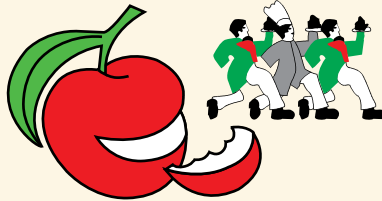


Malaysia's Official Food & Hotel Show

FHM2017



The 14th Malaysian International Exhibition of Food,
Drinks, Hotel, Restaurant & Foodservice Equipment,
Supplies, Services & Related Technology



26 - 29 September 2017

Kuala Lumpur Convention Centre, Malaysia

THE PROVEN RECIPE FOR SUCCESS

 FoodHotelMalaysia
 FoodHotelMsia

Organised By:



**MALAYSIAN EXHIBITION
SERVICES
SDN BHD**
(59243-X)
**ALLWORLD
EXHIBITIONS
MEMBER**

www.foodandhotel.com



PROVEN TRACK RECORD

Malaysia's premier Food & Hospitality show will return for its 14th showing in September 2017.

Building on another record attendance from both exhibitors and visitors in 2015, the FHM series continues to raise the bar in terms of excellence and is now firmly established as the most international Food & Hospitality trade show in Malaysia and also one of the biggest in the region.

Food & Hotel Malaysia 2015 (FHM 2015) held alongside Culinaire Malaysia 2015 closed with 1,200 participating companies from 50 countries / regions and 8 national / regional group pavilions. Over the four-days, 90% of exhibitors achieved their objectives with 89% of exhibitors have confirmed their intention to return in 2017.

But FHM is more than just an exhibiton. Packed to the brim with quality content including conference programme, technical seminars, educational talks, celebrity chef cooking demonstrations, it has something for everyone from the Food & Hospitality sector. If you are a company looking to target the Malaysian market, no other platform will give you direct access to the key buyers in both the hotel, restaurant and food service industries. 1,200 companies can't be wrong. Book your booth for FHM 2017 now before its too late!

FHM 2015 saw 22,759 trade visitors from 56 countries thronging the aisles over 4 days, a 17% increase from the previous show.

**Book your booth now at FHM 2017
to mark a new milestone
in your business.**


MORE THAN JUST AN EXHIBITION

- ▶ **Food & Beverage**
A world-class showcase of food & beverage exhibitors from around the globe.
- ▶ **Hotels & Supplies**
A plethora of the best for aspiring hoteliers and chefs.
- ▶ **Restaurants & Cafes**
Come and explore the ever burgeoning world of food business. Learn from experts on what works and get first-hand insights on new innovations.
- ▶ **Halal Food Producers & Suppliers**
Great sourcing ground for those aspiring to penetrate the Malaysian halal hub.
- ▶ **Bakery & Confectionery**
For everything related to baking needs.
- ▶ **Food Service & Hospitality**
Planning for a complete restaurant make-over or starting-up your own, you will find it all at FHM.

FHM 2015 turned out to be the biggest ever in its series with a total space utilisation of 17,000sqms, which records a 23% increase from FHM 2013.

For the hotel industry, the government plans to increase room supply up to 3,000 rooms with new 4 and 5 star hotels coming into the market.

source: http://gtp.pemandu.gov.my/gtp/Media_Coverage-@-Tourism_to_give_Malaysia_a_boost.aspx



FHM 2015 FACTS & FIGURES

1,200 

Local & International
Participating Companies

22,759 

Attendees from 57 Countries

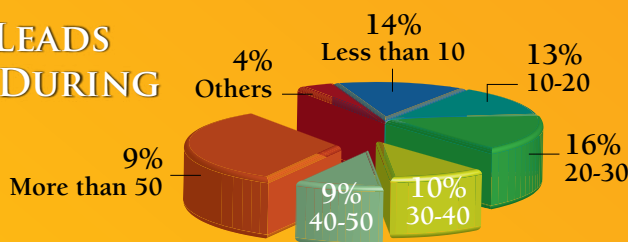


WHO SHOULD PARTICIPATE IN FHM 2017?

