



Malaysia's Largest F&B Trade Fair Partners With Foundation To Address Food Security Challenges

Over 10,000 visitors and 200 exhibitors with USD250 million worth of trade opportunities to be generated over 3 days of on-site event

7th July 2022, Kuala Lumpur – Malaysian International Food & Beverage Trade Fair (MIFB) returns as an on-site event from 6 – 8 July 2022 at the Kuala Lumpur Convention Centre. The event will see the participation of over 200 exhibitors from 15 countries and regions. The 3-day event – Malaysia's largest - expects to host over 10,000 trade visitors from around the globe as Malaysia eases its border control policy following the transition to the endemic phase post-Covid-19 pandemic.

Aptly themed "Future of Food Business", MIFB 2022 will feature solutions, technologies and discussions focusing on the current challenges in the global food supply chain, from labour shortages in production and services to disruption of global logistics and rise in transportation costs. As one of the cornerstone exhibitions in the trade calendar, MIFB is set to play a significant role in shaping the future of the food and agriculture industry.

As food security becomes a top priority on the agenda of many governments and industry players, a key addition to MIFB 2022 is the strategic partnership between MIFB and the Thought For Food Foundation (TFF), a non-profit organisation empowering more than 30,000 next-generation leaders from over 175 countries to generate and scale breakthrough business ventures that build sustainable, inclusive, and resilient food systems.

Together with TFF, MIFB will feature a spectacular exhibition segment titled "The Future Food & AgTech Innovation Extravaganza", where innovators and change-makers will showcase products & services that promise to revolutionize the way food is produced, such as vertical farming, alternative proteins, smart farming systems, and sustainable aquaculture. "MIFB has played a significant role in shaping the future of the food and agriculture industry in Malaysia and the region for over 20 years," said Henri Tan, Event Director of MIFB. "Our partnership with TFF

will provide access to the brightest minds of the next generation, creating opportunities for changemakers to build capabilities as well as generate policy incentives towards developing and scaling agrifood solutions to meet urgent local and global food challenges.”

To further push the innovation and sustainability agenda, MIFB 2022 will also feature an official announcement by [Artem Ventures](#) and [PitchIN](#) of a RM50 Million Neo-Consumer Fund that will invest in ESG-focused ventures.

On the exhibition floor, this edition offers a diverse array of international offerings from new and established F&B manufacturers and suppliers. Not to be missed is the Korean pavilion, the largest ever in the event’s history, with over 400 square metres showcasing premium Korean beverages, condiments, confectioneries, fruits, herbal products, and ingredients. Other highlights from around the world include fresh apples from Poland, dried fruits and sweets from Turkey, Ceylonese tea from Sri Lanka, and much more.

Buyers and merchandisers will have the exclusive option to participate in one-to-one business matching sessions, where they can preview the full exhibitor line-up in advance and arrange meetings with key decision-makers to catalyse their business growth.

“As a premium food and beverage trade show, MIFB prides itself in enabling business opportunities for industry players. This year, we are expecting approximately USD250 million worth of trade deals to be discussed and generated as businesses and decision-makers gradually chart their way forward post Covid-19 pandemic,” added Henri Tan.

Visitors can also look forward to trade talks on relevant topics such as robust food safety management systems, challenges in supply chain management, and emerging superfoods, helmed by some of the top industry leaders in their fields. Meanwhile, Celebrity Chef Jasbir Kaur, a finalist from Masterchef Asia Season 1, will be back on stage to show off her chops in crafting delicious and healthy dishes at cooking demonstrations during the event.

The exhibition is open to trade visitors only. To register or find out more about the event, visit www.mifb.com.my.

For media enquiries and interview requests, please contact:

Pauline Wee

Director, Communications & Culture
Pauline.wee@constellar.co | +65 9126 9339

Carine Lin

Manager, Communications & Culture
Carine.lin@constellar.co | +65 9336 3746

The Constellar Communications team can also be reached at
comms@constellar.co

About Malaysia International Food & Beverage Trade Fair (MIFB)

MIFB is one of the largest Food and Beverage exhibitions in Malaysia, organised by Constellar and a landmark trade event for the F&B industry worldwide. MIFB is devoted to becoming the ideal business centre where producers, importers, exporters, buyers, media partners, supporting partners and government agencies and embassies, gather all in one place. MIFB aims to revitalise F&B businesses through exclusive and effective Business-to-Business platforms that enable strong connections with the power-packed F&B services and solution providers from all over the world.

MIFB was also acknowledged as “Malaysia’s Largest Food & Beverage Trade Fair” by the Malaysia Book of Records in 2019.

The 2019 edition of MIFB also saw over 20,000 trade visitors from 66+ countries and regions meeting over 450 exhibitors.

For more information about the event, visit mifb.com.my.

About Constellar

Constellar connects a global eco-system of event partners and consumers through a holistic portfolio of intellectual property (IP) in the Meetings, Incentives, Conventions and Exhibitions (MICE) industry. As Asia's partner of reference for curating innovative event and venue experiences, Constellar activates impactful networks to bring global markets, businesses and consumers together for sustainable growth. With our expertise and dedication, we are invested in helping you build trusted relationships with stakeholders for the long term and enabling cross-industry collaboration through world-class audience engagement solutions. Visit constellar.co for more information.