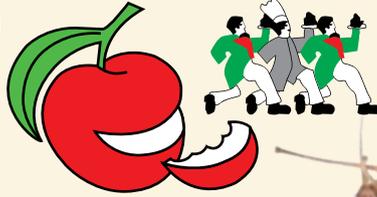


# Malaysia's Official Food & Hotel Show

# 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 **EVE OF SHOW** 25 SEPTEMBER 2017

## FOOD & HOTEL MALAYSIA 2017 IS FINALLY HERE!

### THE MUCH-AWAITED FHM 2017 OFFICIALLY OPENS ITS DOORS TOMORROW

#### 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

10.30am  
**Opening Ceremony of FHM 2017 & Culinaire Malaysia 2017**  
by YB Datuk Mas Ermieyati binti Samsudin, Deputy Minister of Tourism and Culture Malaysia  
Venue: Plenary Theatre, Level 3, KLCC

11.10am  
**VIP Tour of FHM 2017 and Culinaire Malaysia 2017**  
by YB Datuk Mas Ermieyati binti Samsudin, Deputy Minister of Tourism and Culture Malaysia  
Venue: Exhibition Halls, KLCC and Mandarin Oriental Hotel KL (Ballroom)

11.30am  
**Blue Fin Tuna Cutting Demonstration**  
by Sendo Ichi  
Venue: Booth No 2412A, Hall 1, Ground Floor, KLCC

11.00am - 12.00nn  
**Norwegian Seafood Council's Ambassador Chef - Cooking Demonstration (1st Session)**  
Venue: Euro Atlantic, Booth 2601, Hall 2, KLCC

2.00pm - 3.00pm  
**Norwegian Seafood Council's Ambassador Chef - Cooking Demonstration (2nd Session)**  
Venue: Euro Atlantic, Booth 2601, Hall 2, KLCC



Held from 26 - 29 September 2017 and set to take place in the heart of Kuala Lumpur, FHM 2017 will play host to 1,200 participating companies from 50 countries / nations which include major players such as Auric Marketing, Allied Foodservice, BGS Trading, Bidfood, Boncafe, Cimei Food Ingredients, English Hotbreads, Euro-Atlantic, F & B Equipment, F & B Facilities, Global Pacific Victory, HSH Frozen Foods, KIAN, Lucky Frozen, Murni Bakery, Monzone, Nestle, NKR-Continental, Pastry Pro, Piau Kee Live & Frozen Seafoods, Rak Porcelain, Sendo Ichi, SCC Corporation, Sinmag Bakery Equipment, Starkey and Winterhalter amongst others.

This action-packed show is expected to welcome 23,000 trade visitors and professionals from 57 countries/nations; a great place to mingle, network and source the latest in the Culinary and Hospitality industry.

Head on down to the Kuala Lumpur Convention Centre (KLCC) tomorrow from 10.00am - 6.00pm and feast your way around 13 International Countries / Regional Pavilions, including Algeria, Belgium, China (Fujian Province), Japan, Korea, Libya, Malaysia, Philippines, Singapore, Taiwan, Tunisia, Turkey and USA.

#### FHM 2017 DAILY VISITOR LUCKY DRAW

In conjunction with FHM 2017, UBM MES will be organising a Lucky Draw competition for all FHM 2017 visitors. The competition will commence on 26th September 2017 and will run until 29th September 2017. The lucky draws will be drawn daily. Prizes to be won are:



#### SPECIAL LUCKY DRAW FOR PRE-REGISTERED VISITORS



APPLE IPAD MINI

# INTERNATIONAL PAVILIONS AT FHM 2017

## CHINA (FUJIAN PROVINCE) PAVILION

Visitors of FHM 2017 who visit the China Pavilion are sure to find a product or service which can add real value to their projects. The companies exhibiting their wide range of skills, products and technology includes:

### FUJIAN YONGFA FOOD CO LTD



Fujian Yongfa Food Co., Ltd provides sardines, mackerel, frozen fish, canned fish bomb products including professional production and processing companies. It has a complete scientific quality management system. The company currently employs 258 members, has perfect production and processing equipment, with an annual output of 150 million yuan. In 2015, the export volume reached RMB 140 million yuan. Their company began producing canned fish in 2001, has extensive experience, and has a surplus of raw materials suppliers.