Companies involved in Manufacturing, Producing or Distributing the following products:

- ▶ Bakery & Bakery Related Products
- ▶ Beverages (includes Tea, Coffee & Malt Drinks)
- ▶ Biscuits
- ▶ Bread
- ▶ Cakes & Cake Decorations
- ▶ Cereal and Cereal Products
- ▶ Cheese
- ▶ Chocolates and Chocolate Products
- ▶ Coconut Products
- ▶ Condiments
- ▶ Confectioneries
- ▶ Confectionery Equipment
- ▶ Crockery / Cutlery / Chaffing Dishes
- ▶ Dairy Products
- ▶ Delicatessen Products / Delicacies
- ▶ Desserts & Dessert Paste Mixes
- ▶ Food Processing
- ▶ Frozen Food
- ▶ Fruit Juices
- ▶ Fryers
- ▶ Glassware & Crystalware
- ▶ Grills
- ▶ Herbs / Herbal Products
- ▶ Ice-Cream Products
- ▶ Ice-making Machines
- ▶ Jams / Spreads
- ▶ Kitchen Equipment
- ▶ Margarine
- ▶ Milk & Milk Products
- ▶ Mincers
- ▶ Mixes
- ▶ Non- Alcoholic Beverages
- ▶ Organic & Health Products
- ▶ Ovens
- ▶ Packaging Equipment
- ▶ Pasta / Pizza Products
- ▶ Pastries
- ▶ Product Identification Labels
- ▶ Pumps - Dryers
- ▶ Seafood
- ▶ Service Counters
- ▶ Silverware
- ▶ Slicers
- ▶ Spirits / Liqueur
- ▶ Stainless Steel Equipment

BUSINESS LEADS RECEIVED DURING FHM 2015



FHM 2017 is a one-stop business centre where the biggest brands, the latest technologies and the best in business networking come together for one big culinary extravaganza!



EXHIBITORS' RATING OF FHM 2015

Starting from 2011, the government has stretched its target to 90,542 jobs in the tourism sector.

Source: http://gtp.pemandu.gov.my/gtp/Media_Coverage-@-Tourism_to_give_Malaysia_a_boost.aspx

"We were able to meet major distributors and launched many of our new products to the market at FHM 2015"

Pinakin Patel, Head of Exports - Sun Mark Ltd

"We will continue to be loyal partners of FHM. Despite the unstable economy, we have received a good turnout and have even increased the size of our booth as compared to last show"

Raymond Chan, Chief Executive Officer - English Hotbreads

"We preserved the competition and entrepreneurial energy that has enabled our company to attain exponential growth"

Ong Kock Team, Director - Win Far Trading

HAPPENINGS AT FHM 2015

CONFERENCE

“Optimising Revenue Through Innovation” by Aariana Hospitality International. Local and international speakers sharing latest trends and insights on Revenue Management practices within the Hospitality Industry.



CULINAIRE MALAYSIA 2015

Talented chefs in action for the “Malaysian Battle of The Chefs” organised by Malaysian Association of Hotels.



LIVE COOKING DEMONSTRATIONS

Chef Anis Nabilah demonstrated delicious dishes using fresh ingredients from Pacific West Foods and Lucky Frozen. The self-taught and internationally recognised Chef Norman Musa conducted cooking demonstrations of local dishes using ingredients from exhibitors, Euro-Atlantic and Bestari.



NORWEGIAN SALMON 101 WORKSHOP

The Norwegian Seafood Council brings you the best from the cold, clear waters of Norway. The workshop featured Chef Pele Kuah and Chef Kenneth Loke who shared their expertise in the art of cooking this highly sought after fish.

