



MALAYSIAN  
INTERNATIONAL  
FOOD & BEVERAGE  
TRADE FAIR

Co-located with:



MYFOODTECH

17-19 JULY 2024  
KUALA LUMPUR CONVENTION CENTRE

# SHOW PREVIEW

**ELEVATING** F&B BUSINESS  
**EMPOWERING** INNOVATIONS  
**ENABLING** TRANSFORMATION



**REGISTER TO VISIT!**

Need more info? Scan the QR code to  
visit our website.

**#MIFB2024**  
[www.mifb.com.my](http://www.mifb.com.my)

Organised by: constellar

Endorsed by: MATRADE

Supported by: MIFT  
Malaysian Institute of Food Technology

MAM  
Malaysian Association of Hotels  
PERSATUAN HOTEL MALAYSIA

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## Media Partners:







# MESSAGE FROM HELLEN

**HELLEN WOON**  
*Event Director*  
 Constellar  
 Exhibitions Malaysia

**ELEVATING F&B BUSINESS**  
**EMPOWERING INNOVATIONS**  
**ENABLING TRANSFORMATION**

Continuing our mission to address food security challenges in ASEAN, this year's theme is dedicated to spur transformation within the F&B industry. Digitalisation and innovation are integral elements integrated into this year's show, with new event highlights aimed at elevating attendees' experience.




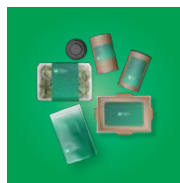
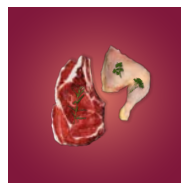


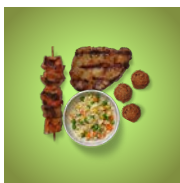


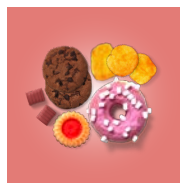


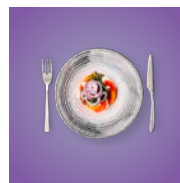
In this preview, we're excited to introduce a new show segment dedicated to food technology, MYFoodTech, co-located with MIFB spanning 4,320 sqm of space. For the first time ever, MIFB expands its exhibitor profiles to feature 14 segments occupying 8 halls (18,000 sqm) of Kuala Lumpur Convention Centre.

Additionally, I'm thrilled to announce that our Knowledge Programmes have expanded into a full 3-day conference, covering Culinary Trends, Consumer Experiences, Tech & Robotics, Halal, and actionable Sustainable topics for businesses of all sizes.

I look forward to welcoming you at MIFB 2024 this July.

<p style="font-size: 2em; font-weight: bold; margin: 0;">20,000+</p> <p style="font-size: 0.8em; margin: 0;">Attendees</p>	<p style="font-size: 2em; font-weight: bold; margin: 0;">500+</p> <p style="font-size: 0.8em; margin: 0;">Exhibiting Companies</p>	<p style="font-size: 2em; font-weight: bold; margin: 0;">80+</p> <p style="font-size: 0.8em; margin: 0;">Countries &amp; Regions Represented</p>	<p style="font-size: 2em; font-weight: bold; margin: 0;">18,000</p> <p style="font-size: 0.8em; margin: 0;">sqm Total Gross Area</p>
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## 14 SEGMENTS FEATURED ON FLOORPLAN

 <b>FOOD TECH &amp; SERVICES</b>	 <b>FROZEN FOOD</b>	 <b>FUTURE FOOD</b>	 <b>PRIVATE LABELLING</b>	 <b>MEAT &amp; POULTRY</b>	 <b>NATURALLY HEALTHY</b>	 <b>WINE &amp; SPIRITS</b>
 <b>HALAL</b>	 <b>LOGISTIC, PACKAGING &amp; PROCESSING</b>	 <b>CHILLED &amp; FRESH</b>	 <b>CONFECTIONERY &amp; SNACKS</b>	 <b>DRINKS</b>	 <b>DAIRY</b>	 <b>CONVENIENCE FOOD</b>

# EXHIBITOR PRODUCT FEATURES

## FOR FOOD SERVICE & CATERERS



### ISTEP PEST CONTROL SPECIALIST SDN BHD

*The Preferred F&B Pest  
Control Specialist*

Since 2004, ISTEP is the pest control specialist for central kitchens, F&B outlets, commercial, shopping centres and residences. They succeed in exterminating all types of vermin.

