



TASTE TOMORROW, TODAY!

**7 - 10
OCT
2021**

10:00am - 6:00pm (MYT)
Hall 1 - 5, Kuala Lumpur Convention Centre (KLCC),
Kuala Lumpur, Malaysia

The 7th Selangor International Expo (F&B) 2021 is a Food and Beverage Trade Exhibition that brings the crème de la crème of the rapidly growing and diversifying food and beverage industry together to Taste Tomorrow, Today!

Be part of this exclusive trade exhibition that aims to boost business visibility and leverage on our biggest global platform to exchange latest updates and fresh ideas among the key players of the industry in our Business-to-Business programme. Be sure to find something that will complement your tastes in upcoming SIE (F&B) 2021.



> 400
exhibitors



> 30
countries



> 500
booths



> 800
participating
brands

WHO SHOULD EXHIBIT?



Sweets &
Confectionery



Food
Services



Drinks



Rice



Meat



Food
Technology



Fruits &
Vegetables



Frozen
Foods



Coffee & Tea



Ready-to-Eat
Meals



Food
Science



Seafood



Organic
Market



Restaurant &
Catering
Equipment



Food
Manufacturers



Food
Distributors

WHY EXHIBIT?



EXPLORE
potential resources
in the ASEAN market



**CREATE, CONNECT,
& COLLABORATE**
with potential business
partners



SOURCE
for reliable importers
with the SIE hosted
buyers' programme

Hosted by



Organised by



Endorsed by



In Conjunction with



WHO SHOULD VISIT?

- | | | |
|-------------------|-------------------------|--------------------------|
| Food Distributors | Food Business Owner | Business Chamber |
| Food Retailers | Procurement Department | Trade Promotion Agencies |
| Food Wholesalers | Government Agencies | Embassies |
| Importers | Trade Associations | |
| Exporters | Food & Beverage related | |

WHY VISIT?



EXPLORE

the latest development in the industry and gain knowledge through the parallel seminar programmes



UTILISE

our automated business matching system and gain advantage from the hosted buyers' programme.



MEET

various international brands and companies looking for representatives and partners in the ASEAN markets.

2019 PAST EXHIBITORS

- Cambodia
- China
- India
- Indonesia
- Japan
- Kenya
- Malaysia
- Myanmar
- Nigeria
- Philippines
- Taiwan
- Thailand
- Vietnam

2019 PAST BUYERS

- Australia
- Bahrain
- Bangladesh
- Brunei
- China
- Hong Kong
- India
- Indonesia
- Japan
- Saudi Arabia
- Korea
- Kuwait
- Laos
- Macau
- Malaysia
- Myanmar
- Nigeria
- Oman
- Philippines
- Qatar
- Singapore
- Thailand
- UAE
- USA
- Uzbekistan
- Vietnam



TALK TO US

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PHYSICAL BOOTH COST

STANDARD SHELL SCHEME



Package including:

- + Rear and dividing wall partition of 2.5m of height in white laminated panel
- + Fascia Board with the company name and booth number
- + Needle punch carpet
- + 1 x Information Counter
- + 2 x Folding Chairs
- + 1 x Waste Paper Basket
- + 1 x 13-amp/ 230-volt single phase plug point
- + Daily Cleaning Service

BARE SPACE ONLY



Package including:

- + Bare Space
- + Daily Cleaning Service

**EARLY BIRD*
DISCOUNT**

10%

**SIBS COVID-19
INCENTIVE****

RM500

PHYSICAL PACKAGE	PACKAGE 1	PACKAGE 2	PACKAGE 3	PACKAGE 4	PACKAGE 5
Package Price	RM6,000	RM7,000	RM12,000	RM23,000	RM36,000
Physical Booth	Standard Shell Scheme 9sqm (3m x 3m)	Standard Shell Scheme 9sqm (3m x 3m)	2-booth size (Bare Space) 18sqm (3m x 6m)	4-booth size (Bare Space) 36sqm (6m x 6m)	6-booth size (Bare Space) 54sqm (6m x 9m)
Listed in the SIE Directory	✓	✓	✓	✓	✓
Advertisement in SIE Directory		✓	✓	✓	✓
Stage Programme Slot					✓
Virtual Booth	Standard	Standard	Standard	Enhanced	Premium
Chat User Access	✓	✓	✓	✓	✓
B2B Meeting User Access	✓	✓	✓	✓	✓
Product Catalogue	✓	✓	✓	✓	✓
Video Display	✓	✓	✓	✓	✓
Logo Placement on Platform					✓

*10% Early Bird Discount valid till 31st May 2021 | **Covid-19 Incentive valid throughout 2021
Early Bird Discount + Covid-19 Incentive only applicable for Physical Booth Participation
All prices are subjected to 6% SST

VIRTUAL BOOTH COST



VIRTUAL PACKAGE	VIRTUAL BASIC	VIRTUAL ENHANCED	VIRTUAL PREMIUM
Package Price	RM500	RM750	RM2,500
Virtual Booth	Standard	Enhanced	Premium
Chat User Access	✓	✓	✓
B2B Meeting User Access	✓	✓	✓
Product Catalogue	✓	✓	✓
Video Display	✓	✓	✓
Logo Placement on Platform			✓

All prices are subjected to 6% SST