



The 11th Malaysia International Food & Beverage Trade Fair

22-24 July 2010
Putra World Trade Centre (PWTC),
Kuala Lumpur, Malaysia



FACT SHEET

WHY MALAYSIA?

- 1** High Food and Beverage Spending in Malaysia
 - ▶ With a young population of 28.3 million, Malaysia is one of Southeast Asia's most developed nations with per capita income of US\$7,700. 61% of the citizens are belonging to the middle-to-upper-income group.
 - ▶ Food and beverage expenditure accounts for 25% of the total consumer spending. The per capita food and beverage consumption in Malaysia is forecast to reach a regionally impressive US\$479 in 2012.
- 2** Imports as the Major Source of Food Supply
 - ▶ Although export performance of the food processing sector in Malaysia has doubled over the last decade, the country is highly dependent on the imported food products, especially the intermediate goods, due to the limited domestic agricultural production and rising demand for many food products.
 - ▶ As a net importer of food, Malaysia's food import bill hit the all-time high of MYR35 billion in 2008.
- 3** Resilient Growth of Food Demand and Imports
 - ▶ Since 2000, the food consumption and imports in Malaysia have registered incessant growth annually. According to the forecast by Business Monitor International in 2009, the food consumption in Malaysia will continue to grow by a hefty 22.7% by 2013 and soft drink sales to increase by 32.9% over the same period.
 - ▶ In times of an economic recession, the food sector stands as the safest bet due to its sustainable demand.
- 4** Strong Impetus from the Food Service Industry
 - ▶ The sizeable and rapidly growing food service market in Malaysia is propelled by the local consumers as well as foreign tourists.
 - ▶ According to a global survey conducted by The Nielsen Company to uncover out-of-home dining habits of consumers, 67% of Malaysians dine at restaurants at least once a week. Furthermore, the tourism industry is attracting more than 20 million tourist arrivals to Malaysia yearly.
- 5** Well Organized and Expanding Retail Food Sector
 - ▶ Malaysia has a dynamic mass grocery retail sector with international retailers like Carrefour, Dairy Farm (Cold Storage and Giant), Jusco and Tesco.
 - ▶ Expansion plans have been confirmed by the retail majors regardless of the impact of the downturn in economic growth. Value sales of food and beverage products through modern retail outlets are forecast to increase by 36.9% by 2013.
- 6** Import Liberalisation of Food Products
 - ▶ As a measure to mitigate the increase in prices of essential consumer goods, the Malaysian government announced the abolishment, reduction and exemption of import duty on a wide range of food products in year 2009.
 - ▶ Besides, imports from the partner countries who have signed FTA with Malaysia are exempted from an import duty or extended a preferential tariff rate.

- 7 Springboard to the World Halal Food Market
 - ▶ Malaysia has the worldwide recognized halal food standards and certification which are strategic to its positioning as the ‘International Halal Food Hub’ and give rise to the credibility and market acceptance of halal products produced or processed in Malaysia.
 - ▶ Foreign companies can cooperate with the Malaysian food processing industry by using the country as a springboard to the global halal food market worth more than US\$547 billion annually.
- 8 Gateway to the ASEAN market & beyond
 - ▶ As the world’s top 20th trading nation and leading contributor to the intra-ASEAN trade, Malaysia is also your ideal platform to penetrate the ASEAN market of 575 million population through the wide business networks of the local partners.
 - ▶ Besides, Malaysia is also actively engaged in the establishment of bilateral and regional Free Trade Agreements (FTA) with other trading partners like Australia, Chile, China, E.U., India, Japan, Korea, New Zealand, Pakistan, U.S.A. and Organization of The Islamic Conference.

WHAT IS THE MARKET SIZE?

- 1 Main Countries-of-origin for Malaysia’s Agri-food Imports in 2008

Ranking	Country	Market Share (%)
1	Indonesia	20.92
2	Thailand	11.09
3	India	9.18
4	Australia	8.01
5	China	6.89
6	USA	5.85
7	Argentina	5.80
8	New Zealand	4.95
9	Vietnam	4.49
10	Brazil	2.65
Others		20.17

WHY MIFB 2010?

