



By Informa Markets

Malaysian Exhibition Services Sdn Bhd

Suite 5-01, Level 5, Sunway VISIO Tower

Lingkaran SV, Sunway Velocity

55100 Kuala Lumpur, Malaysia

t +60 3 9771 2688

e info@foodandhotel.com

Press Release

For Immediate Release

Sabah Sizzles with Excitement as

Food and Hospitality Malaysia Borneo Edition 2024 Kicks Off!

*Explore Sabah's Premier Trade-Only Exhibition and the 24th Sabah Hospitality Fiesta
from September 26 to 28, 2024*

KOTA KINABALU, 26 SEPTEMBER 2024 – The culinary landscape of Borneo is set to sizzle as the **Food and Hospitality Malaysia Borneo Edition 2024 (FHM Borneo Edition 2024)** opens its doors to trade visitors from **September 26 to 28, 2024**, at the prestigious **Sabah International Convention Centre (SICC)**. This inaugural event, organised by Informa Markets Malaysia, promises to be a game-changer for the region's food and hospitality sector.

Under the theme "**Cultivating Solutions for the Food and Hospitality Industry**," FHM Borneo Edition 2024 aims to elevate culinary and hospitality excellence in Sabah and the broader Borneo region. The event strategically aligns with Borneo's thriving tourism industry, showcasing its rich culinary traditions while fostering innovation and growth.

"FHM Borneo Edition 2024 is poised to be a game-changer for Sabah's food and hospitality industry. We're creating a dynamic platform where businesses can discover groundbreaking solutions, forge valuable connections, and gain insights that will shape the future of this vibrant sector. In an industry that's constantly evolving, we're providing the resources and opportunities that will drive innovation and sustained growth across Borneo's food and hospitality landscape," said Ms Alice Lem, Event & Business Development Director of Informa Markets Malaysia.

In a powerful synergy, FHM Borneo Edition 2024 co-locates with the 24th Sabah Hospitality Fiesta (SHF), co-organised by the Asian Tourism International (ATI) College and Malaysian Association of Hotels (MAH) Sabah/Labuan Chapter. This powerful collaboration creates a comprehensive ecosystem for talent showcase, innovation incubation, and industry growth.

"The synergy between FHM Borneo Edition and the Sabah Hospitality Fiesta creates an unparalleled opportunity for industry professionals. This event is where the industry's future leaders will emerge and where established players will find fresh ideas to reinvent their offerings. It's a comprehensive platform that will elevate Borneo's hospitality industry to new heights of excellence and innovation," said Mr Izwan Ariff Yaakop, Chairman of the 24th Sabah Hospitality Fiesta.

The event's grand opening ceremony, graced by Guest of Honour YB Datuk Christina Liew Chin Jin, Minister of Tourism, Culture, and Environment Sabah, underscores the government's unwavering support. It highlights the pivotal role the food and hospitality industry plays in driving Sabah's economic growth and elevating its tourism sector.

"FHM Borneo Edition 2024 arrives at a crucial time for our industry. As we continue to recover and reimagine hospitality in the post-pandemic era, this event provides a vital platform for knowledge



By Informa Markets

Malaysian Exhibition Services Sdn Bhd

Suite 5-01, Level 5, Sunway VISIO Tower

Lingkar SV, Sunway Velocity

55100 Kuala Lumpur, Malaysia

t +60 3 9771 2688

e info@foodandhotel.com

exchange, innovation showcase, and collaboration. It's an opportunity for Sabah's hospitality sector to shine on a regional stage and set new benchmarks for excellence," highlighted Mr Hafizan Wong, Chairman of the Malaysian Association of Hotels (MAH) Sabah/ Labuan Chapter.

Visitors will be treated to a spectacular showcase featuring over **150 leading local and international brands**. From cutting-edge kitchen equipment and revolutionary food technologies to sustainable hospitality solutions and innovative guest experience enhancements, the exhibition floor will be a treasure trove of industry advancements.

The **Culinaire Borneo Extravaganza**, a highlight of FHM Borneo Edition 2024, promises a captivating journey through local and international flavours. This gastronomic adventure celebrates Borneo's rich culinary heritage while embracing cutting-edge global trends, providing a feast for both traditional and adventurous palates.

Adding spice to the event, **Live Cooking Demonstrations** by master chefs will not only showcase culinary excellence but also provide invaluable insights for attendees looking to elevate their craft. These engaging sessions set the stage for unparalleled networking opportunities, where industry professionals can forge powerful connections and explore new avenues for business growth.

A key highlight of FHM Borneo Edition 2024 is the **Trend Talk** series, a programme of insightful sessions where industry experts will share their knowledge on the latest trends, challenges, and opportunities in the food and hospitality sector. Covering topics from sustainable hospitality practices to the transformative impact of technology on guest experiences, these free-to-attend talks promise to be a wellspring of knowledge for all attendees.

Running concurrently with FHM Borneo Edition 2024, the 24th Sabah Hospitality Fiesta will host an exhilarating culinary and hospitality talent showdown. With 30 categories spanning professional and apprentice levels, the **SHF Competitions** will showcase the crème de la crème of culinary arts, beverage preparation, and hospitality services. The three-day spectacle culminates on September 28 with a grand announcement of winners, celebrating the pinnacle of industry excellence and innovation.

Enhancing the visitor experience, the event offers exclusive attractions including the **"Indulge & Win"** lucky draw and the **"FHM Borneo Edition 2024 Invites You to Tea"** cookie redemption on the show floor for pre-registered attendees.

Seize this golden opportunity to be part of Sabah's premier food and hospitality event. Register now to experience the latest innovations, connect with industry trailblazers, and discover top-tier products that will redefine excellence in your business.

Visit <https://foodandhotel.com/fhmborneo/> now to register and take your first step towards a future of culinary and hospitality brilliance.



By Informa Markets

Malaysian Exhibition Services Sdn Bhd

Suite 5-01, Level 5, Sunway VISIO Tower
Lingkaran SV, Sunway Velocity
55100 Kuala Lumpur, Malaysia
t +60 3 9771 2688
e info@foodandhotel.com

Notes to Editor

About Food & Hospitality Malaysia Borneo Edition

The FHM Borneo Edition marks an exhilarating new chapter in the renowned Food and Hospitality Malaysia (FHM) series, the leading biennial trade-only food and hospitality exhibition. This bold expansion into Borneo highlights the region's flourishing hospitality and culinary scene, fuelled by a rich heritage and growing tourism. Hailed as the "next big thing", the event seeks to bridge the gap between local and international industry players, fostering collaboration and creating a robust ecosystem for growth. FHM Borneo Edition brings together a curated selection of industry solutions. From product demonstrations and delectable spreads showcasing everything from local to international flavours, to exciting networking opportunities and thought-provoking Trend Talk, this event serves as a vital platform for exhibitors to connect with regional buyers and industry professionals. Organised by Informa Markets Malaysia, a subsidiary of Informa PLC, the world's largest B2B event organiser, FHM Borneo Edition is a must-attend for anyone looking to stay on top of industry trends and forge valuable connections. For more information on FHM Borneo Edition, please visit www.foodandhotel.com/fhmborneo.

Media Contact

Fazar Safree

Marketing Department | Food & Hospitality Malaysia Borneo Edition

Tel: +603-9771 2688 | Email: fazar.safreezainudin@informa.com