**BOOTH: 9004**

### ZHANGZHOU HANG FAT IMPORT & EXPORT CO., LTD

Zhangzhou Hang Fat Import & Export Co., Ltd is dedicated to the development of the world's Food industry and specialises in food import and export, covering condiments and canned food, mainly soy sauce, oyster sauce, chili sauce, tomato sauce, hoisin sauce, canned mushrooms, canned vegetables, canned fruit and fresh fruit. The products are enjoyed by people all over the world where they are mostly sold to supermarkets and wholesalers of Europe, America, Australia, Middle East and Southeast Asia.

**BOOTH: 9611**



### ZHANGZHOU NEW SOUTH CHINA INTERNATIONAL CO LTD

New South China is a global food supplier that focuses on the trading of canned food, canned seafood, canned mushroom, canned vegetables and canned fruits.

**BOOTH: 9511**

### ZHANGPING TK TOYS AND GIFTS CO LTD

ZHANGPING TK TOYS AND GIFTS COMPANY LIMITED is specialised in the development, manufacturing, and marketing of plastic toys, stationery, gifts and premiums. They have been audited by Disney, UNIVERSAL, LINDT, Yum! (KFC) and also passed the standards of Sedex 2P, Sedex 4P, WCA and SQP, and ISO90001.

**BOOTH: 9607**



### ZHANGZHOU D&B FOOD CO LTD



DB FOOD INDUSTRY provides a full-line of tomato products and enjoys fast business development with global customers. With over a decade of experience in providing paste and canning formula tech-R&D, they have successfully formed various lines of canned food and other

food range supply. DB FOOD INDUSTRY satisfies multiple marketing demands for designs on both product shape and private brand designs for you.

**BOOTH: 9602**



## JAPAN PAVILION

**BOOTH: 8013 - 8020**

JETRO will be organising the Japan Pavilion in FHM 2017; the largest international food and hospitality show in Kuala Lumpur, for the third time in a row following year 2013 and 2015.

There will be a total of 43 companies and organisations showcasing food and other products in the pavilion, where 20 companies will also be selling candies and snacks.

8 companies dealing with marine products such as yellowtail, oyster, sea cucumbers and so on, are also featured here. The exhibitors also include 4 companies dealing with fruits and vegetables such as shine muscat and apples while others are involved in trading seasonings, sake, processed foods, etc.

Simple delicious dishes using Japanese ingredients are served by professional cooking instructors and special recipe cards are distributed at the demonstration corner. Some of the exhibitors here will be carrying out cooking demonstrations for attendees of FHM 2017.

#### Cooking Demo Menu:

- Japanese vegetables and fruit salad
- Japanese sweet potato rice
- Japanese Udon served with kelp soup / yellowtail soup

*"Various Japanese companies take an interest to offer Malaysians a unique opportunity to experience high quality Japanese food products at our Japan Pavilion this time around. Come over to savour authentic Japanese deliciousness and your presence will be of great pleasure to us." Akira Kajita, Managing Director, JETRO Kuala Lumpur.*



## SFMA (SINGAPORE PAVILION)

**BOOTH: 2901 - 2912**

### SINGAPORE FOOD MANUFACTURERS' ASSOCIATION

The Singapore Food Manufacturers' Association (SFMA) is a professional and active trade association formed in 1967 by a small group of like-minded local food manufacturers with the purpose of developing and promoting the local food manufacturing industry. Members comprise small family concerns, small-and-medium enterprises, public listed companies, traders and various supplier companies related to Food industry.

