



# TASTE TOMORROW, TODAY!

**18 - 21  
NOV  
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



Co-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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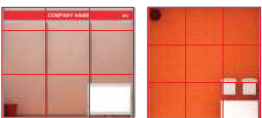
### Nurul Amanina Azra Azlan

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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%**

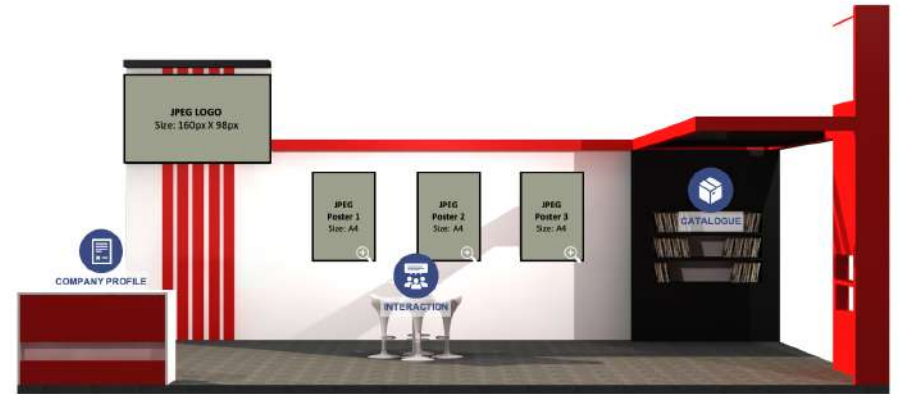
**SIBS COVID-19  
INCENTIVE\*\***

**USD 150**

PHYSICAL PACKAGE	PACKAGE 1	PACKAGE 2	PACKAGE 3	PACKAGE 4	PACKAGE 5
Package Price	USD1,800	USD2,000	USD3,600	USD6,000	USD9,000
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	USD200	USD300	USD1000
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