



**8 - 11 OCTOBER 2025**

**HALL 4 - 5, GROUND FLOOR**

KUALA LUMPUR CONVENTION CENTRE (KLCC)

Selangor stands out as Malaysia's most progressive and developed state, offering a gateway to the world through its strategic positioning, especially to other ASEAN countries. With cutting-edge manufacturing technology, Selangor has become the go-to destination for global business investors.

# ABOUT SELANGOR

Nestled between Kuala Lumpur, the bustling business capital, and Putrajaya, the administrative hub, Selangor's location is unparalleled. It boasts proximity to both the Kuala Lumpur International Airport (KLIA) and its own Sultan Abdul Aziz Shah Airport in Subang. Adding to its allure, Selangor is home to the renowned Port Klang, the second busiest container port in ASEAN. These strategic entry points position Selangor as an exceptionally attractive trading hub, particularly within the ASEAN region.



**25.9%**

Share of Nation GDP (2023)



**5.4%**

GDP Growth (2023)



**98.7%**

Literacy Rate



**More than 75,000**

Graduates Produced Per Annum



**More than 180**

Higher Learning Institutions



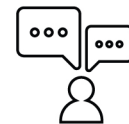
**Central in Proximity**

to Kuala Lumpur Business Centre & Putrajaya Administrative Capital



**2nd**

Major Airports (KLIA1, KLIA 2)



**3.6 mil**

Multilingual & Highly Skilled Workforce (Largest in Malaysia)



**2nd**

Busiest Container Port in ASEAN (Port Klang)

# ABOUT INVEST SELANGOR

Invest Selangor Berhad is the premier one-stop state government agency, dedicated to providing information and advisory services to potential and existing investors as well as assistance in setting up operations in Selangor, the Golden State of Malaysia and the most competitive gateway to the ASEAN region.

Invest Selangor Berhad has been the driving force behind the Selangor International Business Summit (SIBS) which has been an avenue for ASEAN and non-ASEAN businesses alike to explore the Malaysian market and continues to serve as a springboard to tap into the broader ASEAN market, home for over 680 million consumers and more than **200** of the world's largest companies.

Since our inception, Invest Selangor Berhad has attracted more than **6,730 (1999-2023)** manufacturing projects in Selangor and have been indirectly responsible for creating **489,464 (1999-2023)** jobs and more than **RM237.7 billion (1999-2023)** worth of manufacturing investments to the state.

The Selangor International Business Summit (SIBS) is Invest Selangor's platform for ASEAN and international bodies to convene and explore the ASEAN market's massive potential, bridging the gap between developers and consumers within focused industries and reversing the economic effects of the global pandemic.

## ABOUT SELANGOR INTERNATIONAL BUSINESS SUMMIT

The Selangor International Business Summit (SIBS) continues to be the premier platform for industries to explore new market opportunities in Malaysia and the ASEAN region. Over the years, SIBS has grown into the event of choice for businesses, investors, and industry leaders looking to expand, collaborate, and innovate.

Held at the prestigious Kuala Lumpur Convention Centre, SIBS 2025 brings together multiple high-impact events under one roof, including:

- Selangor International F&B Expo (SIE F&B)
- Selangor Investment Industrial Park Expo (SPARK)
- Selangor ASEAN Business Conference (SABC)
- Selangor Smart City & Digital Economy Convention (SDEC)

Each component is strategically curated to provide valuable insights, business opportunities, and networking prospects for industry players across diverse sectors.

SIBS 2024 set new benchmarks, welcoming exhibitors from across the globe and hosting impactful conferences, seminars, and networking sessions that empowered businesses to navigate future challenges and opportunities.

Now, SIBS 2025 promises to be even bigger and better! Join us and be part of the leading business summit that drives economic growth, investment, and industrial excellence in Selangor, Malaysia, and beyond. Don't miss out—be part of the future at SIBS 2025!



[www.selangorsummit.com](http://www.selangorsummit.com)

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# Innovating for a Sustainable, Healthy and Convenient Future: The Evolution of Food and Beverage

The food and beverage industry is on the cusp of a groundbreaking transformation as it moves toward a future that prioritizes sustainability, health and convenience. As we approach 2025, the industry is embracing new innovations that reduce environmental impact, promote better health and cater to today's consumers' fast-paced, on-the-go lifestyle. From plant-based proteins and alternative food sources to eco-friendly packaging and data-driven solutions, businesses are redefining how food is produced, served and consumed. At the same time, global culinary influences and

technological advancements are creating richer, more diverse dining experiences, while convenience-driven innovations are making healthy food options more accessible than ever before.

Join us at SIE F&B 2025, taking place from **8th-11th October 2025**, where thought leaders, innovators, and industry experts will gather to explore these exciting trends and shape the future of food and beverage. Don't miss the chance to be part of SIE F&B 2025!

## WHY YOU SHOULD BE PART OF SIE F&B 2025?



Selangor State Government hosted international expo for industry leaders



Explore ASEAN market developments



Utilise the SIE Hosted Buyers' Programme for reliable importers.



