

FHMM
FOOD & HOSPITALITY
MALAYSIA

23 ▶ 26 SEPTEMBER 2025
Kuala Lumpur Convention Centre

POST SHOW REPORT

The **18th** Edition
of Malaysia's Premier
Trade-only Food and
Hospitality Exhibition

**Cultivating Solutions
for the Food and
Hospitality Industry**

Organised by:



www.foodandhotel.com

FHM 2025

A Record Year of Discovery, Connection and Growth



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he 18th edition of Food & Hospitality Malaysia (FHM) 2025 didn't just live up to expectations. It raised the bar for Malaysia's food, beverage, and hospitality industries.

From 23 – 26 September 2025, the halls of the Kuala Lumpur Convention Centre came alive as FHM 2025 welcomed industry professionals from Malaysia and around the world. Innovation was on full display, conversations sparked new ideas, and live demonstrations drew eager crowds. Over four vibrant days, businesses discovered opportunities, connected with partners, and grew their presence in an ever-evolving marketplace.

This was more than a showcase. It was a gathering of passionate people shaping the future of Malaysian hospitality.

A record **35,781** on-floor attendees, discovering new possibilities and representing a remarkable **41%** increase from FHM 2023. Meanwhile, **371** exhibiting companies presented fresh solutions and technologies across **17** countries, highlighting the best from each country.

Together, we connected businesses, inspired ideas, and set the stage for even greater growth ahead.

Key Facts and Figures



35,781
On-floor
Attendees



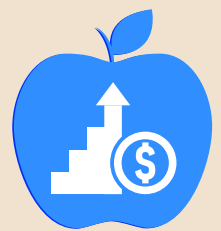
71
Visiting Countries
& Regions



371
Exhibiting
Companies



17
Exhibiting
Countries



US\$42M
in Sales Revenue
Generated

Visitor Impact: Where Connections Spark Opportunities

FHM 2025 welcomed the decision-makers and industry leaders, reinforcing its position as Malaysia's premier trade-only food and hospitality exhibition. The show served as a powerful meeting point where ideas, innovations, and opportunities converged.

RESULTS SPEAK VOLUMES



35,781
on-floor attendees



71 visiting
countries & regions



97% of visitors plan
to return in the
next edition of FHM



97% of visitors
are satisfied with
their experience at FHM



97% of visitors would
recommend FHM
to industry peers



TOP 15 Visiting Countries & Regions



What Drove Attendance



Top 35 Product of Interest



Who Attended | Business Activities & Job Functions

Top 5 Visitors' Job Functions

Corporate Management

(Owner, CEO, Business Development, Purchasing / Procurement, Sales & Marketing)

4.39%

Kitchen

(Chef, Operation, Executive Chef, Chef de Cuisine, Sous Chef, Executive Pastry Chef)

21.39%

Operation

(Supply Chain Management, Production / Inventory Management, Technical Management)

14.45%

Service

(F&B / Catering Management, Barista, Housekeeping, Bartender Mixologist, Tea Sommelier / Specialist)

9.40%

Others

(Research & Development, Quality Control, Food Safety, Food Technologist, Coffee Roaster, Government Official)

19.87%

Top 5 Visitors' Business Activities

F&B

(Café / Coffee Shop, Restaurant / Bistro, F&B Management Service, Packaging & Labelling, Coffee Roaster)

42.83%

Importer / Exporter / Distributor / Wholesaler

12.33%

Manufacturer

(F&B, Bakery, Pastry & Gelato, Hospitality, Foodservice Equipment & Supplies)

12.13%

Hospitality and Tourism

(Hotel, Resort, Hospitality Management & Procurement Service, Airline, Spa & Wellness, Country Club)

10.20%

Retailer

(Hypermarket & Supermarket, Bakery, Pastry & Gelato, Convenience Store / Grocery Store, Commercial Facility & Shopping Management)

8.95%

In Their Own Words | Visitors' Experience

A Stage for Real-World Learning

This show provides an invaluable, real-world environment for our students competing in both culinary and housekeeping categories. It's an exceptional opportunity for them to refine their skills and passion in a competitive arena. FHM is a truly prestigious event, and the energy this year is simply extraordinary. We're already anticipating FHM 2027!

Noorhaiza Mazri
Academic Department Head
UOW University Glenmarie

Driving Growth Beyond Borders

FHM has been transformative for our business - enabling us to connect directly with major suppliers and optimise our entire supply chain. The energy here is incredible, and the partnerships we've established have created new opportunities for expansion into Sarawak and beyond!

Claudia Gan, *General Manager*
Omnia Food Supply (Kuching)

Connecting Suppliers, Unlocking Opportunities

Being from Perlis, it's often hard to find specialised items, but at FHM, I found a truffle supplier I'd searched for online for ages! This exhibition connects us with the right suppliers and opens exciting new business opportunities year after year.

Ardiena Sofea Zamri, *Purchasing Representative*
Elissa Hotel & Suites (Perlis)

Bridging Education and Industry

I've attended FHM for over 20 years, and it never fails to showcase the latest culinary innovations. This exhibition connects education with industry, ensuring our students and professionals stay at the forefront of Malaysia's evolving food and hospitality scene.

