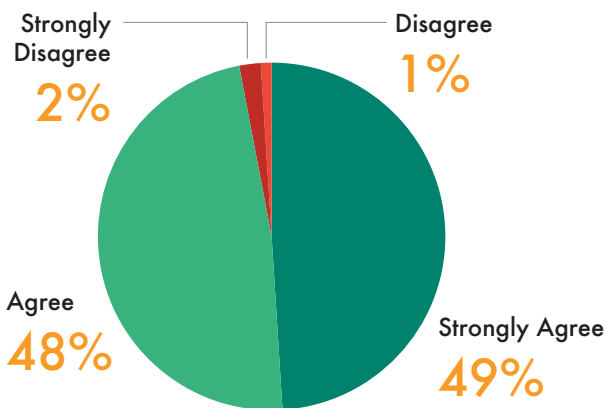


# Objectives of Visiting

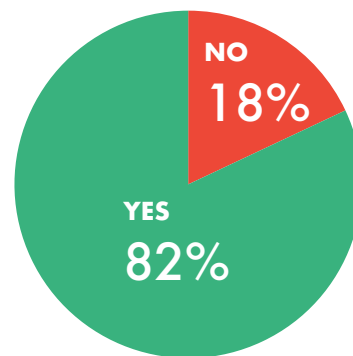


# Visitor Satisfaction

Did the show meet your expectations in terms of exhibitor variety and product offerings?



Did you make any significant business connections or partnerships during the trade show?



**95%**

of surveyed visitors said they will recommend FDM 2024 to their colleagues / business partners