Export is an important part of the survival of SMEs in Singapore, as the international market offers vast opportunities for Singapore-made products. SFMA is dedicated to assist their members expand beyond their borders through various platforms, including exhibiting in tradeshow like FHM, setting up retail aisles and organising roadshows in other countries to showcase Singapore's products.

2017 also marks an important milestone for Singapore Food Manufacturers' Association, SFMA. Today SFMA celebrates her 50th birthday with an incredible growth of close to 400 members from the initial small group of 20 like-minded founding members. This joyous occasion was celebrated with many exciting events throughout the year.



## FEATURED EXHIBITORS



### BREATHING NEW LIFE IN MALAYSIA

Established in 2017, Bidfood Malaysia is the leading specialty food importer and distributor. The company's main focus is to provide excellent delivery in service, helping their valued customers grow and keeping up with new trends and demands. They also focus on importing the best quality ingredients to their customers, concentrating mainly on chocolates, frozen fruits and purees, breads and cake premix, and gelato industries. Furthermore, the good quality and service also extends to hotels, restaurants, café chains, airlines, pastry shops, bakeries, juice bar, etc.

This year at FHM 2017, Bidfood Malaysia is going to introduce their new range of 'Origin Chocolate Collection' with different blasts of flavour and fragrance for different applications. Pop by to have a look at the application matters and get a chance to talk with the professional Chefs. There are also other highlights including new blast chiller/freezer, mocktails made from natural purees, new gelatio flavours and dessert packaging.

Bidfood Malaysia will also launch their range of blast chiller / freezer under branding of Staff Ice System, Fbm and Orion, imported from Italy with advanced technology. They will also be presenting the new standard of freezer and chiller during the exhibition.

***"This will be the first time Bidfood Malaysia will be participating in FHM 2017; the biggest show in Malaysia for the food industry. This is also a wonderful opportunity to expand our market and also inform the customers and industry players that Aeroshield is now Bidfood Malaysia. This is the one and only time and place where clients can see us instead of the other way around."*** Stanley Ng, Managing Director of Bidfood Malaysia Sdn Bhd.

Visit their booth to take a look at the world-leading blast chiller / freezer and talk to them about specifications.

**BOOTH: 1401**

### PROVIDING THE BEST AND MOST AFFORDABLE PREMIUM PRODUCTS TO EVERYONE GLOBALLY



FUSIPIIM SDN BHD (setup in 1988) is known as the company that manufactures ready-to-cook frozen seafood products. With close proximity to the coastal line, the company is virtually assured of the freshest seafood supplies available for their ready-to-cook frozen seafood offering manufacturing. FUSIPIIM SDN BHD is involved in the development and manufacture of prepared food and frozen seafood products. It is their policy to fulfil customers' satisfaction through quality products and services. FUSIPIIM SDN BHD is committed to comply with HACCP, HALAL and MALAYSIAN BRAND, and continually improves its effectiveness. FUSIPIIM has more than 100 skus in production created for local and overseas market consumption. From exquisite ethnic servings to frozen food, FUSIPIIM's products blend easily enough to accommodate or to support various styles of cooking and cuisine, western to eastern of fusions.

**BOOTH: 2413**

### LET OUR SEAFOOD TALK TO YOU

Eka Marine Marketing Sdn Bhd is an established local fresh seafood wholesaler; the company has committed to provide only top quality fresh seafood to its customers. Their unique skills and product knowledge made them special at working hand in hand with clients about their product variation and options. All their wild catches and farmed items such as fish, shellfish, shrimp and squid are caught and delivered the following day, guaranteeing the freshest seafood are delivered to their customer's doorstep.



In 2014, they foresaw the demanding market of soft shell mud crabs and since then, they have been farming and supplying their valuable customers their very own farmed soft shell crabs. Eka Marine understands your business and their vital role as fresh seafood wholesalers. Their highly committed teams are always ready, providing you high quality products and services. For only through your success they are successful.

