



**MALAYSIAN
INTERNATIONAL
FOOD & BEVERAGE
TRADE FAIR**



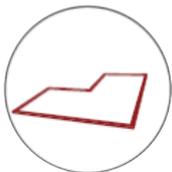
MALAYSIA INTERNATIONAL FOOD & BEVERAGE TRADE FAIR (MIFB) Virtual Trade Fair 2021

- MIFB is the future of food business. We are No 1 Food & Beverage Trade in Malaysia with the special award recognition by **Malaysian Book of Records** for “Malaysia’s Largest Food & Beverage Trade Fair” which offers a platform for businesses from the industry to showcase their products and services at an international level.
- Exhibitors will be offered a highly focused event which caters to their needs and bring them the best ROI. Over 600 participating companies from 50 countries will be hosted and more than 20,000 trade visitors from around the world.

Dates : 28th July – 30th July 2021 (Event Days)
Hosting : 28th July – 30th September 2021
Venue : Online Platform



WHY MIFB 2021?



GROSS AREA
12,000 sqm



VISITORSHIP
20,138 Trade Visitor / Buyers
66+ Countries / Regions



BUSINESS MATCHING
3408 Productive
Business Connections



EXHIBITORS
450+ Local / International Exhibitors
16 Pavilions
21 Countries / Regions



INVITED & HOSTED
450 International



TRADE VALUE DISCUSSED
Estimated at **US\$500** million

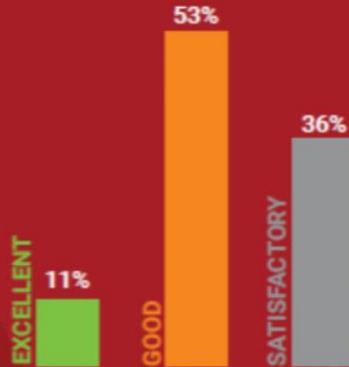
WHY MIFB 2021?

MIFB 2019 EXHIBITORS FEEDBACK

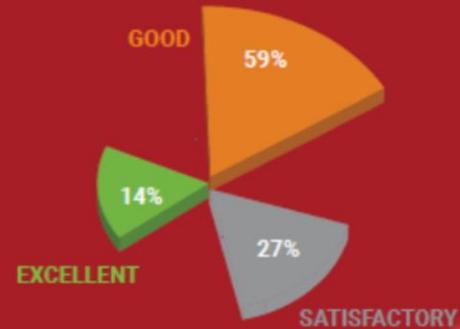
QUANTITY OF VISITORS



QUALITY OF VISITORS



MIFB 2019 RATING



MIFB 2020 INITIATIVES

MIFB FEED MALAYSIAN INTERNATIONAL FOOD & BEVERAGE TRADE FAIR

MIFB FEED with:
HOKURIKU CONFECTIONERY JAPAN

hokka

Date: 30th July 2020
Time: 2.00PM (UTC/GMT +8, Kuala Lumpur)
Venue: MIFB FB Page LIVE

foodandbeverage.tradefair

THANK YOU FOR WATCHING!

KAVI ARASU - Marketing MIFB
BENJAMIN HAN - General Manager Hokuriku Confectionery

<https://www.youtube.com/watch?v=5Ulco6kji38&t=684s>



MIFB 2020 INITIATIVES



Guarantee Online Business Meeting

- Successfully matching almost 200 meetings of suppliers/ manufacturers for Gyeonggi Province (G Food Show) & Ministry of Trade, Industry and Energy, Daegu Metropolitan City.



VIRTUAL TRADE FAIR

ONLINE LOBBY



- Overview of show
- Event directory
- Advertisement spots



EXHIBITION HALL

- Exhibitor listing
- Filter search function

VIRTUAL BOOTH



- Exhibitor details
- Resources download link such as, brochure, flyers

LIVE CHAT & VIDEO CALL



- Instant or schedule chatting functions



WEBINAR & CONFERENCE

- Live Event
- On Demand Event
- Video



BIZMATCH

- Enable Exhibitor & Buyer to schedule meeting

What to EXPECT during MIFB Virtual Trade Fair 2021?

- ✓ A whole **EXCLUSIVE** networking platform for both Malaysians & International exhibitors from 50 countries
- ✓ Presentation of halal-certified products and quality products
- ✓ An exhibition introducing Food Technologies
- ✓ A highly successful business networking/matching platform
- ✓ Exhibitors will be offered a highly focused event that caters to their needs and brings them the best ROI.



VIRTUAL LOBBY



- Overview of event highlights
- Advertisement & sponsorship spots
- Welcoming the attendees to the expo lobby with a fully customizable video greeting.
- Consistent navigation at the bottom of the screen provides additional functionality and shortcuts.
- Exclusive Country Pavilion hotspot link.

VIRTUAL EXHIBITION HALL – Booth Listing



- Exhibitors listing
- Gives attendees the ability to browse exhibitor booths. An exhibitor directory makes it easy to locate specific booths all with a click of their mouse.
- Attendees can easily find matching booths based on multiple search criteria.

VIRTUAL BOOTH



- Exhibitor booths which include any digital content including: documents, videos, links to web-pages, social media links, surveys, and prize giveaways. When a visitor enters a booth, reps receive an alert.

BUSINESS MATCHING



- Live events where automated system will push notification to visitor/buyer which match their interest.
- Enable pre-schedule meeting through platform with ease.

