

POST SHOW REPORT



The 10th Malaysia International Food & Beverage Trade Fair

9-11 July 2009

Putra World Trade Centre (PWTC)
Kuala Lumpur, Malaysia

The Annual Premier Regional Event

Celebrating **10**

Sumptuous Years of a Multibillion Marketplace



Organisers

KUMPULAN UTUSAN

Kumpulan Utusan

EXPOMAL INTERNATIONAL

Expomal International

In Collaboration with



Ministry of Agriculture & Agro-based Industry

Co-organizer

MUTIARA SIGMA

Mutiara Sigma

Endorsed by



- Ministry of International Trade & Industry
- Ministry of Health
- Ministry of Tourism



Malaysia External Trade Development Corporation (Matrade)

Supported by



Malaysia Agricultural Research and Development Institute (MARDI)



Marditech Corporation Sdn Bhd

SME INTERNATIONAL - MALAYSIA

Small & Medium Enterprise International Co-operation Association of Malaysia



The German Association for Small and Medium-sized Businesses



Food and Foodstuff Association Ho Chi Minh



The Malaysia Selangor and Federal Territory Ku Su Shin Choong Hung Restaurant Association



Tourism Malaysia

Approved by



The Global Association of the Exhibition Industry (UFI)

Official Trade Portal



www.TradeMal.com

Official Hotels



The Legend Hotel

Official Media



Utusan Malaysia

Official Magazines



Business & Financial Magazine



Saji Magazine

www.mifb.com.my

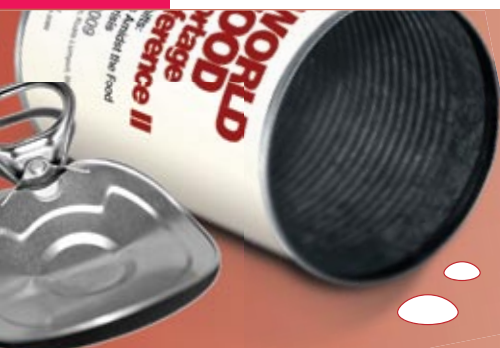
Held Concurrently

WORLD FOOD SHORTAGE Conference Series II

Paradigm Shifts: Effective Initiatives in Stimulating the Global Meltdown

A special focus of

The 5th Malaysia International Agro-Bio Business Conference 2009





DEFYING THE ECONOMIC DOWNTURN WITH RECORD TURNOUT AT MIFB 2009

Kuala Lumpur – Despite the current economic downturn, food in general continues its assertion as a fundamental industry that innovates and drives the economy, creating growth and value. True to its theme 'Celebrating 10 Sumptuous Years of A Multibillion Marketplace', the 10th Malaysia International Food & Beverage Trade Fair (MIFB 2009) successfully concluded its tenth showing by bringing together the F&B industry movers and shakers, international buyers and influential policymakers from over 55 countries that saw over 900 one-to-one business matching sessions and focused partnerships resulting to at least MYR 150 million worth of sales transacted during the 3 intensive F&B trade days.

Having grown in strength and size while gaining international recognition as the most authoritative food and beverage trade fair in the region, MIFB 2009 was officiated by YB Dato' Haji Noh bin Omar, Minister of Agriculture and Agro Based Industry, Malaysia on 9 July 2009. YB Dato' Noh also delivered his keynote address for the World Food Shortage Conference II, a special focus of the 5th Malaysia International Agro-Bio Business Conference 2009.



TRADE OPPORTUNITIES WITH 29 COUNTRIES & REGIONS

This year, MIFB 2009 recorded a total participation of over 500 booths with 329 exhibitors from 29 countries and regions, doubling last year's record. Co-organisers Kumpulan Utusan and Expomal International were also caught by surprise with the number of turnout that went beyond the numbers recorded in previous installations of this premier event – a total of 16,832 trade visitors. The 20% increase in visitorship compared to 2008 showed a majority of international trade visitors that came Singapore, China, Thailand, UAE, Australia, Belgium, Germany and Indonesia ranging from manufacturers, agropreneurs, agents, distributors, buyers, sellers, company owners and other industry insiders!



