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# Meeting point for industry players

## Food and hotel exhibition expects to draw 28,000 visitors from around the world



By RUBY LIM  
rubbylim@thestar.com.my

THE Malaysian International Exhibition of Food, Drinks, Hotel, Restaurant and Foodservice Equipment, Supplies, Services and Related Technology returns for its 15th edition with greater networking and business opportunities for both exhibitors and trade visitors.

Also known as Food and Hotel Malaysia 2019 (FHM 2019), the trade event will be held at Kuala Lumpur Convention Centre from Sept 24 to 27, bringing food and hotel industry professionals together to discuss the latest updates and trends.

Informa Markets Malaysia country general manager Gerard Leeuwenburgh said the four-day event was 25% bigger than the last edition.

"This is a sign that there is development in the industry as well as international interest, attracting exhibitors and visitors not just from Malaysia but also from around the globe.

"Occupying 22,000sq m of exhibition space across 10 halls, FHM 2019 will feature 1,500 companies from 50 countries and 10 international pavilions by Belgium, China, Japan, South Korea, Taiwan, Turkey, Thailand, Tunisia, the United States and Singapore showcasing their unique homegrown offerings.

"We are expecting some 28,000 visitors from 57 countries and sales transactions of up to RM2.2bil," he said, urging visitors to pre-register.

Pre-registration allows visitors to pre-arrange business matching with exhibitors while walk-ins will be charged an entrance fee.

Among the industry players taking part in the biennial trade event is Pastry Pro Sdn Bhd, a supplier of premium bakery and confectionery products.

"This event is a great opportunity to showcase our products and serves as a meeting point for our international customers.

"We are bringing in about half a dozen international chefs to our booth, showcasing the best products from around the world. Visitors will get to talk to them and experience the products," said Pastry Pro Sdn Bhd managing director Sani Ong, adding that RM200,000 had been invested in their exhibition stands to ensure a comfortable environment.

Back for the fourth time is Japan External Trade Organisation (Jetro) Kuala Lumpur, a Japan government agency organising the Japan Pavilion in Hall 7 together with the Japan Agriculture, Forestry and Fisheries Ministry.

"This year, we are bringing in 35 Japanese companies featuring 80 products, including halal Wagyu, seafood, green tea, confectionery,

processed food and alcoholic beverages.

"Visitors can also look forward to sampling tasty food prepared by our Japanese chef using ingredients provided by some of the Japanese exhibitors during the cooking demonstration.

"Another highlight is the halal showcase which will exhibit 43 products by 20 companies," said Jetro Kuala Lumpur director Hiromi Shigematsu, adding that this year's pavilion would carry the sakura theme so visitors would not miss the beautiful cherry blossom-adorned booths.

Coming on board for the first time is Suhyp, the National Federation of Fisheries Cooperatives, which started in 1962 in South Korea and has been in Malaysia for over a year now.

Its Korea Seafood Trade Support Centre Kuala Lumpur managing director Lee Dong Jun said they aimed to promote Suhyp's K-Fish Korean seafood brand as well as seafood suppliers from South Korea to support trading between South Korea and Malaysia.

"We have 14 main product highlights, ranging from abalone, oysters and fishcakes from Busan to snow crab meat.

"South Korean manufacturers will get to meet potential Malaysian customers face to face and learn more about our homegrown products," he said, adding that there would be a cooking demonstration by a South Korean chef.

Korea Seafood Trade Support Centre Kuala Lumpur manager Ho

(Back row, from left) Leeuwenburgh, Jetro Kuala Lumpur trade promotion and information services assistant director Mohd Hazmi Mansor, (front row, from left) Ong, Shigematsu, Jetro Kuala Lumpur project coordinator Lim Yen Yi and Informa Markets senior event manager Vicky Yap at a press conference on FHM 2019 in Kuala Lumpur.

Yeon Lauren Kim said they were looking forward to going in with a pavilion in future exhibitions.

"K-Fish products are also available at selected supermarkets such as Jaya Grocer, Village Grocer and Aeon," she said.

Among the new features this year are the Agriculture Pavilion and Robotic Food Zones, alluding to the adoption of new technologies which have demonstrated the ability of increasing productivity and efficiency levels in the industry.

Held alongside Culinaire Malaysia, the event will also see more than 1,500 entries and an assemblage of over 1,000 culinary professionals showcasing skills and talent in various disciplines as well as Malaysia's top chefs competing in the Malaysian Battle of the Chefs.

Also to be held concurrently with FHM 2019 are the In4Tec Food Innovation Conferences, including Food Innovation Conference 2019, Persidangan Inovasi Makanan Tempatan 2019, China-Malaysia Agri Food, Visit Malaysia 2020 and Beyond Conference, Malaysian Farm to Fork and Durian Conference as well as Food Truck Malaysia 2019.

Other highlights include the B2B business matching sessions, a VIP Buyers hosted programme for top buyers across the Asean region and live cooking demonstrations by



Lee and Suhyp Korea Seafood Trade Support Centre Kuala Lumpur intern Yeo Han Sol at the event.

celebrity chefs.

Organised by Informa Markets, Malaysia FHM 2019 is endorsed by Malaysia External Trade Development Corporation (Matrade) and supported by the International Trade and Industry Ministry, Tourism and Culture Ministry, Malaysia Convention and Exhibition Bureau (MyCEB), Malaysian Association of Hotels and the Malaysian Food and Beverage Executives Association.

FHM2019 is open from 10am to 6pm from Sept 24 to 26, and from 10am to 5pm on Sept 27.

The exhibition is open only to trade visitors in the food and hospitality industries.

For details, visit [foodandhotel.com](http://foodandhotel.com)