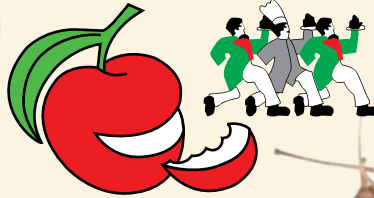


# Malaysia's Official Food & Hotel Show

# FHM2017



The 14th Malaysian International Exhibition of Food, Drinks, Hotel, Restaurant & Foodservice Equipment, Supplies, Services & Related Technology

26 - 29 September 2017 Kuala Lumpur Convention Centre, Malaysia

E-SHOW DAILY **DAY 1** 26 SEPTEMBER 2017

## FOOD & HOTEL MALAYSIA AND CULINAIRE MALAYSIA 2017 OFFICIALLY OPENED

*"FHM has become one of the most anticipated events in the international Hospitality and F&B arena, given its standing as a focal point for international captains of the industry."*  
**-YB Datuk Mas Ermieyati Binti Samsudin, Deputy Minister of Tourism and Culture, Malaysia**



**The 14th Malaysian International Exhibition of Food, Drinks, Hotel, Restaurant & Foodservice Equipment, Supplies, Services & Related Technology, officially opened today providing an essential platform in encouraging greater collaboration within the Food & Hospitality industry.**

FHM 2017 and Culinaire Malaysia 2017 were graced by the presence of YB Datuk Mas Ermieyati Binti Samsudin, Deputy Minister of Tourism and Culture, Malaysia where the Deputy Minister officiated the event.

The Official Opening Ceremony of FHM 2017 and Culinaire Malaysia 2017 were held at the Plenary Theatre of Kuala Lumpur Convention Centre (KLCC).

Among the other VIP guests present were Mr Cheah Swee Hee, President of the Malaysian Association of Hotels (MAH), Mr K.K. Yau, President of the Professional Culinaire Association, Mr Hisham Tan, President of the Malaysian Food and Beverage Executives Association (MFBEA) and YBhg. Datuk Azzat Kamaludin, Director of UBM MES.

VIPs and guests of the opening ceremony also witnessed a live performance by a group called "No Noise Percussion". The group performed live using non-musical instruments including knives, chopping boards, pots and pans in an electrifying rhythm.

The VIPs then proceeded to tour the exhibition halls accompanied by the other VIP guests and the organising committee of FHM 2017.

FHM 2017 is here, bigger than ever with 10 Halls of exhibition and 1,200 participating companies from 50 Countries / Regions; an excellent place to source for new products and services, inspire new ideas and to network with peers across the country and around the world.



### WHAT'S HAPPENING TOMORROW:

10.00am - 6.00pm  
**Food & Hotel Malaysia Exhibition**  
Venue: Halls 1 -5 (Ground Floor), KLCC  
Halls 7 - 9 (Level 3), KLCC  
Hall 10 (Ballroom), Mandarin Oriental Hotel

10.00am - 6.00pm  
**Culinaire Malaysia 2017**  
Venue: Hall 6 (Ground Floor), KLCC

10.00am - 6.00pm  
**Wine Village**  
Showcasing Local & International Wine Brands  
Venue: Hall 9, Level 3, KLCC

11.00am - 12.00nn  
**Belgian Fries Press Conference by VLAM**  
Venue: Hospitality Lounge 1, Hall 1, KLCC

11.00am - 12.00nn  
**Norwegian Seafood Council's Ambassador Chef - Cooking Demonstration (1st Session)**  
Venue: HSH Frozen, Booth 1801, Hall 1, KLCC

12.00nn - 12.45pm  
**Celebrity Chef Live Cooking Demonstration by Chef Sherson Lian and Mom**  
Venue: Sendo Ichi, Booth 2412A, Hall 1, KLCC

2.00pm  
**Jeonbuk Institute for Food-Bioindustry (JIF) MOU signing ceremony**  
Venue: Hospitality Lounge 1, Hall 1, KLCC