Returning for its third year is the Ministry of Agriculture, People's Republic of China leading a delegation 32 reputable organizations promoting their agriculture based products including tea, dried mushrooms, bee products and health related product. Alongside were the Department of Export Promotions, Thailand and the Taichung County Government, Taiwan who also lead large country pavilions. New participation at MIFB 2009 were seen through the participation of the Ministry of Agriculture, Water & Forestry, Namibia and Government led delegations from Chang Chun and Xiamen, China and countries such as the United Kingdom, Armenia, Philippines, Saudi Arabia, Turkey and others.

On local grounds, over 100 local entrepreneurs under the flagship of the Ministry of Agriculture and Agro Based Industry, Malaysia and the Ministry of Rural and Regional Development and government related agencies will promote home-grown products that are of international standards.

Positioned as the most focused F&B trade fair, MIFB 2009 serves as a one-stop meeting hub for local, regional, and international industrial players looking to exchange entrepreneurial ideas and form strategic trade partnerships – to help facilitate mutually-beneficial relations within the vital food and beverage industry.

It also serves as a means to further establish Malaysia as the International Halal Hub and a crucial participant in the multifarious international agro and F&B fraternity, in sync with the country's desire to have a robust agro-based industry and transform itself as a self-sufficient food exporter by 2010, as deliberated under the 9th Malaysia Plan.

KNOWLEDGE EXCHANGE

Incorporating the importance of knowledge exchange, the World Food Shortage Conference II, a special focus of the 5th Malaysia International Agro-Bio Business Conference was held concurrently with MIFB 2009 with its theme "Paradigm Shifts: Opportunities Amidst the Food & Economic Crisis". Riding on the success of last year's conference which probed into the understanding of the problem of the global food shortage and sourcing the right solutions, this year, the conference took on the importance of providing viable solutions, strategies and opportunities in overcoming the food and economic crisis.

The business conference was successfully concluded with 27 eminent speakers from 6 countries, Australia, India, Taiwan, Czech Republic, Namibia and Malaysia who provided valuable insights and expertise that can be adopted and implemented by the various governments, associations, organizations, companies, and individuals to help ease any future 'food crunch' and become the seeds of a greener future.



NICHE INTERESTS

Fused with business opportunities for the many, MIFB's introduced its focused communities which allowed trade visitors to zoom in on specific industries namely Food Futures – incorporating machineries, packaging and solutions, Food Business – featuring food franchise and food catering and Agriculture is Business – a showcase of diverse of agriculture and agrobased / agro-bio products.

For the first time, Clayton also launched its Halal Tableware Brand – the first in the world to be approved and certified by the respective IFRC- Islamic Council Asia Region & Malaysia.



A treat for the sweet was the Bakery & Confectionary focused community. Comprising of over 20 individual organizations, this community was largely led by AB Mauri which demonstrated an array of food ingredients that not only enhanced the baking experience but also showcased hourly demonstrations that wowed visitors with tasty treats and colourful creative presentations.

Health enthusiasts were treated to a special seminar on the "The Secret of Great Health & Happiness" by Natural organic diet expert Ms Grace Chen from Taiwan. Sharing her secret on great healthy living, participants enjoyed testing a selection of healthy concoction during the 3 hour seminar. On promoting green diet was Chef Ryan Khang and team from the Cooking House. Using fresh and natural ingredients, the interactive cooking sessions enabled visitors to have hands-on experience in preparing quick easy balanced meals and sampled the delicious meals prepared during the demonstrations.

INNOVATIVE PROGRAMS

To encourage zeal of participation and celebrate healthy competition among trade fair exhibitors, the "Best Booth Design Award" was organized. Sime Darby Plantation Sch Bhd shone the brightest among all by winning 1st place, followed by Thailand's Pavilion, under the Department for Export Promotions, Ministry of Commerce Thailand in 2nd place and the Taiwan Pavilion, under the Taichung County Government, Taiwan taking 3rd place. A Commendation Award was also presented to Station One for their note worthy excellence in representing their brand identity through their booth design.

