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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.

20,000+
Attendees

500+
Exhibiting Companies

80+ Countries & Regions Represented

18,000 sqm
Total Gross Area



SEGMENTS FEATURED ON FLOORPLAN



FOOD TECH & SERVICES



FROZEN FOOD



FUTURE FOOD



PRIVATE LABELLING



MEAT & POULTRY



NATURALLY HEALTHY



WINE & SPIRITS



HALAL



LOGISTIC, PACKAGING & PROCESSING



CHILLED & FRESH



CONFECTIONERY & SNACKS



DRINKS



DAIRY



CONVENIENCE FOOD

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.



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.



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 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.

Bio Synergy Laboratories Sdn Bhd

With over 18 years in the laboratory testing, reliability testing has always been our theme. Our laboratory is managed by qualified chemists in providing laboratory analyses ofhigh quality. Our laboratories has been accredited with MS ISO/IEC 17025 by Department of Standard Malaysia. Also a recognized laboratory by Ministry of Health Malaysia.



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.

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.



Chocolate Moulding
Production Line

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





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.



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.



EMPIRE MANUFACTURING SDN BHD

Private Labelling

Specialising in Private label for a variety of instant beverages.

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.



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!



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.



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.



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.



Stenerlos Maria Control Contro

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!

SARASPICE SDN BHD

SaraSpice Black / White Pepper Ground

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







HAYANHAESSAL COMPANY

Hipokki

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



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.

FOR WHOLESALER & DISTRIBUTORS





TEA GARDEN FOOD SUPPLY SDN BHD

Sambal Cili Nasi Lemak (190g)

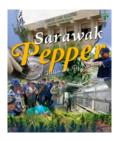
Sambal Nasi Lemak, a ready-to-eat delight easily served as a condiment, evokes memories of your favorite dish with every mouthful.



Fusipim 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.



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 constructiobs 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.

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

YOUTUBE:

youtube.com/@mifbtradefair





REGISTER TO VISIT!

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



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!



Exhibitors and **Products**



Sessions you would ike to attend



STAY NOTIFIED Througout the event



Event Agenda



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.



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.



- · 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.



















MIFB'S STRATEGIC CONFERENCE - A SUSTAINABLE FUTURE IN FOOD & BEVERAGE

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

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.

Trend #2

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 #3

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 #4

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.

FOCUS TRENDS

Trend #5

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.

Trend #6

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.

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

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



SCAN TO GET YOUR TICKETS!



RM(

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 200m² 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:



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.



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.



Beam Scooters

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



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.

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

ACCOMMODATIONS



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



The RuMa Hotel & Residence



Grand Hyatt Kuala Lumpur



Traders Hotel Kuala Lumpur



Mandarin Oriental Kuala Lumpur



EQ Kuala Lumpur

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

(mifb.com.my/travel-info-hotels



SCAN FOR MORE INFO

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



- Personalised invitation to MIFB 2023.
- 2. Special title as "Trade Buyer" attached to their profile on the event app.
- 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.
- 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.
- Exclusive networking events /seminars/ workshops for VIP members throughout the year.



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



Refreshment is your ultimate resource for staying informed and up-to-date on the water cooler, vending, and office coffee sectors. The winners of the World Coffee Innovation Awards 2024 will be featured in Refreshment magazine, subscribe to be the first to know!

foodbevsubscriptions.com/refreshment-magazine



17-19 JULY 2024 KUALA LUMPUR CONVENTION CENTRE

Co-located with:





REGISTER TODAY

For Exhibition Inquiries email: sales@mifb.com.my

For Marketing and Media Partnership email: marcomms@mifb.com.my

General Line:

+603 7989 1133



instagram.com/mifb_tradefair

in linkedin.com/company/mifbtradefair