This will be the third time Eka Marine will be participating in FHM, bringing them another step closer to new and current clients.

**BOOTH: 2712**

### INNOVATIVE DESIGNS, QUALITY PRODUCTS, CHEF WORKS DELIVERS



Chef Works, Inc. is a worldwide culinary apparel manufacturing and distribution solution for the Culinary, Hotel, Restaurant and Food Service industries. Offering cost-effective and efficient alternatives for companies of all sizes, Chef Works is the leader in uniform supply management, brand continuity, online ordering, on-site embroidery, personalised reporting, budget coordination uniform design and distribution. Chef Works successfully manufactures and distributes culinary apparel in over 70 countries. They remain resolute in their mission to provide the best quality products at the most competitive prices, focusing all of their efforts to ensure complete satisfaction and meet, or exceed, expectations for high-quality and well-designed, comfortable uniforms alongside superior customer service.

***"We are delighted to be sharing the newest product offerings to the countless restaurants, foodservices and lodging professionals in attendance at this year's Food & Hotel Malaysia Show. In particular, the popular Urban Collection offers customers a fashionable yet functional sense of style,"*** - Diane Fairey, General Manager for Singapore, Malaysia and Indonesia.

**BOOTH: 10041**

### WE STAND FOR GOOD FOOD

Sri Manisan and Hegner AsiaConnect provide you a European taste experience you have never experienced before. At Hegner AsiaConnect and Sri Manisan, they know that without good ingredients, there can be no great cooking or extraordinary recipes.

For more than twenty years, they have provided expert and reliable services to the Hospitality industry. Since 2009, they have been extending their market reach to modern and retail trade. Both companies are run by Swiss-born Wolfgang Hegner, who manages day-to-day running of the businesses. While Sri Manisan markets high quality food and non-alcoholic beverages for daily consumption, Hegner AsiaConnect puts its focus on exquisite speciality products.

They offer the whole range; fresh dairy cream and mouth-watering cheeses, French unsalted butter, US cream cheese, unbleached wheat flour, finest jams, crabmeat, caviar, premium pastry ingredients, premium juices & beverages and many hard-to-find small speciality items such as aged vinegar, truffles, hand-selected spices and much more.

They are proud to carry premium brands such as Elle & Vire, Cormon, Il De France, Rauch, CSM Foods, Grand Moulins De Paris, Pascual, Bickfords, etc.

FHM is synonymous with the right formula of success by providing a platform for trade buyers & sellers. This year, Sri Manisan and Hegner AsiaConnect are taking part to present and raise awareness on the quality of their products.

**BOOTH: 1611**



## FEATURED EXHIBITORS

### SIMPLY SPICE - REVOLUTIONISING THE WAY OF COOKING

With products that will simplify the way of cooking, Simply Spice brings the most practical solution to caterer's kitchens, restaurants and even family homes.

Simply Spice will be introducing its products comprising of traditional blends of spices and key ingredients transformed into the form of powder at FHM 2017. This easy-to-use spices concoction comes in 14 different types of recipes such as Chicken Curry, Asam Pedas, Spicy Soup and many more. This innovation will definitely acquire demands from caterers and restaurants alike.

To ensure that Simply Spice is providing a holistic solution, the company has already obtained Halal Certification by JAKIM, the Department of Islamic Advancement of Malaysia.

Look out for Simply Spice in Booth 1001 to taste all the recipes during the cooking demonstrations that will be held 3 times a day. Do find out more on how to reduce cost of materials, storage, time and other related expenses in food preparation.