Taichung County Government was also awarded the "Most Innovative Program" for presenting two unique programs that showcased the versatility of their products; namely the Taiwan Fruit Twin Tower and the Largest Fruit Rojak.

Other featured highlights at MIFB 2009 included the World of Fruits, Fruits of the World – showcase of fruits from around the world with featured countries such as Armenia, China, Tunisia, Taiwan, Turkey, New Zealand and Malaysia; Teas of the Region – with fine selection of teas from China, Sri Lanka, Taiwan, Thailand and Malaysia; Franchise Clinic and the 2009 Premium F&B Product Gallery.



All in all, the whirlwind 3 days saw the potential inking of many deals and many are looking forward to attend the event again next year. Have a product you would like to share with the rest of the world? This is your best platform.

See you at MIFB 2010 where we will continue to promote the F&B industry – bringing you a global multibillion dollar marketplace!





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RETROSPECTIVE OF MIFB 2009

➤ Growing Participation at MIFB 2009



Exhibiting Countries & Region

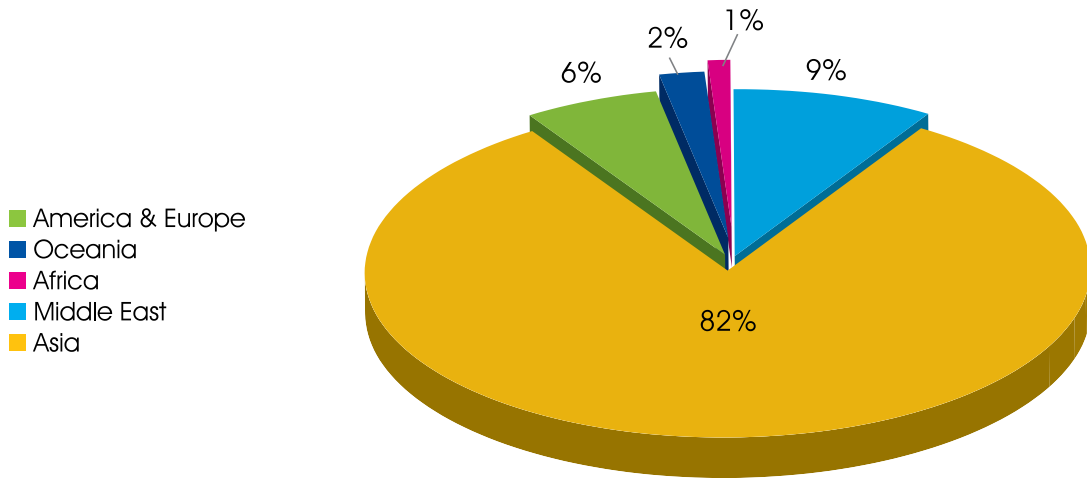
- Armenia
- Bangladesh
- Belgium
- Chile
- China
- Czech Republic
- India
- Indonesia
- Iran
- Korea
- Malaysia
- Namibia
- New Zealand
- Philippines
- Poland
- Romania
- Saudi Arabia
- Singapore
- South Africa
- Sri Lanka
- Syria
- Taiwan
- Tanzania
- Thailand
- Tunisia
- Turkey
- United Kingdom
- Venezuela
- Vietnam

Exhibitors Profile

- Beverages
- Biotech Products
- Canned Products
- Chinese Herbs
- Confectionery, Biscuits & Pastries
- Convenience Food
- Cured Meats
- Dairy Products
- Delicatessen Products
- Health Food
- Food Ingredients
- Food Promotional Boards
- Fresh & Dried Fruits, Vegetables
- Fresh & Semi-Preserved Seafood
- Frozen Food
- Grocery Products
- Halal Food
- Horticulture
- Organic Products
- Pet Food
- Preserved Products
- Professional Organizations
- Trade Associations