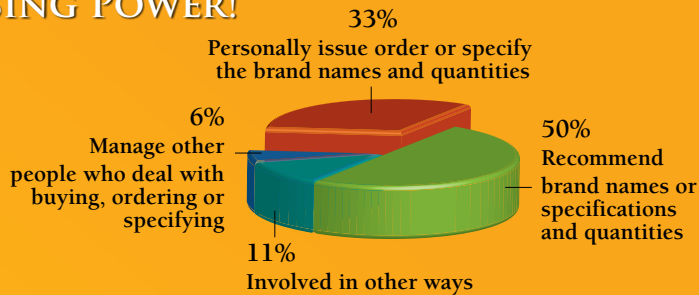
WINE VILLAGE

For the first time ever in the FHM series of exhibitions, The Wine Village showcase organised by The Wine Academy was introduced as a show within a show feature. Wines brought in from Germany, Hong Kong, Italy, New Zealand & Singapore among others provided an excellent selection.

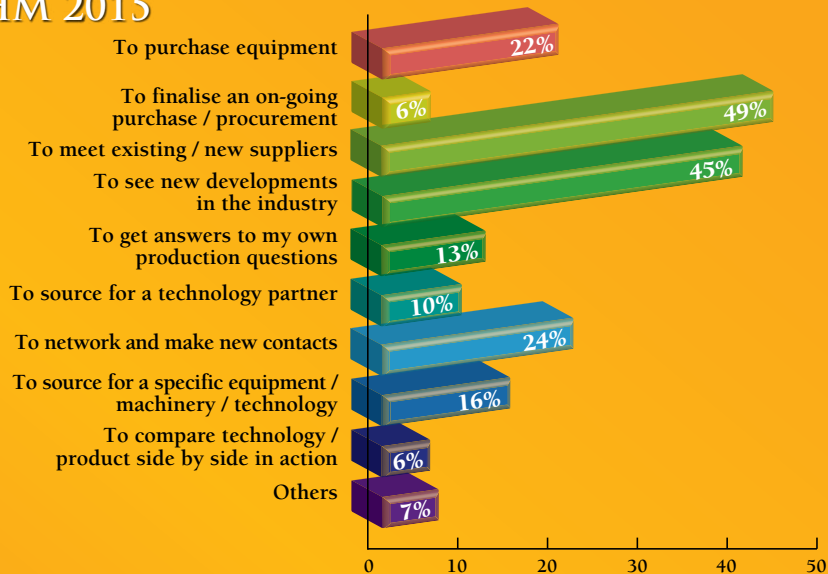


COME AND VISIT US AT FHM 2017

VISITORS OF FHM 2015 HAVE PURCHASING POWER!



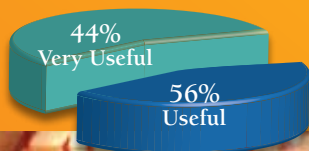
VISITORS' REASONS FOR VISITING FHM 2015



VISITOR CATEGORIES

FHM 2017 will be the perfect platform to expand industry knowledge straight from the experts. If you are from any one of these industries, FHM 2017 is the place for you!

- ▶ Bakery & Confectionery Retailer
- ▶ Bottling & Packaging
- ▶ Catering Equipment Importer / Wholesaler / Distributor
- ▶ Consultancy Services
- ▶ Fast Food Outlets
- ▶ Food / Drink Importer / Wholesaler / Distributor
- ▶ Food / Drink Manufacturing Processing
- ▶ Food Processing & Packaging
- ▶ Grocery Store / Supermarkets / Others
- ▶ Hotel / Resort Management
- ▶ Industrial Catering
- ▶ Institutional Catering (Armed Forces, Schools, Police, Hospitals, etc)
- ▶ Offshore / Airline Catering / Cruise Liners
- ▶ Pharmaceutical Packaging
- ▶ Policy Makers
- ▶ Refrigeration / Storage
- ▶ Restaurant / Café / Bar / Club Management
- ▶ Retail Equipment & Supplies Manufacturer
- ▶ Retail Packaging Equipment



VISITORS' ACHIEVING THEIR GOALS AT FHM 2015



“It is worthwhile to visit the show especially to gain extra knowledge for future business plans”