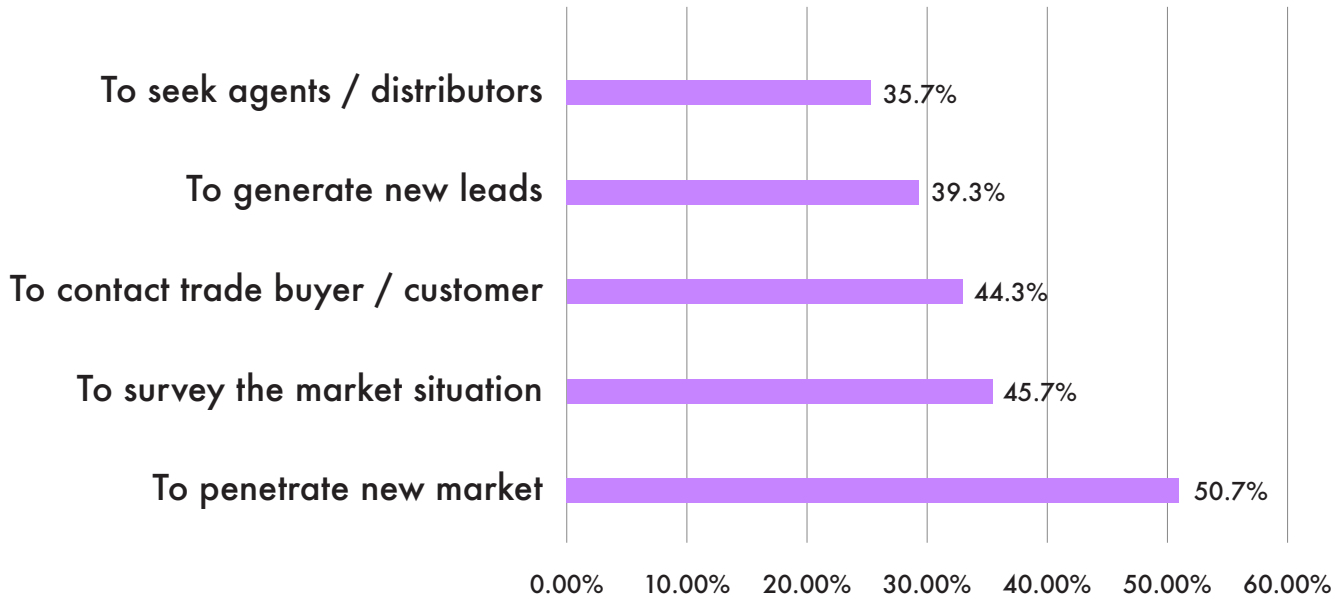
**93.9%**

of surveyed visitors said they look forward to visiting FDM 2024

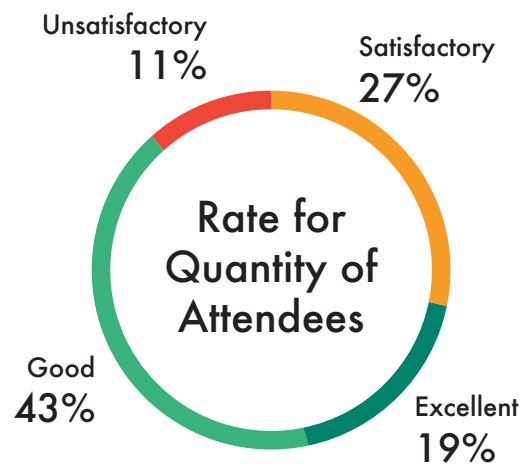
# Exhibitors Survey



## Exhibitors Purpose



91.2% were satisfied exhibiting at Food & Drinks Malaysia by SIAL 2023



# Industry-driven Conference Sessions & Forums

## Food Conference : The Next Frontier

Under the theme "THE NEXT FRONTIER," the Food Conference delved into the exploration of disruptive protein technology as a sustainable solution for food. Mr. Nicolas Trentesaux, CEO of SIAL Network, presented the Kantar Food 360 SEA Insights report in partnership with Kantar Malaysia, revealing the latest market insights. The speakers highlighted business prospects in the protein-based food market, discussing advancements in food science, market trends, and consumer demand.

The two-day event covered industry topics as follows:

- Revolutionizing the Future: Unleashing the Potential of Protein Technology
- Captains of the Industry
- Investment Opportunities
- Innovation in Alternative Protein
- Scale-up & Commercialisation
- Penetrating the Malaysian Market



# Industry-driven Conference Sessions & Forums

## Regional Halal Forum

The Regional Halal Forum, in partnership with the International Halal Consultancy and supported by esteemed organizations including the Australian Federation of Islamic Councils, the Halal Standard Institute of Thailand, SCCI Indonesia, the Halal Development Corporation of Malaysia, and Japan Halal Association, convened influential country representatives from the Asia Pacific region. The forum provided a platform for sharing knowledge and insights on halal legislation, certification processes, and the distinctive halal transformation map of each participating country.

We would like to extend a heartfelt thanks to the Halal Development Corporation Berhad (HDC) and the CEO, Mr Hairol Ariffein Sahari, for their gracious presence and unwavering support throughout our show. We also like to express our deep appreciation to all our esteemed speakers :

- Dr Rateb Jneid (Australia)
- Mr Hairol Ariffein Sahari (Malaysia)
- Mr. Mukti Wibowo (Indonesia)
- Ms. Hind Hitomi Remon (Japan)
- Professor Dr. Pakorn Priyakorn (Thailand)





# The Future of Food & Agriculture



Thanks to the collaborative efforts of Impact Circle, Thought For Food, Innovate 360, Iskandar Investment, Selangor Information Technology & Digital Economy Corporation (SIDEK), Malaysian Research Accelerator for Technology & Innovation (MRANTI), Malaysia Digital Economy Malaysia (MDEC), and our innovators, we achieved great success in shaping the Future of Food & Agriculture segment at Food & Drinks Malaysia by SIAL 2023. Special thanks to Ms. Melissa Ong, the Group CEO of Impact Circle, for driving this success.

Attendees had the opportunity to connect with leading exhibitors driving sustainable advancements in food production, agriculture, and global food security. The event showcased cutting-edge ideas and technologies, from vertical farming to precision agriculture, all contributing to a more sustainable future. Participants fostered collaborations and explored potential business opportunities to accelerate their ventures.



# Pre-Show Marketing



## Three Months, Three States

In our endeavors this year, we launched a series of roadshows with the primary objective of acquainting Food & Drinks Malaysia by SIAL 2023 with F&B industry players across every state. Our key objectives were as follows:

- To foster brand awareness among the F&B industries in diverse locations across Malaysia.
- To establish connections with local F&B players and conduct comprehensive market surveys.
- To facilitate networking opportunities specifically tailored for our esteemed early exhibitors.