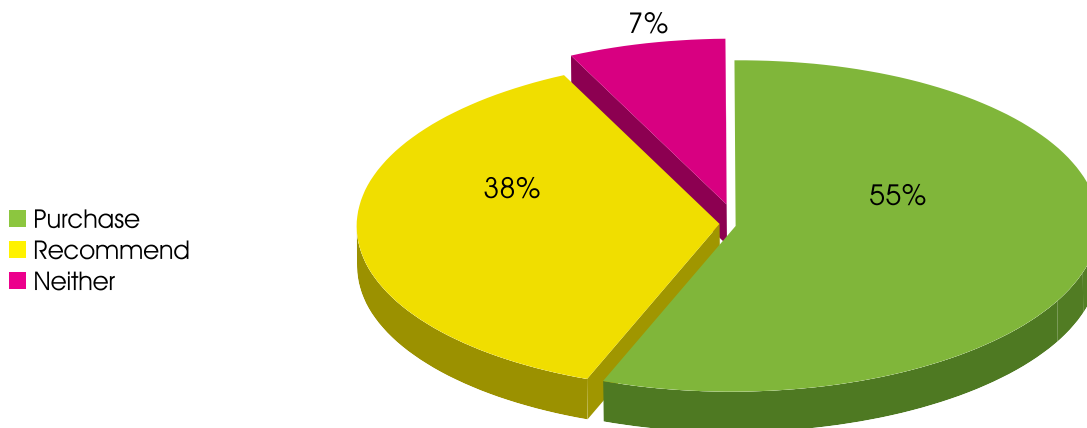
MIFB 2009 Trade Visitors' Profile



Trade Visitorship by Continent / Region

Trade Visitors from 55 Countries & Regions

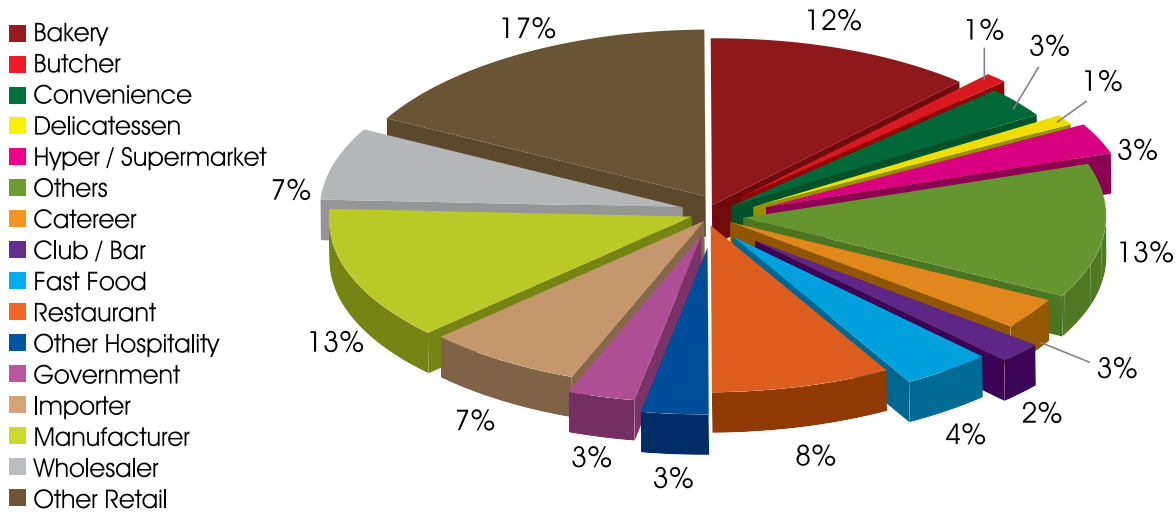
- Algeria
- Australia
- Bahrain
- Bangladesh
- Belgium
- Botswana
- Brunei
- China
- Egypt
- Fiji
- France
- Germany
- Ghana
- Hong Kong
- India
- Indonesia
- Iran
- Iraq
- Italy
- Japan
- Kenya
- Korea
- Kuwait
- Lebanon
- Malawi
- Malaysia
- Maldives
- Mauritius
- Namibia
- Netherlands
- New Zealand
- Nigeria
- Pakistan
- Palestinian Territory
- 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
- Vietnam