- 1 About MIFB 2010
 - Show title : MIFB – Malaysia International Food & Beverage Trade Fair
 - Nature : Annual specialized international trade fair



- ▶ Malaysia's largest and longest-running food and beverage exhibition in its 11th year that covers the full spectrum of food industry (from agriculture, processed food, food machinery to food service)
- ▶ An official event for the food industry with strong supports from the government sector
- ▶ A truly international trade fair accredited by UFI (The Global Association of the Exhibition Industry) and endorsed by MATRADE (Malaysia External Trade Development Corporation), the national trade promotion agency of Malaysia
- ▶ Trend-setting showcase that features leading brands, latest products and new technologies
- ▶ Strong business programs guided by "The Market Comes To You" strategy to attract targeted buyers and traders
- ▶ Extensive media coverage and promotional activities

2 When & Where

Date & time : 22-23 July 2010
 10.30am-6.00pm | Trade visitors
 24 July 2009
 10.30am-5.00pm | Trade & public visitors

Venue: Hall 1 & 2,
 Putra World Trade Centre,
 Kuala Lumpur



3 Organizers & Supporting Organizations



4 Exhibit Profile

- Beverages
- Biotech products
- Canned products
- Confectionery, biscuits & pastries
- Convenience food
- Cured meats
- Dairy products
- Delicatessen products
- Health food
- Food ingredients
- Food machinery
- Food technologies
- Fresh & semi-preserved seafood
- Frozen food
- Fruit & vegetables
- Grocery products
- Halal food
- Horticulture
- Organic products
- Preserved products
- Agriculture & food promotional boards
- Professional organizations
- Trade Associations
- any other food and food related products

5 8 Thematic Focuses



The Bazaar



Hills & Valley



Seas & Straits



Halal Food Hub



Baker's Street



Stars & Spikes



Business of Food



Lifestyle Food

Concurrent Show



Food Future 2010

A dedicated showcase of the latest food machinery, processing & packaging solutions and cooking equipments



6 Anchor Events Throughout 3 Days



The 6th Malaysia International Agro-Bio Business Conference 2010

The **Green Food Technology** and its **Opportunities**



Country Focus Presentations



Sponsored Buyers Programme & Business Matching
- Complimentary service strictly for exhibitors only



"Cooking Revolution"



Buyers-Sellers Networking Cocktails

7 Trade Visitors

- Caterers
- Food & agriculture consultants
- Food distributors & agents
- Food importers & exporters
- Food wholesalers & retailers
- Hoteliers & restaurateurs
- Policy makers
- Supermarkets & hypermarkets

A wide range of international promotional activities will be conducted to ensure the best possible trade visitor attendance from all over the world:

- ▶ Road shows & promotion at other leading international food fairs
- ▶ Promotion through overseas representative offices, government commercial consulates and international trade promotion organizations
- ▶ Direct invitation
- ▶ Advertising & media campaigns in major newspapers and industry publications domestically & internationally
- ▶ Comprehensive PR activities such as press conferences, TV & radio interviews
- ▶ Newsletter updates
- ▶ Show updates on official website www.mifb.com.my



