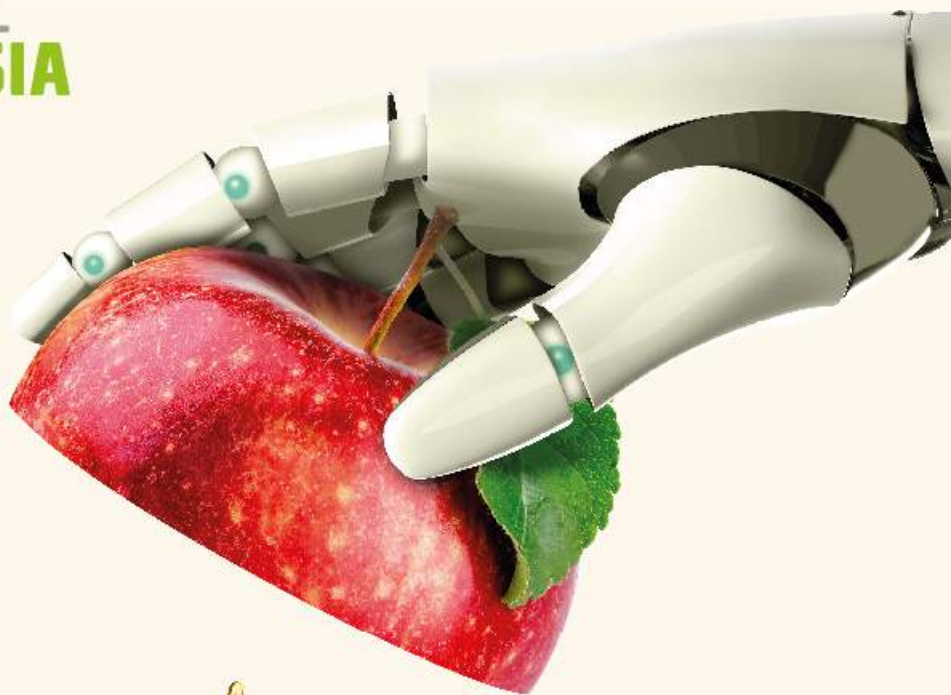




FHM
FOOD & HOTEL
MALAYSIA



YOUR GOLDEN OPPORTUNITY

21-24 SEPTEMBER 2021

KUALA LUMPUR CONVENTION CENTRE, MALAYSIA

www.foodandhotel.com

Organised By:  **informa**markets

Supported By:



Food and Hotel Malaysia



Food & Hotel Malaysia



foodandhotelmalaysia



Food and Hotel Malaysia



MALAYSIA'S MOST PRESTIGIOUS FOOD & HOSPITALITY EVENT

The Food and Hotel Malaysia (FHM) event held from September 21 to 24, 2021, plays a vital role as a marketplace that connects both suppliers and interested buyers in the industry. It provides countless business opportunities to the Food & Hospitality exhibitors where they can meet important decision makers, both locally and internationally for future partnerships.

The show celebrated its 15th edition at FHM 2019, where it hosted 1,545 participating companies and 30,080 visitors. To further the agenda, FHM 2021 is set to be another unprecedented event, where we aim to put Malaysia on the world radar in the Food & Hospitality industry again with even better programmes and bigger crowd.