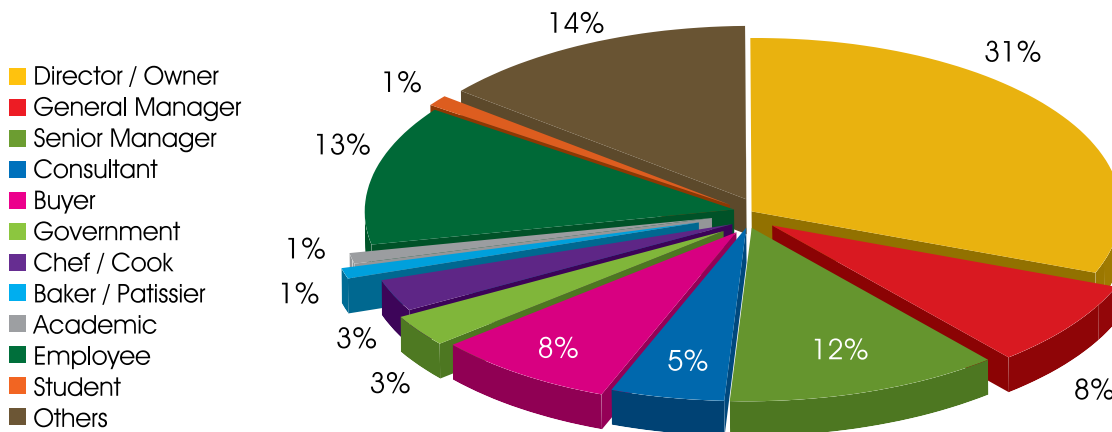
Visitor's Influence in Product Purchase



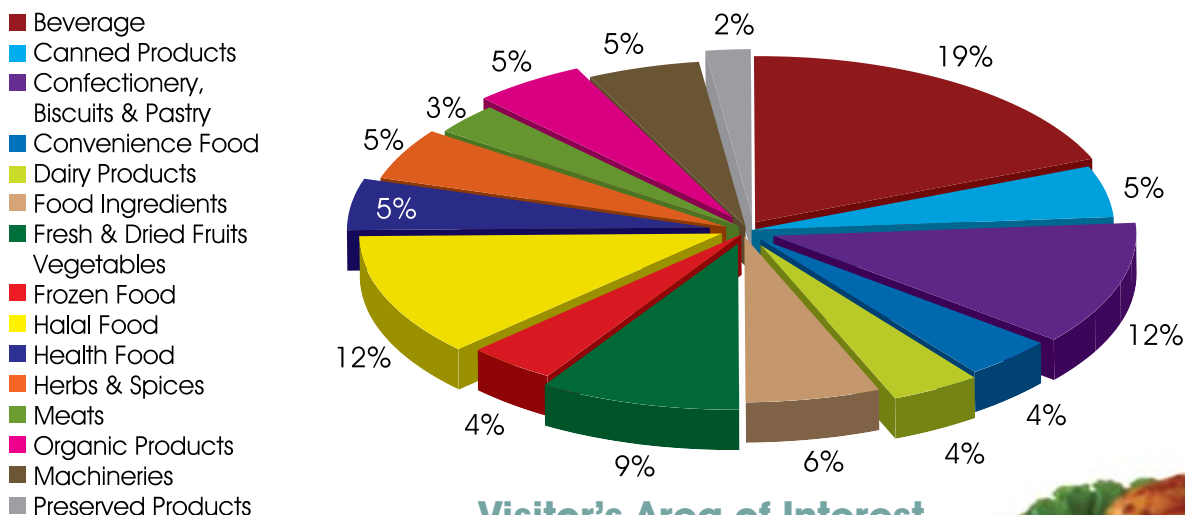
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Nature of Business