### CONX DESIGN SDN BHD

*Laminate with ABS Edging  
with Tulip Base*

Conx Design's furniture redefines every space that has the potential to tell a story, evoke emotions, and leave a lasting impression.



### KATRIN BJ SDN BHD

*Ooni, Bialetti, John Boos,  
Peugeot and RCR*

Katrin BJ Sdn Bhd, a Malaysian purveyor of distinctive kitchenware, unique in presence and offering service with a personal touch. We offer premium global brands like Ooni, Bialetti, John Boos, Peugeot and RCR, reflecting our commitment to quality and innovation.



Since 1982

KATRIN BJ SDN. BHD. (90816-M)

### VELOCE GLOBAL LOGISTICS

*Air Freight*

Veloce Global Logistics specialises in F&B, aviation, ship parts, luxury and lifestyle, oil and gas, projects, and chartering internationally from Italy to Malaysia.



### GST GROUP

*Your Premier Seafood Solutions*

One of the the World's finest seafood leader with fully integrated seafood production facilities producing 4,000 tonnes of high-quality seafood supplying to the global markets.



### MULTIVAC SDN BHD

*Packaging & Processing Solutions*

MULTIVAC provides comprehensive packaging and processing consultation starting with individual advise on the best solution in terms of technique, economic and packaging design.

## FOODIVAL

### FLEXSYSTEM (M) SDN BHD

*Foodival*

FlexSystem serving 2,000+ global enterprises and launched FOODIVAL in 2023, as a cutting-edge F&B solution for precise food cost control.



MYFOODTECH

Co-located with:



MALAYSIAN  
INTERNATIONAL  
FOOD & BEVERAGE  
TRADE FAIR



**ELEVATING** F&B BUSINESS  
**EMPOWERING** INNOVATIONS  
**ENABLING** TRANSFORMATION

**4,320** sqm

Gross Area

**200**

Exhibitors

**20,000+**

Attendees

EXHIBIT FEATURES:



Logistic  
Packaging &  
Processing



Food Tech  
Services



Private  
Labelling



**REGISTER TO VISIT!**

Need more info? Scan the QR code to visit our website.



# EXHIBITOR PRODUCT FEATURES

# FOR MANUFACTURERS



## ENGE PLAS AUTOMATION SDN BHD

*Bulk Material Handling  
& Processing Equipment*

Market-leading supplier & system integrator of bulk material handling & automation solutions. Covering all food manufacturers using raw material forms from powder, flakes, granules, etc.



## TACHIZ ENTERPRISE CO LTD

*Popping Boba*

Popping Boba has thin, gel-like skin and tasty juice flavour syrup inside, bursting with a light bite, suitable for adding on your dish for dressing.

## OVERSEAS SUPPLIES TRADING (M) SDN BHD

*Chocolate Moulding  
Production Line*

An automatic loader for chocolate filling and vibrating polycarbonate molds, designed for the production of solid chocolate bodies only



## KIM SHING MACHINERY SDN BHD

*Veripack VKF5*

The VKF50 was conceived to guarantee reliability and user friendliness fulfilling the requirements of packaging of food, medical products and consumer goods.



## SOON GIAP ENGINEERING WORKS SDN BHD

*Food Packaging, Food Processing  
& Machineries*

Soon Giap is a leading entity specialises in fabricating stainless-steel products and precision machinery for pharmaceuticals, food, and machinery tools, including Spiral and Hygienic conveyors.

## EXTRA NATURAL SDN BHD

*Frozen Mixed Berries*

Frozen Mixed Berries, picked at peak ripeness and flash-frozen, promise unmatched freshness and flavor, straight from farm to freezer.



## EMPIRE MANUFACTURING SDN BHD

*Private Labelling*

Specialising in Private label for a variety of instant beverages.

# EXHIBITOR PRODUCT FEATURES

## FOR HOSPITALITY & TRAVEL



### KYOWA (M) SDN BHD

LP4-S8 Pot & Utensilwasher

Rhima washers have an extensive product range from off-the-shelf machines to custom-build designs, fully compliant with TGA, FDA and GMP standards.