## Exclusive in-house events

### MoU signing ceremony with AIDK

A Memorandum of Understanding signed between Animal Industry Data Korea (AIDK) and leading players in the poultry supply chain such as Jaya Grocer, Food Foundry, Fong Cheng, Koperasi Serbaguna Malaysia Berhad, and the Federation of Livestock Farmers Association of Malaysia, witnessed by YB Simon Ooi Tze Min, Political Secretary to the Minister of Science Technology and Innovation Malaysia and Ministry of Agriculture, Food and Rural Affairs of Korea, Minister Chung Hwang-keun. The collaboration is expected to facilitate knowledge sharing, review of best practices, and identification of joint business opportunities.



### Food Systems Change Makers Award Ceremony

About 20 remarkable individuals have been honored with the prestigious "Food Systems IMPACT CHANGE MAKER 20 under 40 awards" at 'The Future of Food & Agriculture'. Comexposium Malaysia received the Food Systems Change Maker Award. The award was given in recognition of Comexposium's exceptional contributions in driving change in Malaysia's food systems to improve food security, sustainability, youth empowerment, and social development for the benefit of current and future generations.



### FDM Cuisine Demo

A delightful cooking demonstration by celebrity Chef Jasbir Kaur, renowned as the "Spice Queen" and a Top 3 Finalist of Masterchef Asia Season 1 (2015), who showcased a tantalizing array of local cuisine and thought-provoking insights.

# Here's What Our Exhibitors & Visitors had to Say About FDM2023



## From the exhibitors



It's nice to meet potential distributors here. We look forward to meeting with more client's next time.

*Sanduoyinhua (Fujian) Foods Co., Ltd.*

It was an interesting experience with a good mix of exhibitors and visitors. It has attracted some attention from some businesses looking for plant-based solutions. Hopefully next year there will be more awareness and more variety in terms of exhibitors and attendees.

*Phuture Foods Sdn Bhd*

Food & Drinks Malaysia by SIAL 2023 has been an amazing experience for us. We able to introduce our product through this trade show and successfully made a lot of good connections and network with potential buyers from local and international.

*Allexcel Trading Sdn Bhd*



We had a good experience in Food & Drinks Malaysia by SIAL 2023, as we received many positive response and enquiries to distribute our products in their market. It provides a great opportunity for us to expand our business not only in Malaysia but in other part of world.

*Moitry Infinity Sdn Bhd*

Malaysia is a very lucrative and attractive market right now. Through Food & Drinks Malaysia by SIAL, we able to convert more leads and hope in future we will be able to enter the market confidently.

*APD Foods India*

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## From the visitors

I'm positively surprised with various plant-based options at Food & Drinks Malaysia by SIAL 2023. I believe that's the future of food and entire world. I would love to come back next year to explore healthier and plant-based options.

*Plant Based Nutritionist*

Thank you for the excellent show. Food & Drinks Malaysia by SIAL 2023 showcased a lot of Malaysia made products and organisation bodies which helps industry traders to understand more about the regulations in the F&B industry.

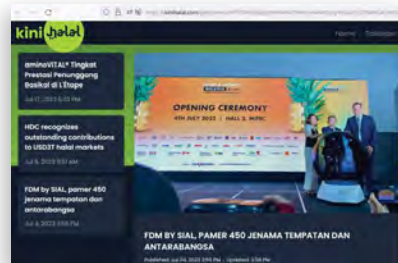
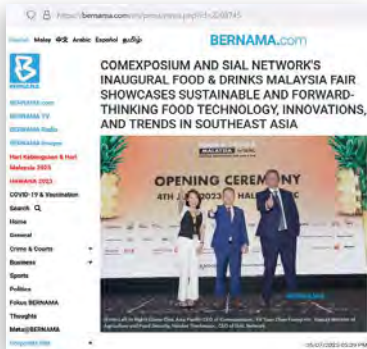
*Fit2U*

SIAL is a very good organizer. Food & Drinks Malaysia by SIAL provided a very good platform for the F&B professionals to connect and build business network. It's definitely a very good exposure for the local and international brands. Thanks for organizing a good show.

*Sunrise Dairy Sdn Bhd*



# Media Coverage of FDM2023



Food & Drinks Malaysia by SIAL 2023 achieved a remarkable PR Value worth **RM2,783,552.88**, resulting in an outstanding total ROI of **5604%** on our PR investment.

This astounding success is a testament to the incredible support and engagement we received from all participants and stakeholders. Thanks to all the media for being a part of this extraordinary journey!

SEE YOU NEXT YEAR!

**FOOD & DRINKS**  
**MALAYSIA** *by SIAL*



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FOOD  
BUSINESS**

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**2 - 4 JULY 2024**  
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