



**16-19  
OCTOBER  
2024**

**HALL 1-5, 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.



25.5%

Share of Nation  
GDP (2022)



11.9%

GDP Growth  
(2022)



98.7%

Literacy  
Rate



More than  
75,000

Graduates Produced  
Per Annum  
(2022)



More than  
180

Higher Learning  
Institutions



Central in  
Proximity

to Kuala Lumpur Business  
Centre & Putrajaya  
Administrative Capital



2nd

Biggest Airport  
in ASEAN  
(KLIA & KUA2)



3.6 mil

Multilingual & Highly  
Skilled Workforce  
(Largest in Malaysia)



2nd

Busiest Container  
Port in ASEAN  
(Port Klang)





## Elevate Your F&B Venture: SIE F&B 2024 - Where Success Meets Flavor!

Building on the incredible success of SIE F&B 2023, the eagerly anticipated 10th edition, set to take place from **October 16th to 19th, 2024**, is gearing up to solidify its standing as a premier F&B event in Malaysia. The previous edition saw active participation from **293 companies**, occupying **300 booths** and garnering international interest from **11 countries**, setting the stage for SIE F&B 2024 to exceed expectations.

As a beacon for the F&B industry, SIE F&B 2024 remains dedicated to offering a vibrant platform for networking, expansion, and

knowledge-sharing, fostering the growth and development of businesses. Hosted by the Selangor State Government and organised by Invest Selangor Berhad, this event is rapidly becoming the top choice for F&B companies in Malaysia and the region, providing unmatched access to both local and international markets.

Don't miss the chance to be part of SIE F&B 2024! Take your business to new heights on this revamped platform, meticulously designed to enhance your Food & Beverage ventures.

## WHY YOU SHOULD BE PART OF SIE F&B 2024?



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

- Halal
- Dairy
- Drinks
- Fresh Produce
- Grains & Pulses
- Meat
- Oils & Fats
- Seafood
- Sustainable Food Future
- Sweet & Snacks
- Technology & Services

### 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 2023



**300**  
Booths



**293**  
Participating  
Companies



**285**  
Buyers



**17,020**  
Visitors



**17**  
Participating  
Countries



**597.3mil**  
Potential Transaction  
Value



# BUYER PROGRAMME

The SIE Buyer Programme comprises two key components: the **SIE Hosted Buyers Programme** and the **SIE F&B Supermarket 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



## SIE HOSTED SUPERMARKET PROGRAMME

Get ready to shine on the shelves! The F&B Supermarket Programme is designed to showcase your products to potential supermarkets. We've got a proven track record of seamlessly integrating exhibitors' products into supermarkets, fostering growth and collaboration in the industry.

Don't miss out on the SIE Buyer Programme – where connections come to life, and your products find their way to supermarket success!

## EXHIBITORS TESTIMONIAL



Great approach, Gaining new customers and Global Food Blends Innovator.

**Nurin Aqila**  
Project Manager  
Gourmet Ingredients Sdn. Bhd.



Good Program receives inquiries from potential buyers and sellers & buyers can meet at the same place.

**Fazmi**  
Business Development Manager  
GNI Pharma Sdn. Bhd.



Very good state initiative in growing SME businesses, gain more knowledge about Halal Malaysia.

**Mahd Ikhwan**  
Area Sales Manager  
Astra Tajpan Sdn. Bhd.

## VISITOR TESTIMONIAL



I think it has been full event, a lot of vendors and a lot of things to explore here at #SIBS2023!

**Mr Ishak**  
Malaysia



The event is very good and informative! There a lot of industry sector that we can explore, especially food and manufacturing.

**Mr Ahmad Farid Abd Rahman**  
Malaysia

## BUYER TESTIMONIAL



You did a good job! It is an impressive and fruitful SIE2023. I managed to find a supplier who can help us with the packing of Sarawak pepper. Hope we can visit again soon in 2024.

**Francis Sia**  
Purchasing Director | TSL Marketing Pte  
Trading  
Singapore



SIE that is hosted by Invest Selangor is a good platform to connect with potential companies and explore working opportunity with them, there is a huge number of companies exhibiting both local and international companies, and we get to experience their offering and make business decision much easier.

**Max Chin**  
Regional Digital Marketing Director | Digital Optimist  
E-Commerce  
Vietnam



## 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 2024.

### 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)*

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.  
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An event of



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