### MYNUTCHOS SDN BHD

MyNutchos Malaysian Spiced Bites

Indulge in Malaysian flavours with MyNutchos Malaysian Spiced Bites. Perfect for snacking on-the-go or sharing, these are sure to spice up any occasion!

### ROBOT COUPE

J80 Juice Extractor

J 80 Automatic Juice Extractor is perfect for small cafes, restaurants, and bars who wish to add a touch of freshness to their menu fruit and vegetable juices.



### MUN GLOBAL SDN BHD

GloveOn COATS (Moisturising), GloveOn Protect (Antimicrobial) & GloveOn Avalon (Biodegradable) Gloves

Mun Global is a leading provider of premium products. With a commitment to innovation and quality, Mun Global introduces cutting-edge solutions ideal for the food industry, ensuring safe handling practices.



# EXHIBITOR PRODUCT FEATURES

## FOR RETAILERS



### HARITAGE BRANDS SDN BHD

*Ha'ritage Biskut A1*

Ha'ritage Biskut A1, a 1950s creation, blends sweet and salty flavors uniquely. Named to signify excellence, its distinctive taste sets it apart.



### HAYANHAESSAL COMPANY

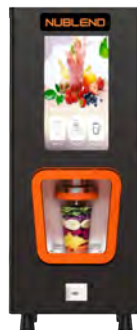
*Hipokki*

Halal-Certified Korean Tteokbokki, easy to prepare and can be stored at room temperature. Available in 4 flavours : Original, Hot, Jjajang, and Rose.

### NUVEND SDN BHD

*Nublend Smart Blender*

NUBLEND, with advanced blend-in-cup tech, swiftly blends pre-portioned frozen fruits, producing fresh smoothies in less than 50secs and automatically initiates self-cleaning.



### BIO TREE BIOTECHNOLOGY SDN BHD

*Greenerlogy*

For 15 years, Bio Tree Biotechnology pioneers preservative-free, healthy beverages. Our latest offering, Greenerlogy, harnesses the power of five vibrant green vegetables. Greenerlogy - Surprisingly delicious!



### DAILY FRESH FOODS SDN BHD

*Frozen & Ambient Snack Foods*

Daily Fresh Trading is a Total F&B solutions for snacks & desserts, offers business concepts and OEM production globally.

### SARASPICE SDN BHD

*SaraSpice Black / White Pepper Ground*

Saraspace Sdn Bhd, a Malaysian Pepper Board subsidiary focused on sourcing & marketing the finest quality pepper, to promote Sarawak Pepper globally.





# EXHIBITOR PRODUCT FEATURES

## FOR WHOLESALER & DISTRIBUTORS



### TEA GARDEN FOOD SUPPLY SDN BHD

*Sambal Cili Nasi Lemak (190g)*

Sambal Nasi Lemak, a ready-to-eat delight easily served as a condiment, evokes memories of your favorite dish with every mouthful.

### FUSIPIM SDN BHD

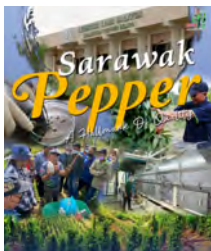
*Fusipim Fish Sausage*

A great texture and wonderful taste of sausage, premiumly made up from high quality of fish.



### MALAYSIAN PEPPER BOARD (MPB)

Malaysian Pepper Board is the government agency under Ministry of Plantation and Commodities entrusted to further strengthen the development of the pepper industry which covers growing and production, extension, research and marketing. Malaysia's major export destination to Japan, South Korea and China.



### LIAN HUP PACKAGING INDUSTRIES SDN BHD

*ECR Pallet Rental*

LHT developed the ECR pallet to provide solutions for manufacturers, logistics & warehouse providers to help increase cost efficiency and productivity.



### SHANGJAN INDUSTRIAL CO LTD

*316 Stainless Steel Cookwares*

Established in 1988, Shangjan Industrial Co., Ltd. is a Taiwan-based OEM factory in 316 stainless steel cookware and a variety of products, providing the best for homemakers.



### UNITED PANEL-SYSTEM (M) SDN BHD

*UR® PIR Sandwich Panel*

PIR panel are lightweight versions of PU Panels, are accepted worldwide as the best fire rated solutions for insulated panel constructions and are FM Approved.



