

Special Column Interview

Conducted by Editor in Chief
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with Food & Hotel Malaysia



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What is the inspiration behind the concept "Bringing Sustainability to the Table"?

At Informa, sustainability is high on the agenda and we hope to lead the charge for sustainability both within our company and in the specialist markets we service. Our aim is to become an ever more sustainable business with positive impact on the industries we serve. We focus on the areas in which we can make the most significant contribution: our operations, the content and knowledge Informa's brands provide and the communities in which we work. Guided by our event tagline of 'Bringing Sustainability to the Table', Food & Hotel Malaysia is proud to take the opportunity to advocate and promote greater sustainability within the **F&B** and **HoReCa** sector. In addition to attracting exhibitors that offer products and services geared towards enhancing sustainability, we are also expanding our scope of eco-friendly practices and processes. By doing so, we hope to inspire players within the F&B and hospitality industry and help them navigate an evolving market landscape where sustainability is becoming a key priority. In **Food & Hotel Malaysia 2023**, we will also introduce our new profile of exhibitors, which is the plant-based food sector to further promote sustainability in the industry as well as helping companies navigate the new market landscape. Sustainability also plays a vital role in the hospitality sector, sustainable soft furnishings and furniture will also be presented at FHM 2023.

What modifications are implemented into the event for visitors and exhibitors for a seamless experience?

We are more than happy to provide a seamless experience for both the visitors and exhibitors not only during the show, but also pre and post show.

This is reflected in different areas – registration, health & safety and venue management. A set of standards involving personal hygiene and safety measurements are implemented at Food and Hotel Malaysia

A seamless end-to-end process for registration with readily available support pre-show and during the show. Visitors can have a hassle-free registration process through our Food and Hotel Malaysia website and merely a scan of QR code during the show to get your badge. Support from the organiser will also be provided to the exhibitors to ensure all expectations and requirements are well-managed.

The digital version of show directory, buyer's guide and digital showroom also provides ease for both exhibitors and visitors and prevention of printed material saves paper and therefore trees.

Food & Hotel Malaysia offers various official hotels on our website to choose from, with better rates and close access to amenities and transportation options.





For many years of successfully organizing events, what can attendees anticipate from Food & Hotel Malaysia 2023?

As the very first physical exhibition for the food and hospitality industry in the recovering phase while the borders were still closed, Food & Hotel Malaysia 2022 received a truly remarkable response from exhibitors, buyers and industry players.

Now borders are open already for some time it is certain the 17th edition of **Food & Hotel Malaysia** will be a bigger and better event and a tremendous gathering for the industry professionals to meet and reconnect in Malaysia.

We expect 25,000 trade visitors, 1,500 expected brands & companies and a total exhibition space of 20,000sqm, in other words a 4 day totally packed trade event in the Kuala Lumpur Convention Centre (KLCC).

FHM 2023 will be a fun-filled event. We will provide a thrilling and diverse mix of exhibition spaces complemented by various side activities and events to entertain, educate and delight attendees.

Always a crowd favourite, our Pastry Innovation Lab lets visitors witness unique and delicious pastries, desserts and showpieces being crafted right in front of their eyes, followed by a chance to taste these culinary delights. Numerous demonstrations will be held daily during all event days.

What is more with visitors taking a gastronomic excursion around the globe at FHM 2023! Our daily International Cuisine Showcase and its live cooking demonstrations will showcase unique ingredients brought to Malaysia by our international exhibitors and the amazing dishes they can help create.

With **Food & Hotel Malaysia** being the leading trade-only event for the **F&B** and **HoReCA** sector, there's a lot more that you can anticipate from the show. Stay tuned!



For more information visit www.foodandhotel.com or email info@foodandhotel.com