Woo Fook Sin, Executive Chef, Laguna Redang Island Resort

“A very interesting food show and I definitely will come back for FHM 2017”

Ng Chin Yoong, Owner, Coceshaz Sdn Bhd

“Very useful exhibition and it provided good opportunities to my company's business”

Jabid Fokir, Director of Operations, Global Inspiration Resources Sdn Bhd

“A very good platform to explore new offerings in the food and hotel industry”

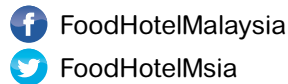
Lee Zheng, Barista, New Black Coffee Lab



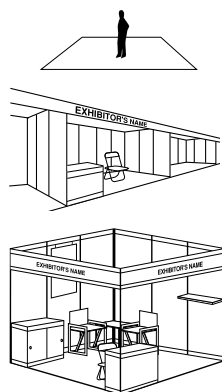
KEY INGREDIENTS OF A SUCCESSFUL MARKETING STRATEGY

Comprehensive and strategic marketing activities have been planned to entice trade visitors and industry experts to the show. They are:

- ▶ A series of email broadcast to our highly focused database.
- ▶ Targeted direct email invitation and visitor ticket distribution to professionals, specialists and key buyers.
- ▶ Personal visits to government ministries, trade associations and chambers of commerce.
- ▶ Editorial coverage and advertising in technical, trade business and national press.
- ▶ Posters and visual display materials.
- ▶ Printed show preview with highlights on exhibits which will be email blasted to 50,000 potential trade visitors, VIPs and embassies.
- ▶ Dedicated website with on-line pre-registration services.
- ▶ Visit other major Food and Hotel shows around the world to further boost the show's publicity.
- ▶ A total of 4 e-dailies will be produced and distributed to the visitors at the visitor registration counters as well as to the Exhibitors and all VIPs.
- ▶ Mobile application specifically created to provide ease of access to exhibition information and event details.
- ▶ FHM utilises social media to reach relevant audiences whereby the following accounts have been set-up.



COST OF PARTICIPATION



SPACE ONLY **USD345/sqm**
(rent a space to build your own stand, carpet not included).

SPACE & SHELL STAND **USD370/sqm**
(comprises floor space, walls, carpet, lighting and upright chair, one information desk and fascia only. Minimum area from 9sqm per booth).

SPACE & WALK-ON-STAND **USD390/sqm**
(comprises floor space, walls, carpet, lighting, display board/shelf, lockable cupboard, easy chair, coffee table, information desk, upright chair, a 13A electrical power supply and fascia. Minimum area from 9sqm per booth).

**A Walk-on Stand is not necessarily a corner stand*

**All the prices above are subjected to 6% of Goods and Services Tax (GST).*



THE VENUE

FHM 2017 will be held at the state-of-the-art exhibition centre, the KUALA LUMPUR CONVENTION CENTRE (KLCC) which is nestled next to the tallest twin towers in the world - the PETRONAS Twin Towers. KLCC is situated right in the heart of KL's business district making it a perfect venue for international trade exhibitions. For more information about the convention centre, log on to www.klccconventioncentre.com



FOR FURTHER INFORMATION, PLEASE CONTACT THE NEAREST SALES OFFICE:

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THE ORGANISER

Organised and managed by Malaysia's leading exhibition organiser, Malaysian Exhibition Services Sdn Bhd, FHM 2017 is anticipated to deliver a world-class event featuring local, regional and international exhibitors with unparalleled expertise and comprehensive market knowledge. The event is also marketed worldwide by Singapore-based International Expo Management Pte Ltd (IEM) and London-based Overseas Exhibition Services Ltd (OES). These companies are all members of the Allworld Exhibitions Alliance of exhibition organisers, managers and consultants. Allworld Exhibitions members have been organising trade shows for over 40 years and currently organise over 150 trade exhibitions biennially. These include Food & Hotel Asia in Singapore and HOFEX in Hong Kong.