### FGV HOLDINGS BERHAD

*FGV Edible Consumer Products  
and Fresh Produce*

FGV is a well-known Malaysian FMCG player with various consumer food product brands namely SAJI, ADELA, SERI PELANGI, GULA PRIA, LADANG'57 and BRIGHT COW.



## PRE-EVENT

# PODCAST SERIES: "GREEN PLATES, BRIGHT FUTURES"

Introducing "Green Plates, Bright Futures" an exciting pre-event podcast series, brought to you by MIFB in collaboration with The Shift Asia – Sustainability Stories by Freda Liu! This series spotlights sustainable F&B innovations in Asia, bringing you the stories of entrepreneurs and innovators who are making waves in their communities.

Each episode dives into the unique challenges and triumphs these F&B businesses face on their sustainability journey.

Tune in and let's uncover the future of food together!

### AIRING DATE & TIME

1:00PM,  
24 May 2024

### TOPIC

#### The Future of Dining:

Emerging Trends in  
Sustainable Restaurant  
Across Asia

### SPEAKER

**KAREN FINNERTY**,  
Growth & Partnership  
Director, The Sustainable  
Restaurant Association  
and Food Made Good

### SYNOPSIS

Discusses sustainable practices in Asia's restaurant scene, including local sourcing, waste reduction, and energy-efficient operations.

### AIRING DATE & TIME

1:00PM,  
31 May 2024

### TOPIC

#### Sustainable Transformation:

Navigating the Shift in  
Food & Beverage  
Businesses

### SPEAKER

**ROBERTO CIMMINO**,  
Culinary F&B Strategist

### SYNOPSIS

Explores the journey of F&B businesses shifting towards sustainable practices, and the benefits of sustainability in enhancing brand reputation and customer loyalty.

### AIRING DATE & TIME

1:00PM,  
7 June 2024

### TOPIC

#### From Smoothie to Style:

Avocado Waste's  
Fashionable Second Life

### SPEAKER

**CHAI NYIT FUNG**,  
Founder of Avosome

### SYNOPSIS

Highlights an avocado smoothie business that transforms discarded pits and skins into clothing dyes, promoting sustainability in food and fashion.

### AIRING DATE & TIME

1:00PM,  
14 June 2024

### TOPIC

#### Whole Ingredient Cooking:

Mastering Zero Waste  
in the Kitchen

### SPEAKER

**CHEF LEE ZHE XI**  
Co-Owner, Eat and Cook  
and **CHEF JOHN LIM**,  
Chef de Cuisine, Roots  
Restaurant

### SYNOPSIS

Discusses the art of zero waste cooking which utilises every part of the ingredient, creating innovative dishes and reducing waste





## PRE-EVENT

# PODCAST SERIES: "GREEN PLATES, BRIGHT FUTURES"

### AIRING DATE & TIME

1:00PM,  
21 June 2024

### TOPIC

#### Grocery Gold:

Quest to Save Imperfect Produce and Reduce Food Waste

### SPEAKER

CLARA WAN,  
Founder,  
Graze Market

### SYNOPSIS

Explores the efforts of Graze Market in rescuing 'imperfect' fruits and vegetables, combating food waste and promoting sustainable practices.

### AIRING DATE & TIME

1:00PM,  
28 June 2024

### TOPIC

#### Turning Imperfections into Impact:

How 'Ugly' Produce is Transforming the Food & Beverage Industry

### SPEAKER

HAILEY YONG,  
The Unusual Greens  
and ANAS AMDAN,  
Bantu Mee

### SYNOPSIS

Discusses how businesses salvage 'ugly' fruits and vegetables to create sustainable products, challenging societal beauty standards for produce and reducing environmental impact.