2.00pm - 4.00pm  
**The Fine Wine Capital of the World - L'ecole du Vin Bordeaux Malaysia 2017**  
Venue: MR306, Level 3, KLCC

2.30pm - 3.15pm  
**Celebrity Chef Live Cooking Demonstration by Chef Sherson Lian and Mom**  
Venue: Sri Manisan, Booth 1611, Hall 1, KLCC

3.30pm - 4.00pm  
**Official Launch of Worldchefs Congress & Expo 2018**  
Venue: Hospitality Lounge 1, Hall 1, KLCC

3.00pm - 4.00pm  
**Norwegian Seafood Council's Ambassador Chef - Cooking Demonstration (2nd Session)**  
Venue: HSH Frozen, Booth 1801, Hall 1, KLCC

6.00pm - 9.00pm  
**Exhibitors' Nite**  
with Special Appearance by Thomas A. Gugler, President of Worldchefs  
Venue: Duddha & Malones, Lot G48, Ground Floor, Suria KLCC

### SPICE UP YOUR FOOD WEEK

Register to attend FHM 2017 at the **Visitors Registration Counter** located at the **Mandarin Oriental Hotel Ballroom** and you will receive attractive promotions!

**Begin your tour at FHM 2017 from Hall 10 and stand a chance to grab these eye-catching goodies:**

- FREE delicious ice cream from Baskin Robbins
- Amazing discount vouchers & exclusive goodie bags from Food Panda
- A mystery door gift (while stocks last)
- Stand a higher chance to win a Lucky Draw session with exciting prizes to be won such as the Apple iPad, Apple iPhone 7s, Samsung Tab & many more!



### CONGRATULATIONS TO THE DAY 1 LUCKY DRAW WINNER



**Mr Addy Yong,**  
Research & Development,  
BT SUPPLY CHAIN SDN BHD

**DAILY VISITOR COUNT**  
**DAY 1 - 7,466**



# INTERNATIONAL PAVILIONS AT FHM 2017

## PHILIPPINES PAVILION

HALL 10, MANDARIN ORIENTAL HOTEL BALLROOM



Fueled by its agricultural economy, the Philippines remains steadfast in its investments focused on strengthening and expanding the food-based sectors. The Department of Agriculture is the government agency responsible for the promotion of agricultural development and provides inclusive support to food producers and processors from production up to marketing of their products.

With new emerging markets and innovating business trends and technologies brought about by globalisation and the ASEAN Economic Community, they are grabbing every opportunity to extend their products' market reach and source out information to gear up their SMEs.



In FHM 2017, the Philippines will be bringing a wide range of globally-competitive Filipino food products that are halal-certified. They are offering products from promising enterprises with reputable brands that cater to the consumers' health and wellness. These include banana chips, coated peanuts, and herbal teas like turmeric, ginger brews, fresh coco water, coco meat, coco chips, coconut balsamic vinegar, lemon grass tea, citrus concentrate, tropical fruit jams, jellies and marmalades, calamansi concentrate etc. will be displayed at the Philippines pavilion.

So come and visit the Philippines Pavilion located at Hall 10, Grand Ballroom, Mandarin Oriental Hotel in FHM 2017!



## TAIWAN PAVILION

In April 2017, Taiwan External Trade Development Council (TAITRA) has set-up the Taiwan Halal Center (THC) to build up the strength of the local halal industry and to establish a halal ecosystem in Taiwan. THC will lead 45 Taiwanese food and beverage vendors to participate in FHM 2017.

They will also set-up the national pavilion which includes Taiwan Halal section as a platform for all buyers to taste various food and beverages from Taiwan.