*"We are thankful to FHM 2017 for providing the platform for the exposure of our new products particularly in the F&B industry."* - **Chief Executive Officer (CEO), Simply Spice Sdn Bhd.**



**BOOTH: 1001**

## LUCKY FROZEN

PIONEERING PREMIUM QUALITY FOODS

### PIONEERING PREMIUM QUALITY FOODS

Established in 1984, Lucky Frozen Sdn Bhd has been one of the key players in the Food Service industry for 33 years. Focusing in supplying a wide range of imported chilled and frozen food products such as beef, lamb, poultry, seafood, frozen vegetables, chilled and frozen dairies, condiments and confectionery ingredients. Lucky Frozen never fails consumers and is welcoming in new product brands under its roof. Lucky Frozen will never stop committing and upgrading their services to guarantee the product freshness and top grade quality.

Lucky Frozen once again will be participating in FHM 2017, where they will unveil their new product, the Farmer's Union Yogurt range which is proudly Australian-made. Lucky Frozen is proud with its long-term cooperation with a few big brands such as Heinz, Bega, Tatura, Farm Frites and also imported meat companies from Australia, New Zealand, India and Brazil.

FHM will once again become the platform for Lucky Frozen to closely engage with potential and loyal customers which can be concluded from the positive feedback received throughout the previous FHM event.

**BOOTH: 2501**



**Expect more from your floor.**

### SILIKAL TAKES THE FLOOR

Silikal is a German company with more than 60 years of history and is well-known for its high-quality methyl methacrylate resins for heavy-duty industrial flooring. The result of the highly developed and extensive research over decades has made Silikal the ideal solution for your flooring needs. With high scuff and chemical resistance, the exact degree of slip resistance required, and rapid curing system, Silikal has been the swift and reliable answer to flooring projects across industries including food, meat processing, cold rooms, hospitals and carparks; to name a few, around the world. Thanks to Silikal's wide product range, you are sure to find the right colour and design that brings aesthetics to functionality.

**BOOTH: 4015**

### "NOT EVERYONE LIKES ALL OUR FLAVOURS, BUT EACH FLAVOUR IS SOMEONE'S FAVOURITE"

Baskin-Robbins is the world's largest chain of ice cream specialty stores, specialising in high quality premium ice cream, frozen desserts and beverage. Baskin-Robbins business operation has been established for more than 65 years. Today, there are more than 6,000 retail stores across 47 countries worldwide. Golden Scoop Sdn Bhd are the exclusive franchise holder and sole distributor for all Baskin-Robbins products for Malaysia and Singapore, carrying a variety range of flavours in various pack sizes such as Tubs, Prepack Quarts, Pints & Mini Cups suitable for various industries such as Hotels,

Restaurants, Cafes and Retail. Their vision is to be Malaysia's leading premium Food & Beverage Company, existing to thrill customers through innovating food experience and inspiring quality lifestyle.



**BOOTH: 10023**

### PREMIUM HEALTHY GRAINS FOR THE SUPERHEROES IN YOUR LIFE



MEWAH put a premium on sourcing delicious, carefully curated and wholesome specialty grains and organic foods from around the world, and sharing its goodness with business establishments, F&B providers, households, families and friends nationwide.

MEWAH stands for "wealth" in Bahasa Malaysia, our national language. The name encapsulates their brand's origin and core value: good health is the ultimate "wealth" they all aim to achieve for themselves and their loved ones. Without health, abundance isn't possible. Hence MEWAH aims to elevate the love and appreciation of premium health grains by all, far and wide... For superheroes are not born, but grown with every new lesson, experience and serving of pure-to-goodness grains they consume!

**BOOTH: 2015**

### DYSON TECHNOLOGY - ALL ABOUT INVENTION AND IMPROVEMENT

Every detail of a building affects a visitor's experience. But it's not just beams and balusters, it's the technology inside the building too.

Poor light levels or unhygienic hand drying can negatively impact people's comfort and wellbeing.

Dyson engineers believe things should work better. They have invented powerful, highly efficient suspended lighting and a hygienic tap that dries hands at the sink.

Just two of their recent inventions are capable of solving the problems of different working environments.

Drop by Visionary Solutions Sdn Bhd's booth to find out more about Dyson Technology.

**BOOTH: 7031**

