

PRESS RELEASE

Food and Hotel Malaysia Reschedules 16th Edition Show to Dec 17 – 19, 2021

FHM 2021 is going hybrid, featuring special events and new dedicated zones

KUALA LUMPUR, 28 JUNE: Food and Hotel Malaysia (FHM) 2021, Malaysia's premier trade-only food and hospitality exhibition organised by Informa Markets, has moved from 21 – 24 September 2021 to **17 – 19 December 2021**. FHM will take place in a hybrid format with the in-person event held at the Kuala Lumpur Convention Centre, and digital components of the event held online.

The decision to reschedule FHM was made after much deliberation and taking into consideration feedback from key stakeholders, exhibitors, and industry partners amidst the evolving pandemic in Malaysia.

"With the new dates, we believe it will give the industry more time to establish a sense of normalcy and for businesses to gain confidence to return to the marketplace, providing all-round better conditions for exhibitors and visitors to engage," said Gerard Leeuwenburgh, Country General Manager, Informa Markets Malaysia.

The hybrid edition of the show aims to serve as a return-to-market strategy and platform for the food and hospitality industry by focusing on the domestic market. By facilitating international companies and brands to penetrate the local market through its virtual event – **FHM Virtual Feast** – and providing ample of opportunities for Malaysian retailers and buyers to engage and interact through a range of show floor offerings and activities.

The three-day event will feature special events to be held concurrently including the Culinaire Malaysia, Industry 4.0 Pavilion, Pastry Innovation Lab, and Wine & Spirit besides the new dedicated zones namely Packaging Zone, Seafood Zone, Food Tech Zone, and Farm Based Products Zone.

FHM Virtual Feast, the virtual live event, will be open for buyers on **30 November – 3 December 2021** to add more value for exhibitors to engage with buyers in advance and make appointments to meet face-to-face at the trade show in December. The platform integrates the marketplace network powered by Saladplate.com in collaboration with Food Market Hub.

Saladplate.com is a unique digital platform by Informa Markets Food and Hotel Series and a premier international wholesale marketplace for sourcing food, beverages, and hospitality products globally. For more information about Saladplate, please visit www.saladplate.com.



THE 16TH MALAYSIAN INTERNATIONAL EXHIBITION OF FOOD,
DRINKS, HOTEL, RESTAURANT & FOODSERVICE EQUIPMENT,
SUPPLIES, SERVICES & RELATED TECHNOLOGY

By Informa Markets

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Food Market Hub is a Cloud-Based Procurement Solution that empowers F&B businesses to easily track and manage supply orders, inventory, and costs, with the end goal of increasing profit margins. For more information about Food Market Hub, visit www.foodmarkethub.com.

FHM will be organised in accordance with Informa's AllSecure health and safety standard. As the world's leading events' organiser, Informa has developed a detailed set of enhanced measures to provide the highest levels of hygiene and safety at its events, providing everyone with reassurance and confidence they are participating in a safe and controlled environment. FHM will run in accordance with the official government and local authority guidance in the first instance, as well as venue and location-specific regulations.

Visitor online pre-registration for both **FHM 2021** and **FHM Virtual Feast** events will be announced at a later date. For more information and show updates, visit www.foodandhotel.com.

Notes to Editor

About Food & Hotel Malaysia

Food & Hotel Malaysia (FHM) is the largest biennial food and hospitality trade in Malaysia, standing strong for almost 30 years now. It has established itself as a strong marketplace for buyers to source for new clients and business opportunities globally. The show is always packed with thousands of product displays, conference programmes, cooking demonstrations and many other exciting activities. FHM is organised by Informa Markets which is a part of Informa PLC, a leading B2B information services group and the largest B2B event organiser in the world. For more information, please visit www.foodandhotel.com.

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