SHOW STATISTICS & VISITORS ANALYSIS

1 Exhibition Statistics

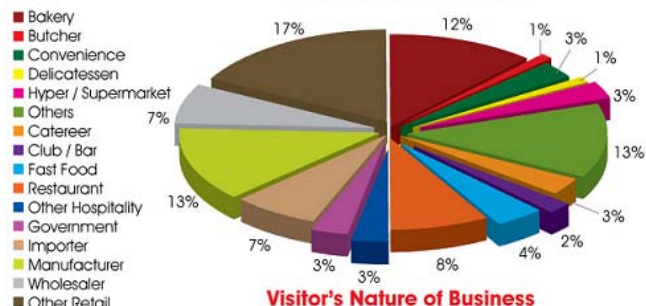
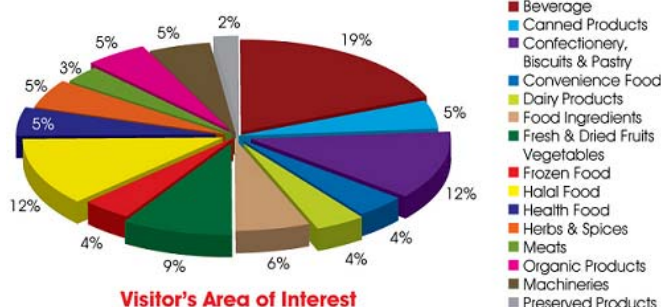
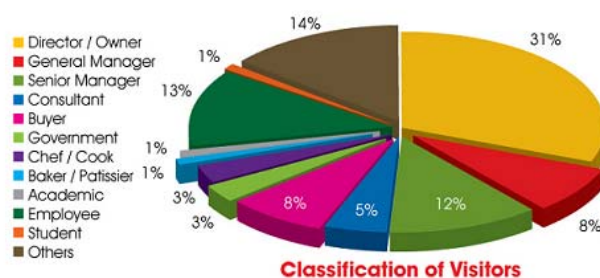
Item	Year		
	2008	2009	2010 (Targeted)
Exhibitors			
- No. of companies	285	329	400
- No. of booths	390	507	600
- No. of countries / regions	25	29 (a)	30
Trade visitors			
- No. of visitors	13,872	16,832	18,000
- No. of countries / regions	43	55 (b)	60
1-on-1 business matching			
- No. of sessions	803	835	850
Business Transactions (MYR)	105 million	95 million	-

- (a) Armenia, Bangladesh, Belgium, Chile, China, Czech Republic, India, Indonesia, Iran, Korea, Malaysia, Namibia, New Zealand, Philippines, Poland, Romania, Saudi Arabia, Singapore, South Africa, Sri Lanka, Syria, Taiwan, Tanzania, Thailand, Tunisia, Turkey, United Kingdom, Venezuela and Vietnam
- (b) Algeria, Australia, Bahrain, Bangladesh, Belgium, Botswana, Brunei, China, Egypt, Fiji, France, Germany, Ghana, Hong Kong, India, Indonesia, Iran, Iraq, Italy, Japan, Kenya, Korea, Kuwait, Lebanon, Malawi, Malaysia, Maldives, Mauritius, Namibia, Netherlands, New Zealand, Nigeria, Pakistan, Palestine, Philippines, Qatar, Romania, Saudi Arabia, Singapore, Slovakia, Sri Lanka, Sweden, Syria, Taiwan, Tanzania, Thailand, Turkey, United Arab Emirates, United Kingdom, United States of America, Venezuela and Vietnam

MIFB 2009 Country Pavilions:

- Ministry of Agriculture, Malaysia
- Ministry of Agriculture, China
- Department of Export Promotion, Thailand
- Export Promotion Centre, Turkey
- Taichung County Government, Taiwan
- Xiamen Trade Development Bureau, China

2 Visitors Analysis



HOW TO PARTICIPATE?

<p>1 Standard shell booth & corner booth Investment cost: MYR7,800 & MYR8,300 / US\$2,300 & US\$2,450 per booth Booth size: 9 square meters (3m x 3m) which include fascia board with exhibitor name and booth number, needle punched carpet, 2 units of spotlights, 1 unit of information desk and 2 units of chair.</p> <p>Other complimentary benefits:</p> <ul style="list-style-type: none"> ▪ Company highlight on the pre-event News Update ▪ Company listing on Show Directory ▪ Arrangement for one-on-one business 	<p>2 Bare space Investment cost: MYR830 / US\$250 per square meter This is rental of space only with minimum size: 18 square meters (3m x 6m). Exhibitor will be responsible for their own designs, construction and furnishings. All electrical requirements and installation must be undertaken by the Official Contractor.</p> <p>Other complimentary benefits:</p> <ul style="list-style-type: none"> ▪ Company highlight on the pre-event News Update ▪ Company listing on Show Directory
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<p>matching</p> <ul style="list-style-type: none"> ▪ Participation in Buyers-Sellers Networking Cocktails ▪ Stage presentation during exhibition ▪ Arrangement for field visit (for group participants only) 	<ul style="list-style-type: none"> ▪ Arrangement for one-on-one business matching ▪ Participation in Business Networking Cocktail ▪ Stage presentation during exhibition ▪ Arrangement for field visit (for group participants only)
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Please contact us for a discussion if you require a SPECIAL PARTICIPATION AND PROMOTION SCHEME customized to your specific needs.

HOW TO CONTACT?

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