FACTS & FIGURES



22,000 sqm
Exhibition space



1700 Participating
companies



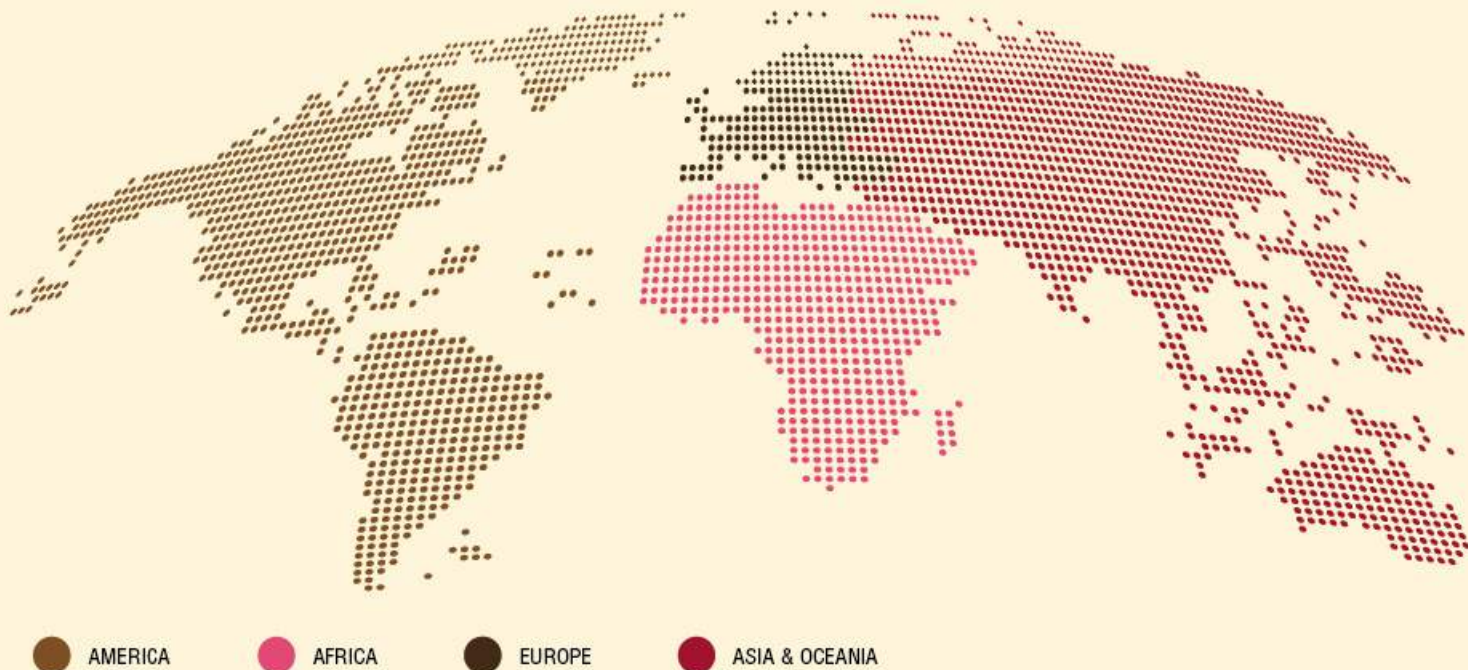
70 Nations /
countries



30,000
Attendees



9,000 Expected
business matchings



INTERNATIONAL EXHIBITORS FROM 35 COUNTRIES AND REGIONS

ARAB
AUSTRIA
BELGIUM
BOLIVIA
BRAZIL
CANADA
CHINA
DENMARK
FRANCE

GERMANY
HONG KONG
INDIA
INDONESIA
ITALY
JAPAN
KOREA
MEXICO
NETHERLANDS

NEW ZEALAND
NORWAY
PERU
PHILIPPINES
POLAND
PORTUGAL
RUSSIAN FEDERATION
SINGAPORE
SPAIN

SWEDEN
SWITZERLAND
TAIWAN
THAILAND
TURKEY
UK
USA
VIETNAM

EXHIBITOR PROFILE

Companies involved in Manufacturing, Producing or Distributing the following products:

1. Bakery / Confectionary Retailers
2. Catering
3. Department Store / Retail Store
4. Drink Manufacturing / Processing Outlets
5. Fast Food Outlet
6. Food Manufacturing / Processing Outlets
7. Golf/Country Club Management

8. Grocery Store / Supermarket / Hypermarket / Convenience Store
9. Hotel / Resort Management
10. Institutional Catering (Armed Forces, Schools, Police, Hospitals, Government, etc.)
11. Offshore / Airline / Cruise Liner Catering
12. Restaurant / Café Management / Bar / Club
13. Retail Equipment & Supplies Manufacturer
14. System Integration/Distribution



VISITOR PROFILE

FHM 2021 is the perfect platform to share the industry's insights and knowledge coming straight from the experts, with the wider audience. If you are in any way involved in one of these industries below, FHM 2021 is the right place to be.

Food & Beverage:

- Bakery & Confectionery
- Barista
- Beverages (dairy/alcoholic/ non-alcoholic etc.)
- Bottling/Canned/Packing Equipment
- Catering (Industrial/Institutional)
- Chilling/ Freezing, Frozen Food, Refrigeration
- Cleaning & Maintenance
- Confectionery, Sweets & Chocolate
- Fast/ Fine Food
- Grocery Store/ Supermarkets/ Others
- Halal Products

- Organic/ Health Food
- Seafood/ Meat/ Poultry/ Fruits/ Vegetables
- Snack Food
- Tea & Coffee
- Many More!