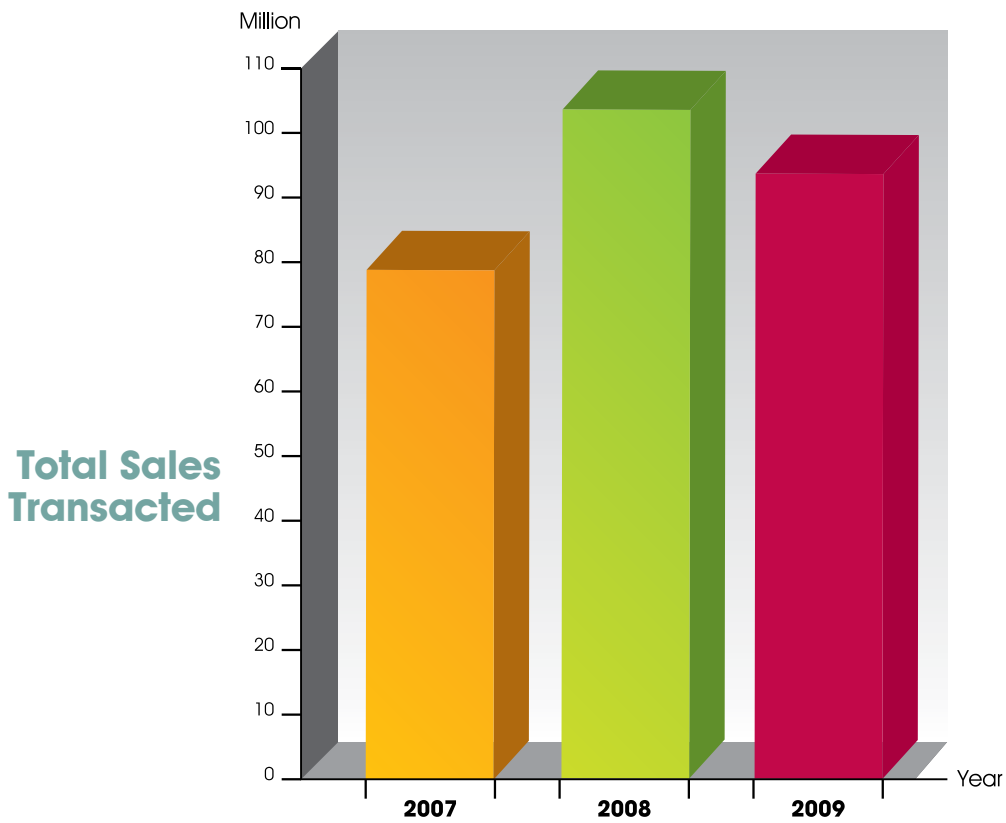
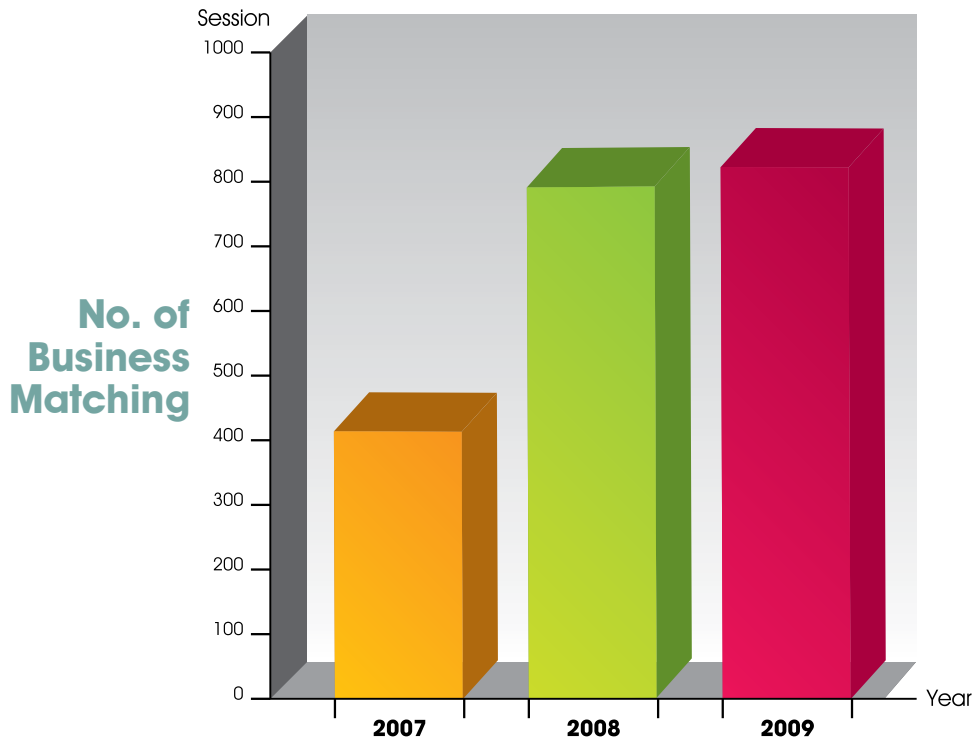
Classification of Visitors