Prof. Dato' Zamzani, *Educator*
Rich Talents International College

Exhibitor Impact: Empowering Brands, Expanding Markets

Exhibitors are FHM's foundation – from multinational corporations to emerging local brands, each brought solutions designed to address real industry challenges.



Exhibitor Experience:



371

exhibiting companies

17

exhibiting countries

96%

of exhibitors
are satisfied with
their experience at FHM

95%

of exhibitors
would exhibit in the next edition of FHM

96%

of exhibitors
would recommend FHM
to industry partners

What Motivated Participation

97%

Business opportunities

94%

Visitor traffic

95%

Visitor quality



“

In Their Own Words Exhibitors' Experience

Connecting Brands with Decision-Makers

FHM connects us directly with key decision-makers from across the F&B, hotel, and restaurant sectors. It's more than a trade show – it's a platform that strengthens Malaysia's entire food and hospitality ecosystem.

Daniel Schwalb
Vice President, DKSH Malaysia

A Gateway to the Asian Market

FHM is the perfect entry point for our wellness products in Asia. The interest from Malaysian buyers has been phenomenal – it's incredible to see such enthusiasm for natural, science-backed innovations. We'll definitely be back!

Krzysztof Morzycki
CEO, IMMBOO (Poland)

A Platform That Grows with Us

We've been part of FHM since the very beginning, and it remains the best platform to showcase our expertise and connect with regional clients. The scale, diversity, and quality of visitors keep improving every year.

Chris Wong
COO, Continental Equipment Pte. Ltd.

Inspiring Creativity and Culinary Passion

FHM allows us to demonstrate how our imported ingredients can inspire chefs and elevate menus. The quality of leads we've gained has been outstanding – it's a must-attend exhibition for anyone serious about the food industry.

Natalie Yew
PA to COO, Pok Brothers

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Events & Competitions: Celebrating Excellence

Beyond the exhibition floor, FHM 2025 hosted signature events that honoured talent, ignited innovation, and elevated industry standards.



Coffee Mixology Challenge – Zero Proof

Presented by BACFREE

By Malaysian Food and Beverage Executives Association - Professional Coffee Connoisseur (MFBEA-PCC)

A brand-new feature at FHM 2025, the Coffee Mixology Challenge – Zero Proof showcased Malaysia's top baristas crafting elegant non-alcoholic creations. **Three winners were crowned**, celebrating creativity, skill, and the growing art of mindful coffee mixology.



Culinaire Malaysia 2025

Jointly organised by the Malaysian Association of Hotels (MAH), with Professional Culinaire Association (PCA) and Malaysian Food and Beverage Executives Association (MFBEA)

The **17th Culinaire Malaysia** continued its legacy as the nation's most prestigious culinary competition, featuring record participation across 35 categories. 667 winners were crowned, spotlighting Malaysia's finest culinary talents and the innovation driving the nation's hospitality scene.



Trend Talk

Trend Talk 2025 delivered three days of expert-led sessions from sustainable and regenerative practices to AI-enhanced guest experiences, wellness-driven concepts, and evolving F&B trends – offering practical insights to help industry players innovate, adapt, and thrive.



FutureFWD – Hospitality, Food & Beverage

By Saladplate

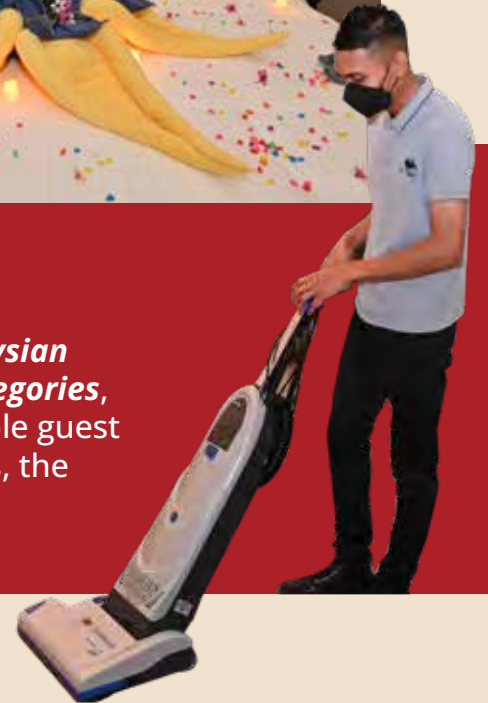
The **FutureFWD** conference, held in partnership with **Saladplate**, convened thought leaders, innovators, and operators to explore the forces reshaping hospitality: sustainability imperatives, technology adoption, shifting consumer expectations, and talent development. These conversations translated insights into action – equipping attendees with frameworks to navigate change and capitalise on emerging opportunities.



Housekeeping Malaysia 2025

By Malaysian Association of Housekeepers (MAHIR)

The **2nd edition of Housekeeping Malaysia**, organised by the **Malaysian Association of Housekeepers**, honoured **30 winners across six categories**, celebrating the professionals whose dedication creates memorable guest experiences. From bed-making artistry to eco-conscious practices, the competition highlighted how housekeeping excellence elevates hospitality standards.



