

Press Release  
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## **FHM 2023 - Unleashing the Best Yet, Coming to You This September!**

*Along with a variety of new highlights and returning activities, the exhibition will also be co-locating with HOTELEX Malaysia in a first-time strategic collaboration.*

**Kuala Lumpur, 11 April 2023** - Informa Markets Malaysia is pleased to announce the return of the highly anticipated and biggest Food & Hotel Malaysia (FHM) exhibition to date, set to take place from 19 to 22 September 2023 at the Kuala Lumpur Convention Centre (KLCC).

This biennial premier trade-only food and hospitality event, now in its 17<sup>th</sup> edition, will showcase 1,500 participating brands and companies, with over 25,000 attendees expected to visit over the four event days. Eight international pavilions have also confirmed their participation, with contingents from Australia, China, Japan, Singapore, Taiwan, Tunisia, Turkey, USA and other nations set to exhibit their latest offerings at FHM 2023.

FHM continues to be the top avenue for industry players to connect, drive innovation and discover business growth prospects, and the event's expansion to a full 10-hall capacity will allow for greater participation and provide more networking opportunities for all attendees.

"As *the* key event for the Malaysian food and hospitality industry, we are thrilled to have expanded our event to 10 halls this year so that we may welcome more industry players to benefit from the opportunities here. With our theme revolving around sustainability, we look forward to bringing together industry leaders and innovators to exchange ideas, forge new connections, and drive the industry towards a more sustainable future," said Mr Gerard Leeuwenburgh, Country General Manager of Informa Markets in Malaysia.

This year, Informa Markets is also pleased to announce that HOTELEX Malaysia will be running concurrently with FHM 2023 for the very first time, bringing together two superior tradeshow leading the food and hospitality industry under one roof.

"As the leading exhibition for the Chinese industry, HOTELEX connects Chinese and international catering and hospitality suppliers with F&B and HoReCa buyers from all over the world. Our partnership with FHM is a perfect match and it will be a grand collaboration that benefits all industry players. With a large-scale combined event under one roof, we can offer a more comprehensive range of exhibitor profiles to meet the needs of professional buyers from around the world," said Helen Fan, Executive Deputy General Manager of HOTELEX.

With a wide array of exhibitors across 16 profiles that include all types of kitchen and hotel supplies, HOTELEX will enable domestic and international buyers to connect with suppliers throughout the entire industry, making it a one-stop shop for all their needs.

Featuring the event theme of "Bringing Sustainability to the Table", FHM 2023 is proud to take this opportunity to spearhead greater sustainability within the F&B and HoReCa sector and help businesses navigate an evolving market landscape where sustainability is becoming a key priority.

The organisers have placed emphasis on attracting a wider selection of exhibitors that offer sustainability-driven products and services, while simultaneously implementing a wider array of eco-friendly practices and processes during the event itself.

In conjunction with the sustainability theme, FHM 2023 will introduce a new Plant-Based Terrace, which will feature a new profile of exhibitors offering plant-based proteins and meat-alternatives. With sustainability playing an increasingly important role in the hospitality sector, the event will also present a selection of sustainable soft furnishings and hospitality-related furniture.

FHM 2023 will feature numerous other highlights that reflect ongoing industry trends, with spotlights cast on industry 4.0 advancements, sustainable packaging, nutritional food as well as the aforementioned plant-based food.

Attendees will enjoy a wide array of stimulating side activities and mouth-watering culinary showcases, which includes a wine and Japanese gourmet pairing workshop alongside a wine education hub, as well as the eagerly awaited returns of Culinaire Malaysia and the Pastry Innovation Lab, which have been true crowd favourites in the past.

Jointly organised by the Malaysian Association of Hotels (MAH), Professional Culinaire Association of Malaysia (PCA) and The Malaysian Food and Beverage Executives Association (MFBEA), Culinaire Malaysia 2023 is the most coveted culinary competition in Southeast Asia.

The competition will feature more than 1000 top professional chefs from across the globe competing for culinary glory in a variety of exciting food preparation challenges, along with more than 50 reputable international professional judges from countries including but not limited to China, Korea, Thailand, Indonesia, Turkey, and many more.

Meanwhile, organisers have been inspired by popular demand to expand the offerings of the Pastry Innovation Lab and will debut two new unique specialty areas this year – a Pasty and Gelato Bar as well as a Sensorial Studio. A total of 12 demonstrations will be held with top Malaysian pastry chefs putting their skills to the test to craft unique desserts, pastries and showpieces infused with Malaysian and Asian flavours.

Businesses from the food and hospitality industry will be pleased to know that exhibiting space is still available for FHM 2023. Interested parties are invited to email [info@foodandhotel.com](mailto:info@foodandhotel.com) to enquire about exhibiting packages, or to visit [www.foodandhotel.com](http://www.foodandhotel.com) for more information.

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#### **About Food & Hotel Malaysia**

Food & Hotel Malaysia (FHM) is a highly anticipated annual event that serves as a prominent platform for players in the food and hospitality industry to explore new business opportunities. With its impressive range of thousands of product displays, conference programmes, cooking demonstrations and other exciting activities, FHM has cemented itself as a strong marketplace for exhibitors and visitors alike. Organised by Informa Markets, a subsidiary of Informa PLC, the largest B2B event organiser in the world, FHM is an event not to be missed for anyone looking to stay on top of industry trends and make valuable connections. For more information on FHM, please visit [www.foodandhotel.com](http://www.foodandhotel.com).

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