## Check out the full podcast airing schedule on our website!

**FOLLOW US  
TO TUNE IN AT**

**LINKEDIN:**  
[linkedin.com/company/mifbtradefair](https://www.linkedin.com/company/mifbtradefair)

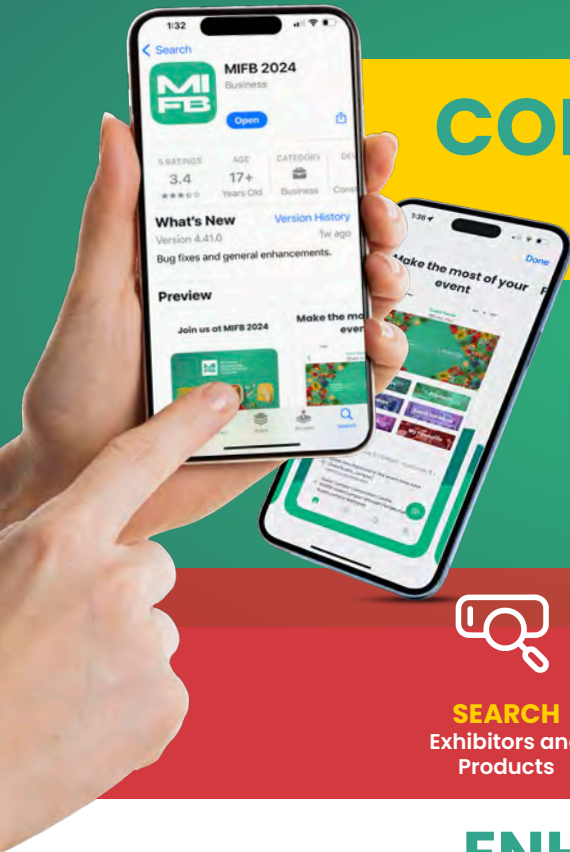
**YOUTUBE:**  
[youtube.com/@mifbtradefair](https://www.youtube.com/@mifbtradefair)



## REGISTER TO VISIT!

Need more info? Scan the QR code to visit our website.





# CONNECT WITH EVERYONE VIA MIFB EVENT APP

Seamlessly connect with industry leaders, explore cutting-edge products, and engage with experts in the field—all from the convenience of your device.

MIFB Event App lets you stay updated with real-time notifications, schedule meetings with key stakeholders, and delve deep into the latest trends shaping the future of F&B!



**SEARCH**  
Exhibitors and Products



**SCHEDULE**  
Sessions you would like to attend



**STAY NOTIFIED**  
Throughout the event



**BROWSE**  
Event Agenda



**NAVIGATE**  
Your way around the event

## ENHANCE YOUR MIFB EXPERIENCE WITH OUR EVENT APP

Our user-friendly MIFB Event App is designed to enrich your event experience. Here's how:



### BEFORE THE EVENT:

- Access exclusive content.
- Network with other attendees.
- Create your personalised agenda.
- Set up meetings.
- Explore what's in store for MIFB 2024.
- Benefit from AI features offering personalised content recommendations based on your profile and interests.



### AFTER THE EVENT:

- Stay connected all-year with the community for the Malaysian Food & Beverages Professionals and Businesses.
- Engage in discussions, share ideas, and keep the conversation going.
- Export newly generated contacts to your CRM, extending your networking beyond the event.



### DURING THE EVENT:

- Enjoy an efficient check-in process with the removal of physical badges.
- Receive real-time updates about sessions with in-app notifications and emails.
- Continue to get AI recommendations on-site, facilitating meaningful connections.
- Schedule meetings in available locations listed on the app.

Register as a visitor today at [mifb.com.my](https://mifb.com.my) and download the app to maximise your experience at the event, even BEFORE the show!



Download on the App Store



GET IT ON Google Play



EXPLORE IT ON AppGallery



ACCELERATING  
RURAL  
FOOD  
SECURITY &  
SUSTAINABILITY

JULY 2023  
KUALA LUMPUR CONVENTION CENTRE

## SUSTAINABILITY

12 - 14 JULY 2023

KUALA LUMPUR CONVENTION CENTRE, HALLS 1 - 5

An event of Endorsed by Co-locating Supported by



# CONFERENCE PROGRAM

Discover the latest trends and innovations transforming the Food & Beverage industry at our upcoming conference. MIFB have curated a compelling lineup of sessions that will provide insights into the rapidly evolving landscape of F&B.

## FOCUS TRENDS

### Trend #1

#### PLANT POWER:

Exploring the Growth and Evolution of Plant-Based Protein

Explore the growing world of plant-based protein and the potential of this fast-growing industry through new plant sources and innovative production methods.

### Trend #2

#### URBAN HARVEST:

Cultivating Innovation in Urban Farming Practices

Urban farming provides a look into the future of agriculture, demonstrating how innovative techniques like vertical farming and aquaponics could address global food security.

