



Bridging

GAPS

between
the F&B
industries

**BUYER
SELLER**
PROGRAM **F&B**

The **First** Regional
Business-to-business
Food & Beverage Event

BUYER'S PROFILE

- Local food distributors
- Hypermarkets
- Supermarkets
- Food marts
- Groceries
- Restaurants chains

Secure your supply with Malaysia's suppliers and manufacturers

As essential entities of Malaysia's food supply chain, business continues even in the face of the coronavirus pandemic where many other industries have been affected. However, supplies and logistics getting cut off by the closure of international borders is not productive to any food distributor's business, or for anyone else for that matter.

Fortunately, logistics do not necessarily have to come from overseas, and Malaysia has plenty of eager food manufacturers to keep the supply chain going and logistics secure. As such, HB Exhibition Management is hosting the VIP Buyer Seller Program to help connect local food distributors, mini markets, supermarkets, food marts as buyers with these food manufacturers and discover fruitful opportunities for success.

Buyer's commitments

Your commitments are important for the success of the event

Fulfil appointments with the exhibitors

With over 20 exhibitors, buyers are recommended to complete all appointments.

Stay connected

Stay connected through HB Exhibition Management's website. Also, we are happy to stay in touch with you at hello@hb-event.com.

Stay and be engaged on the show floor

We ask for your attendance during show hours and networking functions. For hosted buyers, show attendance is mandated. We strongly encourage you to spend your free time between appointments to be inspired and meet with new industry friends on the show floor.

Buyer's package

Interested buyers can choose the buyer's package, which comes with:

Join Us

and you can enjoy benefits of :

Admission to the event hall



Full contact details of all sellers



Business appointments with sellers



One-night hotel accommodation (for non-local buyers)



Complimentary hotel stay in KL during the finale show



Expand your business and build connections with various F&B partners

Malaysia's food & beverage sector is home to many companies that answer the country's food demands. Due to geographical differences and the pandemic going on, not all local manufacturers can build meaningful connections to expand out of their region and territory. Business opportunities can be hard to come by, especially with the obstacles of reaching out to work with potential partners.

Aiming to provide Malaysia's local F&B industry with a much-needed boost, the VIP Buyer Seller Program - F&B is an environment where local food manufacturers, as sellers, are guaranteed meetings with local food distributors, supermarkets, and other local food marts as quality trade buyers for potential business opportunities.



SELLER'S PROFILE

- Local food & Beverage manufacturers
- Food & Beverage importers
- Local Resellers

Minimum guarantee of 20 buyers



Full contact details of all buyers



One-night hotel accommodation



One tabletop with 2 chairs (additional requirements are chargeable separately)



Guaranteed meetings with local distributors, hypermarkets, mini markets, supermarkets, and food marts.

Seller's package

Sellers attending the event may be interested in the seller's package, which includes:

To stay connected with the organizer

Do stay connected with the organizer to ensure that the event goes smoothly.

Have food sampling / food tasting

Sellers are recommended to sample some of the food that will be offered at the event.

Arrive early for setup

Do arrive a minimum of an hour before the event's start time for setup.

Engage and interact with buyers throughout the event

We encourage all attending sellers to interact with the various buyers that are attending.

Have enough business cards and products / company brochures

We encourage you to bring plenty of business cards and any products / company brochures when attending.

Seller's commitments

Do follow through with some of these commitments as a seller.





Communication made easy for the F&B industry

With a highly-focused mission trip, the VIP Buyer Program - F&B provides buyers and sellers with the opportunity to meet face-to-face in a purely business-to-business environment. With the rarity of face-to-face events this year, participants will get to build direct contact and rapport with one another and pave the way for future cooperation. Hosted in various stations throughout Peninsular Malaysia, buyers and sellers alike throughout the country can see to a positive and cooperative outcome by participating in the event.

Why does this event matter to you?



Quality trade buyers

We target local food distributors, mini markets, and others who need the food supply



Promotes local manufacturers

VIP Buyer helps them expand beyond their region and territory



Safe environment

Buyers and sellers are guaranteed meetings in a safe environment where SOPs are strictly followed and adhered to



Direct contact opportunity

Buyers can build rapport with sellers through direct contact



Leave good first impressions

Build strong connections and expand for future cooperation



Guaranteed ROI for participants

Expect guaranteed return-on-investments



Limited sellers and competition.

Secure opportunities you desire with little competition



Region Covering

Charges per region

RM2500

- East Coast
- North Region
- South Region
- Central

Contact details

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