Hospitality:

- Communication Systems/ Equipment
- Consultancy Services
- Hospitality Information Systems
- Hotel/ Resort/ Bar/ Restaurant Management
- Supplies & Services
- In-Room Technologies
- Policy Makers
- Security Systems
- Shopfitting/ Display Equipment
- Tableware/ Accessories/ Hotel Consumables
- Many More!



WHY FHM 2021

What makes Food and Hotel Malaysia 2021 an ideal platform for all in the food and hotel community?

Backed by the world's leading event Organiser Informa Markets, FHM is the nation's official trade exhibition for food, drinks, hotel, restaurants, food services, bakery equipment, supplies and retail industries.

Participants from 50 countries are expected to attend this event, so don't miss your opportunity to touch, feel and even taste the latest products as

well as the services they have to offer. To give you a taste of the event, these participants are bringing their best from the Africa, Asia, Europe, Middle East, North and South America, Oceania and Southeast Asia region.

Participate or attend informative conferences which will provide relevant information related to the industry that will be held during Food and Hotel Malaysia 2021.





TESTIMONIALS

EXHIBITORS

We have plenty of customers and business owners come here looking for investments. I can say that the quality of the event this year is pretty good.

Christine Tham Mei Hoong

Unox, Sales Manager

FHM presents a good opportunity to showcase Sri Manisan Sdn. Bhd. to the whole nation in a short period of days.

Wen Chin Chiang

Sri Manisan, Managing Director

We believe FHM is capable of bringing us customers and allowing us to showcase our products on another level. We will definitely take part in FHM 2021.

Aldred Yaw

Sendo Ichi Seafood, General Manager

Good awareness effort to connect the industry players and customers. We have participated in few editions; I think this is a great show.

Stephine Yeoh

Bidfood, Director of Sales

VISITORS

The event is enormous with an impressive number of exhibitors. I got to witness numerous machines, food and drinks I have never imagined would exist before.

Ai Ling Fuan

HR Department Manager
Behn Meyer Malaysia Sdn Bhd

Great job, the organisers have outdone themselves from the previous year. Great improvement!

Zachel Lok

Head Chef, Say Cheese Café

This exhibition is available to people from many countries and we don't have to travel all across the world like Thailand or Turkey. We all gather under one roof in this event!

Datuk (Dr) Chef Wan

Malaysia's Celebrity Chef

WHAT TO LOOK FORWARD



COBOT/ROBOT

The use of Cobots (collaborative robots) and automation in Malaysia is expected to grow this year with companies looking for ways to maximise their resources without compromising production quality. Automation has enabled Malaysian companies to increase production volume by as high as 300% on average without a jump in labour cost. This helps the companies to achieve better quality and generate higher return on investment whilst managing labour shortage issue at the same time. The increased efficiency and profitability makes the Malaysian food producers competitive in the global market.

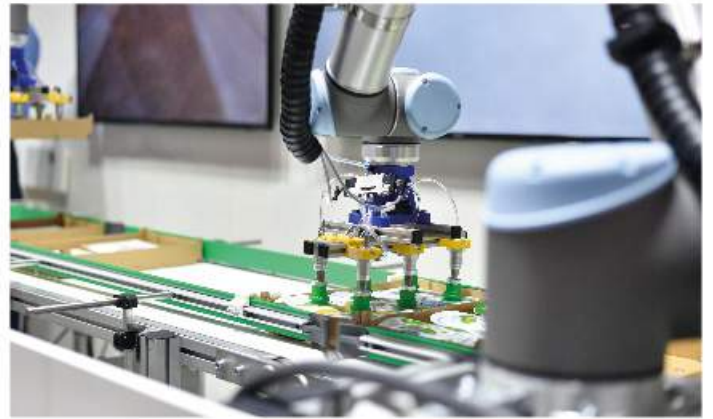


HALAL FOOD CERTIFICATION IN MALAYSIA

For Malaysians, a Halal certificate issued by JAKIM indicates the food or beverage has been thoroughly tested to conform with the Islamic Law and it is safe to be consumed by all users, especially the Muslim community. Malaysia is in a coveted position as one of the global leaders in the halal industry, backed by the stringent and comprehensive policies, certifications and the technology know-how.

