

FOOD & DRINKS
MALAYSIA *by* SIAL

1 - 3 July 2025
MITEC, Kuala Lumpur



The Food Marketplace of Asia



Spanning 12,000sqm of premium space at the Malaysia International Trade & Exhibition Centre (MITEC) in Kuala Lumpur, **Food & Drinks Malaysia by SIAL 2025** will feature participation from leading global and local businesses in the Food & Beverage subsectors. The exhibition will have 8 sectoral focuses, dedicated state & international pavilions and thematic exhibits that provide a glimpse of the future of food.

Participating in the show offers exhibitors the opportunity to explore business ventures, network, and forge partnerships with Malaysian and international businesses, investors, and government agencies, capitalizing on ASEAN's vibrant F&B market and economic potential.



In 2025, Food & Drinks Malaysia by SIAL anticipate attracting a

high-quality audience.



USD 300 Million
Estimated Total
Trade Value

**500 Local &
International**
Exhibitors

18,000
Visitors

70 Countries
of Participants

300
Hosted Buyers



World Competitiveness

Located within Asia Pacific region, which witnessed significant economic growth compared to rest of the world and 5th largest economy in the world.



Trending Now: Drinks and Frozen Foods as Visitor Top Choices

Drinks (42%) were the most sought-after products by visitors in 2024, followed by Frozen Foods (35%) and Tea/Coffee (28%).



Health and Wellness Trends

90% of Malaysian consumers express willingness to pay a premium for healthier food options, reflecting a strong market for organic, low-sugar, and nutrient-rich products.



Stability Amidst Turbulent Times

The economy of Malaysia has recorded stable growth at a rate of 4.2% in the first quarter of 2024. The retail scene for F&B sector remains resilient, with a forecasted 5.2% CAGR to 2028 (Global Data)

Potential of Malaysia as an International Business Hub



Digital Transformation

The rapid growth of e-commerce and digital platforms has reshaped consumer purchasing habits, providing F&B companies with new channels to reach a tech-savvy audience.



Halal Market Expansion

For 10 consecutive years, Malaysia has retained its position in first place in the Global Islamic Economy Index as a leader of the global halal market. Malaysia Halal exports reached RM54 billion as of October 2023.



Hungry for Growth: Market Potential for Imports & Exports

Malaysia is a major exporter of Palm Oil & Palm Oil Based Agriculture Products (RM6.1 billion) and Processed Food (RM2.8 billion). Global surge in cocoa prices to drive export demands.



Government Support

Strong government initiatives and policies support the growth of the F&B industry, including incentives for innovation, sustainability, and export-oriented businesses.



Unleash Innovation in **Top 8** Exhibiting Segments!

These segments reflect the diverse and evolving nature of the food and beverage industry, providing exhibitors with a platform to showcase their innovations and connect with a global audience at FDM2025.



Food & Beverage

This segment covers everything from staple food products to gourmet items, offering exhibitors an opportunity to showcase their unique offerings to a global audience.



Halal

Halal segments provide a platform for exhibitors to present Halal-certified products, tapping into the lucrative global Halal market and connecting with consumers who prioritize Halal standards.



Spices & Condiments

Featuring a variety of spices, herbs, and condiments, this segment emphasizes the importance of flavour in culinary experiences.



Alternative Proteins

With increasing consumer demand for sustainable and ethical protein options, exhibitors can demonstrate their innovations in this space, catering to health-conscious and environmentally aware consumers.



Packaging & Processing

Focusing on the latest advancements in food packaging and processing technologies, this segment addresses the industry's need for efficiency, sustainability, and safety.



Seafood & Fisheries

This segment covers products and innovations in the seafood industry, from sustainable fishing practices to aquaculture advancements.



Snacks & Confectioneries

A dynamic segment showcasing the latest trends and products in the snack and confectionery market, as there are growing demand for convenient and indulgent treats.



Chocolate Show (New)

As a new addition to FDM2025, the Salon Du Chocolat segment is dedicated to the art and innovation of chocolate-making. Exhibitors can display their craftsmanship and creativity in chocolate products.

Event Highlights of FDM2025



Global Connections through BizMatch

Designed to facilitate seamless and productive networking opportunities.



F&B Showcases

The showcases promise to be a vibrant and engaging experience for all food and beverage enthusiasts.



Networking Opportunities



Expanded Local & International Exhibitor Lineup



Future Food Frontier Conference



Halal Forum



Country & State Pavilions



SIAL INNOVATION



Who Attends FDM2025?

Buyers, decision makers and business owners of the entire F&B ecosystem will gather to explore the latest innovations in the industry.