**BOOTH: 2302**

Check out some of the companies showcasing their products at the Taiwan Pavilion:

### LEEZEN COMPANY LIMITED

Leezen Company is the largest organic & health food retailer in Taiwan providing more than 1,200 products to the world. The Leezen Pavilion exhibits 6 leading food manufacturers including Tsan Yu Yen, Beans Group, GoldenCrops, Golden-Flower Teaoil Production, Topsyense and Cheng Yuan Organic.

*"It is great to share Leezen value-trust, team work and gratitude with friends from around the world here at FHM 2017."* - HAN, CHIN-PAI, Vice President, LEEZEN COMPANY.

**BOOTH: 3001B**



### TAIWAN FOOD & PHARMACEUTICAL MACHINERY MANUFACTURERS' ASSOCIATION (TFPMA)

Taiwan Food & Pharmaceutical Machinery Manufacturers' Association was established in 1995 and there are more than 100 manufacturers that have joined their association as members.

*"In order to assist members to develop in the international market, we chose FHM 2017 and see it as an important event to build more business in Malaysia."* - Management.

**BOOTH: 4609**

### TAIWAN QUALITY FOOD ASSOCIATION

The Taiwan Quality Food Association is a juridical association responsible for the management of the Taiwan Quality Food (TQF) Product Certification Scheme, which is in compliance with GHP, GMP and HACCP standards requirements and also to provide guidelines for the Food industry to voluntarily implement food safety management system. With the hope of achieving international recognition by the Global Food Safety Initiative (GFSI), a short-term objective is to harmonise TQF certification with international food safety standards.



**BOOTH: 9109**

## ASTA PROVIDES COMPANIES WITH EFFICIENT TECHNOLOGY



ASTA provides you with Japanese Technology & Hospitality.

- 1. Hotel Self-Check In & Out Kiosk :** The No.1 Market Shareholder in Japan; an integrated system which will definitely enhance your business operations.
- 2. E-Menu - Self-Ordering system for restaurant:** More than 5,000 units implemented in Japan.

**BOOTH: 7013**

## SPECIALISED IN FOOD EQUIPMENT SERVICE INDUSTRY - "WE STRIVE TO SERVE YOU BETTER"

ExaMas Jaya Sdn Bhd is a private limited company that is led by a passionate director, Ms Catherine Soo, with 20 years of experience specialising in the Food Service Equipment industry.

Their company offers a wide selection of Quality Food Service equipment which includes the renowned Taylor's brand for Soft Serve & Yogurt Machines, Gelato/Batch Ice Cream Freezers, Electric and Gas/Electric Platen Grills, F&B Showcases, Ice Machines, Refrigerators, Freezers, Food Warmers, Food Service Thermometers and etc. Their main target market is: QSR, Retail Chain, HORECA and Institutions.

Having a well-trained & dynamic team of technicians and the wide network coverage, they are committed to provide the best service to their customers. With the existing network coverage, they are able to provide the necessary service & support wherever the customers are located.

*"Every great business is built on customer. We have been participating with FHM since 2009 and it provides a great chance for us to expand our customer base and generate great business opportunities."* - **The Management of Examas Jaya.**

**BOOTH: 3106/3107**



## THE VEGETABLE OIL AND MARGARINE SPECIALISTS

With over Sixty years of experience in the Oils and Fats industry, marketing to more than 100 countries, Moi Foods Malaysia's comprehensive range of products is exceptionally tailored to meet their customers' discerning expectations. To further provide customers with their distinctive services, they have also ventured into some trading products, for their main objective is to operate like a "One-Stop-Shop" to convenient every customer.

### Oil & Fats Range

- Liquid Oil
- Confectionery Fats
- Consumer-Pack Products
- Bakery Fats / Margarine
- Premium Frying Oils & Fats
- Special-Function Products

### Trading Products Range

- Assorted Nuts
- Cheese Products
- Others
- Assorted Dried Fruits
- Dairy Products

Their diverse product range, which is HALAL and KOSHER certified, is distinctively formulated for both institutional and industrial applications, and direct consumers. Over many years of embracing good manufacturing practices, the Company recognises the challenge of pursuing a balance in sustainable product innovation alongside quality.