Visitor's Area of Interest



MIFB 2009 Trade Visitors' Profile



MIFB MARKETING & PROMOTIONAL CAMPAIGNS

Targeted Fly-in Buyer's Program



Visitor Outreach Program





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Extensive PR & Advertising



WHAT THE INDUSTRY SAYS ABOUT MIFB



The products we are showcasing this year include pears and mushrooms imported from Tai Chung. Based on sample and food testing sessions carried out, the response has been very good.

Mr Huang Zhong-Sheng, Magistrate of Taichung County, Taiwan

This is our first time participating in this fair to introduce items to Malaysian importers and traders. We received many enquiries from this friendly public. We are happy to be here and hope to come back again.

Mr Ismail, Turkey Export Promotion Centre

We have gotten plenty of enquiries from overseas, such as Dubai, Vietnam, Singapore and many more. They want us to bring in our brand as well as provide OEM (original equipment manufacturer) work. We join MIFB every year because it is an effective platform that offers many business opportunities. It allows us brand and create awareness in the local market as well as generate new leads in the international market.

Ghee Hiang Manufacturing Sdn Bhd

The response has been good we are happy with the crowd. People like our products and are attracted by the aroma. We received a lot of trade enquiries, within Malaysia and from overseas. We are thinking about more joint ventures and better ideas on how to promote the bakery industry.

Mr Wong, AB Mauri Malaysia Sdn Bhd

We have received a number of enquiries with a few coming from foreign countries. Enquiries are keen as most know we are promoting healthy products like our Fruity and Boost, which is a non-carbonated drink. We will come back next year and take on a more active role.

Ocean Mineral Water (M) Sdn Bhd

This fair is a good platform as many visitors are here for business purposes. We have gained a lot of potential customers from this fair and this enables us to aim correct target markets. This is our first time joining this fair we will come back next year.

SJ Bio-Tech Resources Sdn Bhd

This fair is awesome. Not only are we exposed to many new products from different companies; we can network, make friends and meet potential customers. A lot of people want to find out more about our new product Veat, which is made from soy protein. We have visitors from cafés, restaurants and hotels enquire about our products.

KG Pastry Marketing Sdn Bhd



This is our second time participating in MIFB and we have already made our booking for next year. Based on the increased number of booths this year, we foresee a larger turnout for next year's MIFB.

Mr Choong Chin Chin, ALS Laboratory Sdn Bhd

Response is quite good. We've been getting a lot of response from people in the same industry, mostly local. We are targeting F&B owners and we have met some of them from South Africa and China during the Business Matching Sessions.