### Trend #3

#### TECH TALK:

Pioneering Advances in Food Technology and Innovation

From AI in culinary creativity to precision fermentation, this session will navigate the technological innovations poised to redefine the F&B industry.

### Trend #4

#### PACKAGING FOR THE PLANET:

Rethinking Sustainability in F&B Packaging Solutions

Explore sustainable F&B packaging trends, from biodegradable materials to circular design, emphasising their role in lowering environmental impact and meeting eco-friendly consumer demand.

## FOCUS TRENDS

### Trend #5

#### CONSUMER INSIGHTS:

Decoding Trends and Preferences in the Modern Food Landscape

Decode evolving trends in the F&B industry, focusing on conscious consumption, digital dining, and how businesses can innovate to accommodate these changes.

### Trend #6

#### THE TRILLION HALAL FOOD INDUSTRY KEEPS BOOMING

Celebrate the potential and growth of the trillion-dollar halal food industry, its transition from a niche to a global market, and the latest opportunities in halal food production and marketing.

Join us for this exciting event and be a part of the conversation shaping the future of the F&B industry. Secure your spot and register as a delegate today!

## DELEGATE TICKET PRICE

Early Bird Rate (13 May 2024 - 14 June 2024)	Normal Rate (From 15 June 2024 onwards)	Group Purchase (3 pax and above)	Students (Student ID required)
RM1,950	RM2,500	20% off	RM300

\*Subject to 8% sales & service tax (SST)



SCAN TO GET YOUR TICKETS!



**Training Programme No:**  
10001401037



**Course Title:**  
A Sustainable Future in Food & Beverage



# MIFB'S SUSTAINABLE JOURNEY

## MIFB'S SUSTAINABILITY - THE JOURNEY CONTINUES

In a concerted effort to tackle food and event wastemanagement, MIFB has been steadfast in its commitment to sustainability.

Last year, our efforts bore fruit as we successfully collected 33KG of compostable food waste, which was transformed into 10KG of nutrient-rich bio-organic compost. Additionally, we removed the element of lanyards and replaced it with digital badges. Printed signages were creatively upcycled into lampshades and various bags. This initiative saved over 18,000 cloth lanyards, metal clips, plastic pockets, and 200m<sup>2</sup> of tarpaulin from ending up in landfills.

*But the journey doesn't end there.*



## INTENSIFYING EFFORTS TO REDUCE WASTE

As we gear up for MIFB 2024, our focus remains on intensifying these efforts by fostering collaboration with exhibitors and attendees. New processes will be implemented to address the recycling of both food waste generated during the event days and booth material waste with stand contractors and exhibitors.



## NEW RECORD TO SET

Our goal is to set a new benchmark in food waste collection this July 2024. The compost produced will be donated to urban farms in Semenyih (Noble Gateway) and Rawang (Sihat Tani), benefitting sustainable small farmers in growing their vegetables. Each 20KG of compost produced can fertilise 1 acre of crops, contributing to sustainable agriculture practices.

*You can take part too!*

When you visit MIFB 2024, look out for our Sustainability Area to discard your food waste and dispose of your other waste responsibly in labelled bins available around the exhibition halls.

**TOGETHER, WE CAN MAKE AN IMPACT!**

# TRAVEL INFO & GETTING TO VENUE

## THE VENUE

# KUALA LUMPUR CONVENTION CENTRE

Address: Jalan Pinang, 50450 Kuala Lumpur Malaysia

 <https://maps.app.goo.gl/Bce7gUcQXocyVhmF8>

Nestled in the vibrant heart of Kuala Lumpur's Central Business District, the Kuala Lumpur Convention Centre awaits your arrival. Known as the Golden Triangle, this bustling precinct is not just a hub of commerce but also a beacon for sustainable travel.

### EXPLORE LOW CARBON EMISSION OPTIONS:

Join us in our commitment to reduce carbon footprint by opting for eco-friendly modes of transportation. Discover the ease of travelling to the Centre through our environmentally conscious options:



## BY RAIL

### Light Rail Transit (LRT) - Kelana Jaya Line:

Disembark at KLCC station and follow the directional signage through Suria KLCC and the connecting pedestrian tunnel.

### Mass Rail Transit (MRT) - Kajang Line:

Disembark at Bukit Bintang station and proceed to Pavilion KL Shopping Mall. From here, access the KLCC-Bukit Bintang air-conditioned walkway and follow the directional signage.