FOOD TECH

FoodTech is the marriage between the culinary and the science industries, where food scientists use science and engineering skills to produce, process, evaluate package and distribute the food. From a new research in developing new food product to advancing in the quality control processing and packaging, FoodTech is bringing a revolution to the industry itself on a daily basis. It also upgrades the industry and government regulations and laws on food standards, safety & optimised sanitation, water supply and waste management process.



PACKAGING

Packaging carries a lot of weight in the food and beverage industry. It preserves the food's quality, minimises waste and reduces the need for preservatives used in food. It is also the first thing consumers see of a product and so functions as a signal of the company's brand. In an increasingly environmentally conscious market, companies have been scrambling to adapt to #GoGreen. Out with the old plastic, single use packaging and in with recyclable, reusable, sustainable and plastic-free packaging that does not sacrifice aesthetics or convenience.



WHAT TO LOOK FORWARD



PROFESSIONAL TRADE MASTERCLASS / SEMINAR SESSIONS BY ENTWINE CONSULTANCY

Tantalise your taste buds at FHM 2021 with these five exciting masterclasses focused on a different alcoholic beverage from around the world. Learn about the heritage of “Kokushu” and what makes it one of Japan’s iconic national drinks or sample the distinctive flavour of baijiu and find out why this Chinese liquor is the world’s bestselling spirit. Head over to our class on craft beer vs commercial beers and learn from industry experts on how to profile and identify beer’s unique attributes. Wine lovers will be captivated by the sessions from L’ecole du Vin Bordeaux that features a guided tasting moderated by educators from the official Bordeaux wine council and New Latitude Wines, a guided tasting of quality wines from Thailand, Indonesia, Vietnam, China, Japan.



CELEBRITY CHEF LIVE COOKING DEMO

It is also another precious tradition for FHM to invite celebrity chefs to perform live cooking demonstrations. Often tagged as one of the highlights of the event, the demonstration never fails to bring joy to the visitors’ face whilst selected exhibitors’ products will also be featured as part of the cooking demonstrations. It is definitely an understatement to say that this particular programme enriches the whole FHM experience!

CONFERENCE

The conference is set to bring leaders in the regional food industry to address concerns and enlighten the community with the new techniques as well as innovations that will propel the market into the imaginable future. This year’s conference will focus on ensuring food security in Malaysia and South East Asia, the farm-to-table movement by empowering local farmers to service restaurants and caterers, the small food business and the ways advancements in food technology can bring Malaysian food to the global market.



CULINAIRE MALAYSIA

Passed down as a tradition, Culinaire Malaysia 2021, the most distinguished culinary competition in the Asia will be organised alongside FHM 2021. This highly anticipated ‘Malaysian Battle of The Chefs’ is set to attract over 1,500 entries, an assemblage of over 1,000 culinary professionals along with an audience of approximately 35,000 throughout the event.



ATTRACT THE RIGHT BUYERS & GROW YOUR BUSINESS



STRATEGIC MARKETING CAMPAIGN



Direct Mail Invitation
& Visitor Ticket



EDM



Show
Preview



Site
Visits



Media
Coverage



Posters &
Visual Display



E-Show
Dailies



Website



Mobile
App



Social
Media



Business
Matching (B2B)



Saladplate
Digital Platform

ORGANISER

INFORMA Market creates a platform for industries and specialists to trade, innovate and grow in the market. Our portfolio is comprised of more than 550 international B2B events and brands in markets including Healthcare & Pharmaceuticals, Infrastructure, Construction & Real Estate, Fashion & Apparel, Hospitality, Food & Beverage, and Health & Nutrition, among others. We provide the customers and partners around the globe with the opportunity to engage, experience and do business through fac-to-face exhibition,

specialist digital content and actionable data solutions. As the world's leading exhibition organiser, we bring a diverse range of specialist markets together, to unlock opportunities so we can thrive through the year.

For more information about Informa Markets visit:
www.informamarkets.com



informa markets

COST OF PARTICIPATION



Space Only :

USD 365 per sqm

Rent a space to build your own stand, carpet not included.



Space + Shell Stand Package :

USD 410 per sqm

Comprises floor space, walls carpet, lighting and upright chair, one information desk and fascia only. Minimum area from 9sqm per booth.



Space + Walk on Package :

USD 440 per sqm

Comprises floor space, walls carpet, lighting and display board / shelf, lockable cupboard, easy chair, coffee table, information desk, upright chair, a 13A electrical power supply and fascia. Minimum area from 9sqm per booth.



BOOK YOUR SPACE NOW!

CONTACT US

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