Mr George Low, Bersian Technology (M) Sdn Bhd

From the first day alone, we were invited for the business matching session, and a few matches were done. Our highlight is to pull in more enquiries from producers and entrepreneurs and see how they can be part of our house brand Carrefour. This is our second year participating in MIFB.

Carrefour

We received very good responses from customers and some trade buyers were convinced with our good quality products. We are surprise at the overwhelming response. This is our first time participating in MIFB and we are sure to come back next year

Mr Joseph Tan, Claytan Corporation

Response is good, we met lots of people and we got opportunities to export our product. We received a few international enquiries.

Edaran Intisari Sdn Bhd

We received quite a lot of enquiries, most of them being food manufacturers which is what we are looking for. Our company is dealing with food software solutions for food manufacturers. This is our first time and response is beyond our expectations. We met a lot of potential customers here.

Phitomas Sdn Bhd

This fair is very successful and the crowd is very good, I got to meet with country buyers from Iraq, Pakistan and other local bakeries. We hope to be here again next year to support this fair.

Mr Chua, Hosen Group Ltd

The response is way over expectations. Now my only worry is how to cope with all the demand. Even though, many said the economy would be slow, we have not felt any sign of this sentiment. Our enquiries are both within Malaysia and international such as Singapore, Borneo, Hong Kong, Indonesia and Middle East. This fair is very encouraging and I have already made reservation to come back next year.

Low Boon Kee Sdn Bhd

I must say that this is one of the best exhibitions we have ever participated in. Our first participation was last year. The last 3 days were fantastic where we received a lot of enquiries for both PappaRich and Brewer's coffee. In fact, my first customer came from this exhibition too. Our enquiries also include outstation arrangement. We will be here next year and continue to look forward and see what we can do together in the future.

Ms Soh Yeh Bee, PappaRich



This is our third time participating in MIFB. We received very good response from Malaysian visitors; perhaps this is because we have similar interests in food business and Malaysians are familiar with Thai products. We will be coming back next year and we plan to expand our booth.

Ms Suthidha Ngermuen, Department of Export Promotion, Thailand

This is our third consecutive year participating at MIFB. The responds has been very encouraging and we have received many potential buyers especially from Dubai and Indonesia. It is also a great platform to create brand awareness. We look forward to participating next year and have booked out booths.

SGK Food Industry

This is our first time participating in MIFB. We met buyers from the Middle East, UK and US. This fair enables us to promote our products to other countries and the whole world. We will come back next year.

Masbest (M) Sdn Bhd

We have been in this business for the past 3 decades. I have gotten many good opportunities through this fair. I met good partners from Malaysia which I think will be useful. By attending MIFB, it gives us an advantage with potential suppliers and helps us interact with international communities like China, Thailand and Tanzania.

Business matching visitor, Raja Sekhar, Divisional Manager – Dry Foods, Fairway General Trading LLC

We deal with imports, distributions and also exports from Singapore. We help foreign companies set up businesses in Singapore and we are now looking into the Middle East market.

This is my first time participating in MIFB. This is a very well organized fair and staff is very friendly. I am very keen to come back next year.

Business matching visitor, Mr Alfred Ang, Managing Director, Rosen International (S) Pte Ltd



EXHIBITION HIGHLIGHTS



Authentic Malaysia
A special tribute of local delicacies and specialties



Asia Agriculture Marketplace



Malaysia International Halal Food Hub



Malaysia's Best



Ministry of Agriculture (China) Showcase



Thailand - Kitchen of the World



Wonderful Taste of Taiwan



World of Fruits, Fruits of the World



Teas From The Region



World Chef Showcase & Health Seminar



MIFB Best Booth Design Award



MIFB Most Innovative Program Award



HELD CONCURRENTLY



Food Future 2010

A truly dedicated showcase of the latest advancements and technology in food machinery and equipment, processing and packaging solutions.



The Green Food Technology and its Opportunities

The 6th Malaysia International Agro-Bio Business Conference 2010

For further information and participation, please contact:

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