Visiting Reasons

- Meet Suppliers
- Gather Market Information / Discover Industry Trends
- Participate in Conference, Forum & Competition
- Consider future participation
- Explore Business Matching / Networking Opportunities

Top 10 Products of Interest

| | |
|---------------------------------|--------|
| Drinks | 42.77% |
| Frozen Food | 35.66% |
| Tea and Coffee | 27.90% |
| Halal | 27.14% |
| Grocery Products | 25.84% |
| Fruits and Vegetables | 23.31% |
| Food Technology & Manufacturing | 21.63% |
| Oils, Fats, and Sauces | 19.26% |
| Snacks & Confectioneries | 18.24% |
| Health & Nutrition | 16.41% |

Top 10 Visitors Business Sectors

| | |
|---------------------------|--------|
| Manufacturers | 17.07% |
| Distributors / Agents | 14.47% |
| F&B Management | 14.22% |
| Services / Consultancy | 9.35% |
| Wholesalers | 7.99% |
| Retailers | 5.76% |
| Cafes | 4.22% |
| Importers/Exporters | 4.19% |
| Restaurants | 3.15% |
| E-Commerce & Distribution | 3.12% |

90%

Visitors rated the variety and quality of exhibitors as excellent

98.5%

Visitors are satisfied with their experience in FDM2024

93%

Visitors would visit the show again in FDM2025

What Did Visitors Say About FDM2024?



FDM2024 happened to be a good platform for us to find out market information, look for good business opportunities and checkout competitors' position in the market.

JOWIN GOH
Nibou Industries
(M) Sdn Bhd, Malaysia



We came to the show to seek distributors for our brand, Tops, across Southeast Asia. The event was exceptionally well-organized. Wishing the team continued success!

VIJAY
GD Foods Manufacturing,
India



We got to know many new products in the market through FDM2024 this year. It was fantastic to see a variety of products from different countries. Overall, the experience has been great!

JABIL
Big Apple Donuts
& Coffee, Malaysia

What Did Exhibitors Say About FDM2024?



We are a food manufacturing company and produce traditional Korean dishes such as Bibimpap and Japchae. It's our first time participating at a trade show in Malaysia and the overall business experience here is great!

CHAEJIN IM
Homsrang Co, Korea



We showcased seasonings, plant-based solutions, confectioneries, and dairy products. Throughout the three-day event, our booth attracted a good crowd, from directors to marketing agencies. We look forward to next year's show!

AIZAT IZZUAN
Nestle Products Sdn Bhd, Malaysia



We launched our new range at FDM2024 and would like to express our gratitude for the professionalism of the organizers. This was our first year participating FDM, and we are eager to join again next year!

FAEK AL-HADIDI
Palmera, Jordan

Reach Top Buyers

Retailers & Distributors



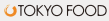
Hospitality & Services



Manufacturers



Importers & Exporters



Supermarkets / Hypermarkets



E-commerce Retailer



Wholesaler



Institutional Catering



F&B Logistics



FDM2024 buyers
rated us

Excellent



The 2024 edition of Food & Drinks Malaysia by SIAL has garnered an exceptional response from the buyers, earning an impressive 4.5-star rating. This recognition is a testament to the event's commitment to excellence in every facet, from the carefully curated exhibitions to the unparalleled networking opportunities.



Our Partners

Endorsed by



Supporting Partners



Official Media Partner



Media Partners





ABOUT COMEXPOSIUM

The Comexposium Group is one of the leading event organisers worldwide, creating events that bring communities together to discover and explore businesses, passions and interests. With more than 150 B2B and B2C events, across more than 10 industry sectors, Comexposium brings together 48,000 exhibitors with 3.5 million visitors, 365 days a year.

About SIAL Network

The largest showcase worldwide for business opportunities

With an international presence, and by combining its global knowledge with a local approach to its market, the SIAL network has become a global reference for players in the food industry. It welcomes thousands of companies across 11 events and attracts a lively community of over 700,000 local and international visitors



Our vertical shows, members of the SIAL Network

Djazagro **Algiers**
07 – 10 April 2025

Gourmet Selection **Paris**
21 – 22 Sept 2025

2025

SIAL Canada **Toronto**
29 April – 01 May 2025

SIAL in China **Shenzhen**
01 – 03 Sept 2025

SIAL in China **Shanghai**
19 – 21 May 2025

SIAL in India **New Delhi**
11 – 13 Sept 2025

SIAL in India **Mumbai**
17 – 19 June 2025

SIAL Interfood **Jakarta**
12 – 15 Nov 2025

Food & Drinks Malaysia **Kuala Lumpur**
by SIAL 01 – 03 July 2025

2026

SIAL **Paris**
17 – 21 Oct 2026

SIAL-NETWORK.COM

11 LEADING B2B EVENTS

17,000 EXHIBITORS FROM 126 COUNTRIES

OVER 700,000 PROFESSIONALS ATTENDING FROM 200 COUNTRIES

INSPIRING
FOOD
BUSINESS
WORLDWIDE

COMEXPOSIUM

SIAL, a subsidiary of Comexposium Group

**FOOD & DRINKS
MALAYSIA** by SIAL

1 – 3 July 2025
MITEC, Kuala Lumpur

Book Your Space for 2025!

sales@fooddrinksmalaysia.com | www.fooddrinksmalaysia.com

D-17-02, Menara Suezcap 1, KL Gateway, No. 2, Jalan Kerinchi,
Gerbang Kerinchi Lestari, 59200 Kuala Lumpur

T 03 7931 1177 | E info@fooddrinksmalaysia.com