## BY BUS:

### GOKL Free City Bus

This bus serves the Kuala Lumpur Central Business District (CBD) and has free Wi-Fi on board. Take the Green Line and disembark at the Suria KLCC Shopping Mall. From here, follow the directional signage through the pedestrian tunnel.

## BY SCOOTER

### Beam Scooters

Download the Beam app to locate nearby scooters. Conveniently park right at the entrance of Kuala Lumpur Convention Centre.

## OTHER OPTIONS:

### By E-Hailing Services:

Download the **Grab**, **MyCar** or **EzCab** App to book your rides anytime with a credit/debit card.

### By Car:

Basement and open-air car parks are available within the vicinity of the venue.

## ACCOMMODATIONS

MIFB has partnered with hotels within the vicinity of Kuala Lumpur Convention Centre including:



★★★★★

**The RuMa Hotel & Residence**



★★★★★

**Mandarin Oriental Kuala Lumpur**



★★★★★

**Grand Hyatt Kuala Lumpur**



★★★★★

**EQ Kuala Lumpur**



★★★★★

**Traders Hotel Kuala Lumpur**

Visit our website for a full list of hotels and booking links to enjoy special rates!

[mifb.com.my/travel-info-hotels](https://mifb.com.my/travel-info-hotels)



SCAN FOR MORE INFO

Make your journey to MIFB 2024 not just convenient, but environmentally friendly too. Opt for low carbon emission options and embrace sustainable travel practices.



# TARGETED ATTENDEE PROGRAM

The Targeted Attendee Program (TAP) is a value-added visitor service, offering personalised and special privileges to qualified trade visitors / buyers in Malaysia and from the ASEAN region who directly influences the purchasing of products and services in the food and beverage industry.



**PRIVILEGES:**

**Under TAP, qualified trade visitors/buyers enjoy the following privileges:**

- Labelled with a special title of Trade Buyer attached to their profiles in the MIFB App.
- Access dedicated services offered at our TAP booth including sourcing and one to one business matching services.
- Exclusive lounge access for refreshment and networking during their 3-day visit, with coffee and tea available all day.
- Enjoy VIP seatings during all official programs, including the Opening Ceremony and Knowledge Programme (first-come, first-served).
- An opportunity to join the Guest of Honour for a guided tour of the show after the Opening Ceremony.

**WHO CAN APPLY FOR TAP:**

- Involved in procurement, purchasing, or product sourcing roles
- Work in industries such as retail, food service, distribution channels, or hospitality
- Have decision-making authority in purchasing
- Interested in exploring new and innovative F&B products & services, food ingredients, and food tech
- Belong to an organisation in the food and beverage industry with a minimum annual turnover of USD 200,000

# BENEFITS FOR VIP BUYERS



**BEFORE  
THE  
SHOW**



**DURING  
THE  
SHOW**



**AFTER  
THE  
SHOW**

1. Personalised invitation to MIFB 2023.
2. Special title as "Trade Buyer" attached to their profile on the event app.
3. Early access to Event App to set up a profile early and get first dibs on scheduled meetings.

1. Personal registration leads to dedicated 1 to 1 business matching.
2. Access to the MIFB 2024 VIP lounge for the duration of your visit - a relaxing space to review the day with free Wi-Fi.
3. Dedicated service at Buyer's Counter.
4. Complimentary refreshments throughout the day, including lunch and afternoon tea.
5. Meeting space facilities at the Business Matching lounge.
6. Access to highlight events such as the Opening Ceremony and Networking Night party
7. Guided tour through the show together with the Guest of Honour of our Opening Ceremony.

1. Post-show report and statistics about the show.
2. Matchmaking event throughout the year.
3. Exclusive networking events /seminars/ workshops for VIP members throughout the year.



**SCAN QR  
TO REGISTER  
FOR TAP**

*\*Please check 'Yes' on Step 2 (Questionnaires), Question 6*

# FOODBEV

## World Coffee Innovation Awards

From beans and pods to equipment and speciality drinks, the awards recognise innovations that push the industry forward and make us thirst for our daily caffeine fix. Being shortlisted for the **World Coffee Innovation Awards** is a mark of excellence that will prevail long after the ceremony.

**Refreshment**  
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