Malaysia Pastry Week

Celebrating Malaysia's finest pastry talent through live demonstrations and competitions, inspiring creativity and technical mastery.



Pastry Innovation Lab By Boulangerie Malaysia

The **Pastry Innovation Lab** captivated audiences for four consecutive days with live demonstrations that elevated pastry from craft to art form. Themed "Nature's Cycle Collection," Malaysia's finest pastry artisans showcased technical mastery and creative vision – inspiring both industry professionals and aspiring talents.

World Pastry Cup – Team Malaysia National Selection

By Club Coupe du Monde Team Malaysia

FHM 2025 also hosted the **World Pastry Cup – Team Malaysia National Selection** for the first time, crowning **seven winners across four categories**. These champions will represent Malaysia on the global stage, carrying forward the nation's reputation for pastry excellence.

Events & Competitions: Celebrating Excellence



We Kaw the Fun with #FHMkawkaw Giveaway

In collaboration with **Bungkus Kaw Kaw**, FHM delighted visitors with exclusive limited edition merchandise giveaways – small moments of fun that captured the warmth and personality at the heart of our show.

Sustainability in Action

In partnership with the **Food Aid Organisation**, FHM 2025 collected **645.37 kg of surplus food** for distribution to communities in need. This represents a **100% increase from 2023** – turning potential waste into vital nutrition and extending impact beyond the exhibition hall.



FHM Rewards You

Our exclusive lucky draw for pre-registered visitors created unforgettable moments beyond the exhibition floor. Nine winners received fantastic prizes ranging from the grand prize eLala electric luggage bag to hotel dining and stay vouchers, adding excitement to an already remarkable FHM experience.



Booth Design Excellence Award

Exceptional booth design does more than attract attention – it tells a story, creates an experience, and reflects brand values. The **2025 Booth Design Excellence Award (DEA)** and **Sustainability Stand Award (SSA)** recognised **24 exhibitors** across Food and Non-Food categories for outstanding creativity, strategic brand storytelling, and environmental responsibility.

FOOD CATEGORY

Below 36 sqm



DONG SING FOOD LINK SDN BHD



QL FIGO (JOHOR) SDN BHD



LAMB WESTON INTERNATIONAL PTE LTD

37 sqm – 60 sqm



PTS FOOD DISTRIBUTION SDN BHD



AJINOMOTO (MALAYSIA) SDN BHD



AIM COFFEE (M) SDN BHD

61 sqm & above



SEJATI BAKERY TRADING SDN BHD



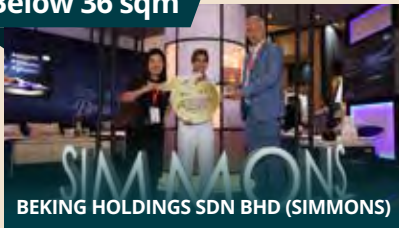
LUCKY FROZEN SDN BHD



SENRI (M) SDN BHD

NON-FOOD CATEGORY

Below 36 sqm



BEKING HOLDINGS SDN BHD (SIMMONS)



LASYPAK SDN BHD



ROCYE HILL HOTEL SUPPLIES SDN BHD

37 sqm – 60 sqm



COFFEEBOT HOLDINGS SDN BHD



GOODWILL EVEREST SDN BHD



WINTERHALTER (M) SDN BHD

61 sqm & above



ALLIED FOODSERVICE EQUIPMENT SDN BHD



EASTERN DECORATOR SDN BHD (AKEMI)



SENTAI KITCHENWARE SDN BHD

Sustainability Stand Award

FOOD CATEGORY

Below 36 sqm



BALLUN RESOURCES (M) SDN BHD

37 sqm – 60 sqm



ADABI TRADING HOUSE SDN BHD

61 sqm & above



FALCON AGRIFRIZ FOODS PRIVATE LIMITED

NON-FOOD CATEGORY

Below 36 sqm



MLM PACKAGING SDN BHD

37 sqm – 60 sqm



MONZONE MANUFACTURING SDN BHD

61 sqm & above



NARDI MANUFACTURING SDN BHD

Thank You. Together, We Elevated the Industry

Your partnership made FHM 2025 a success, inspiring collaboration, creativity, and the shared drive to grow Malaysia's hospitality community.



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FHM
FOOD & HOSPITALITY
MALAYSIA

The 19th Edition of Malaysia's Premier Trade-only
Food and Hospitality Exhibition

ABOUT FOOD & HOSPITALITY MALAYSIA

DISCOVER. CONNECT. GROW
YOUR NEXT
BIG OPPORTUNITY
AT FHM 2027

The flame of innovation burns brighter. FHM returns for its 19th edition from 21–24 September 2027 at the Kuala Lumpur Convention Centre.

Inspired by creativity and transformation, get ready for bolder innovations, deeper collaborations, and transformative partnerships. Be part of Malaysia's most influential food and hospitality trade platform!

SEE YOU AT

FHM **21-24**
2027 **SEPTEMBER**

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Food & Hospitality Malaysia (FHM)