They maintain unwavering conformance to stringent food safety and hygiene standards and is HACCP Certified.

**BOOTH: 2001**



## MY EASTERN RESOURCES

Go Green with just a BOTTLE!! Introducing the latest revolutionary of GoGreen Solutions and Halal Solutions for different needs of hotels & guests. Allegriani Amenities is a high quality guestroom amenities provider with GoGreen Concept production, which emphasizes on reducing environmental impact during the production. Their products are 100% made in Italy. Come and join their Snap & Win contest where they will be giving away high quality body care products. Products for the giveaways are limited to 50 guests per day (for hoteliers only).

**BOOTH: 7022**

## A SWEET ESCAPE

Come taste breads, donuts, ice-cream, chocolates, cakes and more at Pastry Pro's booth in FHM!

Pastry Pro has been serving Malaysia's F&B industry for over 33 years with ingredients, finished products, sourcing, training and menu development services.

Meet their friendly technical bakers, food technologists, pastry chefs, equipment engineers, and gelato maestros who are more than happy to share their know-how, or just a spoon of that freshly made gelato! Drop-by!

More than supplying food ingredients and machinery, Pastry Pro operates a training facility, R & D kitchen, and multiple showrooms. Their main showroom boasts of 4,000 sq.ft. of retail space where they invite you to view and explore materials for your master creation.

*"Pastry pro. A Quality Conscious Company. A gift of quality. In Harmony we Prosper."*

**BOOTH: 4016 & 4020**



## TRANSFORM YOUR CUSTOMER EXPERIENCE WITH EPSON MOBILE POS SOLUTIONS

Whet your appetite for greater control and efficiency, smarter order tracking and enhanced dining experiences for your customers ordering to payment.

Epson offers a full course of tablet POS solutions to cater to every unique business need and ambience. Engage and reward customers, speed up orders, track promotions, print receipts and update the day's transaction via the cloud in real time.

Head on over to Epson booth at 7109, Hall 7 to find the recipe for success and which POS printer suits your taste.

**BOOTH: 7109**





## NESTLÉ PROFESSIONAL TO INTRODUCE THE NEW NESCAFÉ MILANO R&G SOLUTION

Nestlé Professional aims to be an inspiring growth partner by offering you ease of mind in your daily operations, by offering convenient creative business solutions as well as mutual, sustainable growth for your business; they hope to grow alongside you for many more years to come.

Recent times have seen coffee operators struggling with various unavoidable constraints, making it a challenge for them to meet the demands of espresso connoisseurs and specialty beverage enthusiasts. Nestlé Professional is introducing NESCAFÉ Milano R&G machine, a new, high-performing machine specially designed to ensure speed, easy operations and most importantly serving up the perfect coffee, cup after cup.

In addition to launching the new bean to cup machine, NESCAFÉ Milano is broadening its coffee portfolio by introducing NESCAFÉ Espresso Whole Roasted Beans. The comprehensive package of quality ingredients is supplemented with premium milk and chocolate to answer operators' needs to serve consistently delicious specialty beverages. Whatever the consumers' preference, the solution will satisfy them with the highest quality and consistency in no time, all at the push of a button.

The NESCAFÉ Milano R&G Solution will make its Malaysian debut during FHM 2017.



**BOOTH: 2812A**

## QUESCREM; MORE THAN JUST CHEESE

Wilton Enterprise Sdn Bhd started more than 30 years ago in supplying bakery ingredients. Since year 2000, they have diversified into the nuts & dried fruits businesses.

This year at FHM, they will introduce Quescrem products from Spain. Quescrem top quality products have also received



IFS (International Featured Standards) such as real cream cheese, mascarpone & bake freeze stable cheese plus.