Discover technology trends and business prospects



Create, Connect and Collaborate with industry partners

## EXHIBIT PROFILE

- Food Technology
- Preserved / Fermented / Cure Products
- Beverages
- Confectionery, Biscuits & Pastries
- Dairy Products
- Food Ingredients, Additives & Flavourings
- Fresh / Dried Fruits & Vegetables
- Frozen Products
- Functional Food & Supplements
- F&B Machines & Equipment
- Gourmet Products
- Halal Products
- Herbs, Spices & Seasoning
- Meat & Poultry
- Natural / Organic Products
- Sauces, Dressing & Condiments
- Seafood Products
- Plant-Based Products
- Edible Fats & Oils
- Canned Food
- Convenience Food
- Restaurant, Catering & Café Services
- Restaurant, Catering & Café Equipment & Furniture

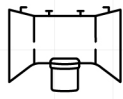
## PEOPLE WE ARE INVITING

- Executive Chefs and Chefs
- F&B Directors and Managers
- Purchasing Managers
- Hotel Owners and Operators
- Restaurateurs
- F&B Entrepreneurs
- Wholesalers, Importers, and Distributors
- Retailers and Hypermarkets
- Education Professionals and Students
- Government Agencies and Associations
- International Buyers

## KEY FACTS SIE F&B 2024



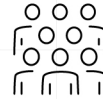
**410**  
Booths



**387**  
Participating  
Companies



**194**  
Buyers



**24,492**  
Visitors



**68**  
Participating  
Countries



**300.41 mil**  
Potential Transaction  
Value



# BUYER PROGRAMME

The SIE Buyer Programme comprises two key components: the **SIE Hosted Buyers Programme** and the **Business Matching Series Programme**



## 1 SIE HOSTED BUYERS PROGRAMME

Join us for a networking experience like no other! Our Hosted Buyers Programme brings together buyers from all corners, setting the stage for meaningful interactions with exhibitors. Imagine pre-arranged meetings that open doors to exciting opportunities and successful deals.



## 2 BUSINESS MATCHING SERIES PROGRAMME

- Pre-Event: Identify key ASEAN buyers and match them with product offerings, arranging tailored meetings to ensure the right prospects are met before the event.
- During the Event: Facilitate high-impact meetings with qualified buyers and decision-makers from the ASEAN region, and connect with potential distributors and partners.
- Post-Event: Follow-up support to nurture relationships and ensure the connections made lead to long-term business growth and expansion in ASEAN and beyond

## EXHIBITORS TESTIMONIAL



It is a very good platform to promote my product; brand awareness, networking with local and international players, this event help me to get local and international buyers.

**MR. ABD MANAN BIN HAJI SULAIMAN**  
Founder  
AMS Kaya Enterprise



I would participate in this event again because it provided valuable networking opportunities, generated strong leads, and allowed for great exposure to potential business partners. The overall organization and positive outcomes make it a worthwhile experience.

**MRS. NUR INTAN SHAMILA BINTI SANUSI**  
Media Executive,  
SM Qlazsixco Sdn Bhd  
(Sarawak Pavilion)



This event offers entrepreneurs the opportunity to secure business prospects and expand their ventures. It also can be an excellent platform for building business networking connections.

**MRS. KHARTINI ISA**  
Operation Manager  
DrTuna Sdn Bhd



SIE F&B 2024 has been an exceptional platform for connecting with industry leaders and discovering innovative trends. The event provided great opportunities to showcase our products and engage with potential partners. Looking forward to participating again next year!

**MR. JATUPON KENGWINITKUL**  
Chief executive officer,  
J'NS ANDAMAN CO.,LTD.



## BUYER TESTIMONIAL



An inspiring event-great food, excellent networking, and exciting opportunities in Selangor's vibrant food industry!

**MR. CHOONG SEAK CONG**  
Business Development Manager,  
Plantie

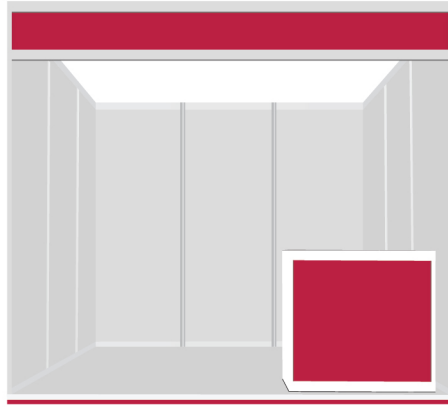


SIE F&B brings in choices from producers around the region, the buyer seller session was a great platform to fully understand their products and the vendors are keen to collaborate in creating new products and services. I would say this event is not limited to buyers looking for potential sellers, but a venue to for closer collaborations and exchanging ideas.'

**KHAIRUL HAZMI ZAINI**  
Secretary  
Koperasi Dewan Perniagaan dan Perusahaan  
Melayu Brunei Berhad.



## STANDARD SHELL SCHEME



**Malaysia**  
**RM 8,800/booth**  
 (Minimum of 9sqm)

**Worldwide**  
**USD 2,500/booth**  
 (Minimum of 9sqm)

## BARE SPACE



**Malaysia**  
**RM 900/sqm**  
 (Minimum of 18sqm)

**Worldwide**  
**USD 250/sqm**  
 (Minimum of 18sqm)

## BOOK A STAND WITH US

Make the most out of your participation by enhancing your presence and increasing your brand awareness at SIE F&B 2025.

Fees subject to 8% SST

## ABOUT KUALA LUMPUR CONVENTION CENTRE

Designed and built to world-class standards, Kuala Lumpur Convention Centre (KLCC) is the first convention center in Asia to be benchmarked by Green Globe International (2007) and has won numerous awards then. The facility's gross built-up area is with two Auditoriums, Plenary Hall and Plenary Theater, Grand Ballroom, Banquet Hall, three Conference Halls, Meeting rooms & eight Exhibition Halls.



Please contact us for participation and for further information.  
 Please reach out our Sales Team or visit our website.

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An event of



[www.selangorsummit.com](http://www.selangorsummit.com)

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