



MALAYSIA'S
LEADING FOOD
& BEVERAGE
TRADE EVENT

**THE 19TH MALAYSIAN
INTERNATIONAL
FOOD & BEVERAGE
TRADE FAIR**

27-29 June 2018
Kuala Lumpur Convention Centre,
Kuala Lumpur, Malaysia



**The 4th Asian Seafood & Fishery, Raw & Processed Produce,
Technology & Supply Chain Solution Trade Fair**

Malaysia is one of the highest seafood consumption countries in Asia. According to Food & Nutrition Research, the overall fish consumption by Malaysian adults was 140 g / person / day or 54.77 kg / person / year. With this level of fish consumption, Malaysians ranked third after the Japanese and Koreans. Frozen Fish & Seafood will be the fastest growing value category, registering a CAGR of 8.5% during 2015-2020.

With the increasing demand and the potential for imports into the country, MIFB 2018 provides the right platform with its concurrent event; S&F Asia 2018 (Asian Seafood & Fishery, Raw & Processed Produce, Technology & Supply Chain Solution Trade Fair). This segment of the MIFB series is reaching its 4th year with increasing exhibitor's interest. S&F Asia 2018 will be an important point for buyers in need of a place to source live, fresh and frozen seafood from international and local resources.

Why Seafood in Malaysia?

- 23rd Easiest Place to do Business (among 190 economies) by World Bank's Doing Business Report 2016 with total trade value of RM136.63 Billion as at November 2016.
- Strong Supports and Endorsements by Government.
- Net Importer of Fish and Seafood Products.
- Incentive Programme for Aquaculture by Malaysian Government.

Sources: www.ncbi.nlm.nih.gov, www.kenresearch.com, www.matrade.gov.my

Exhibits Profile

- Dried Seafood
- Fresh Fish and Seafood
- Frozen Fish and Seafood
- Industry Service Provider
- Processed and Packed Fish and Seafood
- Processing and Packaging Equipment
- Value-added Seafood

Trade Visitors' Profile

- Catering Companies
- Chefs
- Fast Food Outlets, Snack Bars, and Gas Stations
- Food Outlets at Universities, Schools, Companies, and Office Buildings
- Food Importers and Distributors
- Food Wholesalers and Traders
- Hotels, Restaurants, Bars, Clubs, and Resorts
- Imported Food Stores
- Media, Association, Government
- Online Stores
- Supermarkets, Grocery Stores, and Convenient Stores

*The above list is not exhaustive. It is intended as a guide only.



Drop us a line
to find
out more!



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