LIVE CHAT / MEETING



- Virtual audience can connect with the preferred exhibitors
- Easy enquiry on the products
- Able to view exhibitor's online/offline status
- Arrange online video meetings

WEBINARS & CONFERENCES

MIFB LogiSYM
Malaysia International
Symposium 2021



**Halal Logistics, Technology
Adaptation and Enablers**

28th July 2021 | 2pm

www.mifb.com.my



**MIFB FUTURE FOOD
WEBINAR SERIES
(JUNE EDITION)**

Webinar Title:
**NUTRITION AS A LIFESTYLE :
PORTION CONTROL**

3rd June 2021, Thursday
3.00pm – 4.00pm (GMT +8 Malaysia time)

MALAYSIAN
INTERNATIONAL
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TRADE FAIR www.mifb.com.my

**MIFB FUTURE FOOD
WEBINAR SERIES
(JUNE EDITION)**

Webinar Title:
**THE MANY APPLICATIONS &
BENEFITS OF PALM OIL**

10th June 2021, Thursday
3.00pm (GMT +8 Malaysia time)

MALAYSIAN
INTERNATIONAL
FOOD & BEVERAGE
TRADE FAIR www.mifb.com.my

- Hybrid events can significantly decrease travel costs across the board for everyone involved as the conferences and webinars will be held online.
- Demanding and innovative topics will be given by professional speakers in F&B industries.



EXCLUSIVE PACKAGES



**Virtual
28th – 30th July 2021**

**Exclusive PAVILION
USD2,000.00 per Listing**

Include ONE listing on
MIFB Virtual Trade Fair 2021.



FnB Connect

- Online business meeting with Malaysia's buyer.
- Pre-schedule meeting through Online platform before 30 Sept 2021.
- **Guarantee meeting** 3 buyers from Malaysia.
- Cost: USD 800.00 per exhibitor

MIFB FnB Connect



- Online business meeting with Malaysia's buyer
- Pre-schedule meeting through Online platform before 30 Sept 2021
- **Guarantee meeting** 3 buyers from Malaysia **Guarantee online business meeting*
- Cost: USD 800.00 per exhibitor



PROPOSAL

Total Exhibitor : 30 companies

Cost - Virtual Exhibition : USD 2,000.00 x 30 = USD 60,000.00

Cost – MIFB FnB Connect : USD 800.00 x 30 = USD 24,000.00

TOTAL COST : USD 84,000.00

Per Exhibitor : USD 2,800.00

**Inclusive of Virtual Exhibition Listing, Online Business Meeting only.*





**MALAYSIAN
INTERNATIONAL
FOOD & BEVERAGE
TRADE FAIR**

Thank You





Corporate Introduction

23 June 2021





**We activate impactful networks that
connect you to global marketplaces for
sustainable growth.**

CHARTING THE NEW MICE AGE



Constellar Holdings

Constellar Exhibitions

Constellar Exhibitions Ventures

Constellar Venues

Constellar Venues Ventures

SingEx Exhibitions India

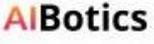
Constellar Exhibitions Malaysia

Worldex-SingEx Exhibitions (Guangzhou)

PT Omni eComm Expo



WE CONNECT GLOBAL MARKETPLACES AND NETWORKS THROUGH OUR IPS

SINGAPORE					
Industry Transformation			Digital & Innovation		
					   
Commerce			Tech		
					  
F&B				Health	
					   
CHINA			INDIA		
					 
MALAYSIA		MYANMAR		INDONESIA	
					 



Business-to-Business Events - F&B



Inaugurated in 2008, this is the Largest Beer Festival of its kind, with a 11 year track record with its base in Singapore and inaugurated at 3 cities in China, with an upcoming first edition in Indonesia. The yearly pilgrimage for beer lovers and commercial buyer locally and overseas, offers with the widest range of local and international beers, new launches or the all-time award winners. Whilst beer is key, we also entertain with rock solid line-up of 'live' music performances, gourmet cuisines and the BJCP certified Asia Beer Awards.



Opportunities are vast for businesses in the naturally healthy and alternative proteins segments as consumer preferences and interest shift towards healthier, better-for-you products. The second edition will bring focus on Healthy & Natural Food and Plant-Based. Other key segments include free-form, functional food, fresh produce, vegan and gluten-free. Superfood Asia will be the passport to leading suppliers, international brands and exciting new businesses in these burgeoning markets.



The annual Malaysian International Food & Beverage Trade Fair, MIFB is The Future of The Food Business. MIFB is the Largest and Leading Food and Beverage Focused Trade event in the country which offers a platform for businesses from the industry to showcase their products and services at international trade platform. Exhibitors will be offered a highly focused event which caters to their needs and brings them the best ROI.

Incorporating:  **MYFOODTECH**



Business-to-Consumer Events - F&B



Food & Beverage Fair is the first consumer food event of the year, held annually every March, during local school term break. The leading and the largest food show in Singapore showcases over 200 F&B exhibitors and a massive variety of F&B products, local and Asian flavours. Including top local brands, popular food trends, and new product launches from local suppliers, retailers, importers and wholesalers, and overseas participants. Established for more than 16 years, F&B Fair is widely recognised by industry and consumer alike.



World Food Fair has marked its footprint as the leading F&B show in Singapore for local enterprises, as well as for regional and international players. One of the most established and popular events, WFF is the ideal sales and marketing platform for exhibitors to reap yielding opportunities in the Singapore consumer market. WFF has attracted international players from countries such as Taiwan, South Korea, Hong Kong, Japan and Australia.



Well known by the local consumer and industry as the 'Go-To' food paradise at Expo in June. Yummy Food Expo is an annual B2C 4-days F&B event; it aims to spotlight the latest trending food delectable and celebrate the locals love for food. Featuring over 150 F&B vendors, from manufacturers, retailers, suppliers, franchisees to 'hipster' and street food vendors.

A comprehensive showcase of Asian food products, also the perfect launch-pad for new food creations, from local and overseas.





Thank You