Quescrem products were awarded iTQi (International Taste & Quality Institute), Brussels in 2013, 2014, 2017. Besides real cream cheese, Quescrem also produces goat's cheese, flavoured cheeses, spreadable cheeses, 0% Lactose cheeses and even yogurt!

**BOOTH: 9027**

## 'IF ITS TAMEK, JUST PUT IN YOUR BASKET'

Visit TAMEK (MALAYSIA) by Yosh Ventures Sdn Bhd at FHM 2017; A sole importer and distributor of premium ready-to-drink, ready-to-eat and ready-to-cook products of TAMEK; a Turkish leading food brand. The company's distinguished clientele comprises the airlines, ship chandlers, major hotels, hypermarkets, supermarkets and up-market Food & Beverage outlets.

In Malaysia, TAMEK is known for their premium fruit juices, 100% with no sugar added. TAMEK is one of the pioneers of Turkish food sector, was founded in 1955 with a product range of over 157 items in food products and 149 items in fruit juices.

TAMEK are also the proud recipients of the globally recognised ISO 9000, BRC Food Safety, FSSC 22000 for food safety management and of course complete with Halal certification.

*"After more than 2 years in the Malaysian Market, TAMEK (MALAYSIA) is more than ready to bring the products to the customers and we are looking for regional distributors to grow further in FHM 2017" said CEO, Isa Johari.*

**BOOTH: 2415**



## UNOX; CONTRIBUTING TO THE QUALITY, EFFICIENCY AND SIMPLIFICATION OF CUSTOMERS' COOKING PROCESSES



Inspired by INVENTIVE SIMPLIFICATION and the Pursuit of Perfection, UNOX provide intelligent and technologically advanced ovens, services and experiences to those businesses that are driven by the taste of building success as they are.

All manufacturing processes are located in Italy and have been progressively integrated over the years. Today, they not only assemble their ovens,

they manufacture 95% of their value through their stainless steel, plastic materials, electronic and chemical factories. This ensures they always have maximum control of the manufacturing quality and the delivery times.

UNOX is ISO9001 and ISO14001 certified, for process quality and environmental sustainability respectively. Every UNOX oven is third party certified and approved for worldwide distribution. This ensures the highest levels of safety, quality, hygiene and energy efficiency once they are working in their customers' kitchens.

In conjunction with their 'The Taste of Success' campaign, they collaborate with Michelin Starred Chef Jeff Ramsey from Babe to do some live cooking demo of his signature dish at Unox booth (Hall 4-4701) on 26th & 27th September from 12pm to 2pm.

**BOOTH: 4701**

## SATO RETAIL & FOOD LABELLING SOLUTIONS - "FOOD FOR THOUGHT"

SATO is a pioneer and leading global provider of integrated Automatic Identification and Data Collection solutions that leverage barcode, two-dimensional stacked & QR code, colour code, digital watermarking and UHF/HF/PJM RFID technologies. SATO delivers innovative end-to-end solutions to businesses as a single point responsibility for hardware, consumables, maintenance management, application software, each designed to enhance customer value. SATO solutions enable better business efficiencies and environmental protection to contribute to the development of a sustainable world.

SATO Auto-ID Malaysia is a regional sales and support office offering complete AIDC solutions, with a strong record of success in healthcare, manufacturing, retail, food service & distributions, transportation & logistics and government sectors. Its state-of-the-art label production and pre-printing facilities are trusted by customers with standard or custom-made labelling requirements. In Malaysia, SATO is also represented through a network of distributors and partners.

SATO Retail Solution helps you save time, increase customer satisfaction, increase service and efficiency, prevents you from running out of stock, eliminates "Hand Written" operation, reduces human error, track on expiry date/time and implement sale markdowns price during promotion period. Their standalone intelligent SATO TH2 Printer can be customised for your business and store a database of your products. This all-in-one mobile standalone printing solution is easy to integrate and the antimicrobial casing makes it perfect for use around food.

**BOOTH: 7027**

