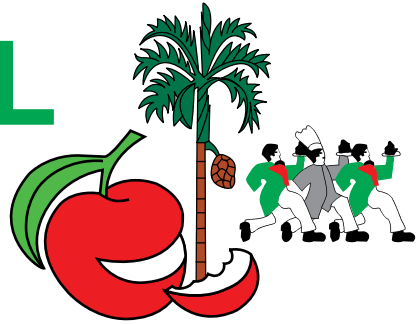


FOOD & HOTEL PENANG 2014

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



5 - 7 NOVEMBER 2014

STRAITS QUAY CONVENTION CENTRE,
PENANG, MALAYSIA

Penang's Official Food & Hotel Show



Penang State Government

Supported By :



Official Publication :



Official Hotel :



Organised By :



MALAYSIAN EXHIBITION
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EXHIBITIONS
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Food and Hotel Penang 2014

Introducing a Brand New Show at the Pearl of Orient

Food and Hotel Penang will be a presentation of food, beverages, restaurant supplies, hospitality services and other related food equipment, spread out over 2,000 square feet of indoor space at Straits Quay Convention Centre, Penang from 5 - 7 November 2014.

This brand new show has been conceptualised and made into reality by Malaysia's leading exhibition organiser, Malaysian Exhibition Services who has been organising the highly successful Food and Hotel Malaysia (FHM) series for the past 20 years.

Where else if it is not Penang, to launch a new Food and Hotel Show as this beautiful state is famous for its intoxicating mix of cultures, iconic food varieties, a tourism paradise with beautiful backdrop of beaches, resorts and most importantly a highly potential business avenue to be explored. As a MICE venue, Penang, offers unbeatable value, unforgettable experiences, Grand halls, ballrooms, malls, hotels and function rooms with state-of-the-art facilities, friendly international-class service.

This 3-day event will be a business platform for the industry players to meet and network with the decision makers and to keep abreast with the current technologies and innovations. It will also be a sourcing platform for food enthusiasts to connect and share ideas.

Don't miss the opportunity to be a part of this exciting and food show and experience business and pleasure. Besides, a visit to Penang for any reason always promises fun and a break from the mundane!



YB. DATO' ABDUL MALIK BIN ABUL KASSIM

State Minister for Religious Affairs

Domestic Trade & Consumer Affairs

Chairman Penang International Halal Hub Task Force



I would like to take this opportunity to congratulate the organisers of Food & Hotel Penang for putting together a milestone event. While there have been many events, exhibitions and fairs associated with food organised in this state, Food & Hotel Penang is truly history in the making as it marks the first trade-only F&B related events to be held here. Come November 2014, Penang's iconic Straits Quay will be the focus of food service providers and companies from all over the world, in an endeavor unlike any other!

In addition to possessing a rich culture and heritage, the state of Penang is also renowned locally and internationally as a food paradise. Indeed, when it comes to food, no other state can boast a dynamic variety of cuisines and gastronomic fare as can Penang. *Nasi Kandar*, *Char Kueh Teow*, Prawn Noodle Soup and *Laksa* have become synonymous with the state, amongst a smorgasbord of delicacies that have their claim-to-fame in this state.

Truly, this dynamic food culture celebrated here has contributed towards the hospitality and tourism industries in Penang, which is a fundamental pillar of the current and future socio-economic progress of the state. The tourism sector in Penang has provided jobs, business opportunities and the preservation and promotion of Penang's natural and cultural heritage.

In this regard, the Penang State Government is indeed proud to be part of Food & Hotel Penang. This event is expected to bring together some of the best food service providers and organisations associated with the food services industry all under one roof. This provides an unparalleled networking opportunity within the industry that this state has never before seen. I have no doubt that Food & Hotel Penang will further contribute to the effervescent culture and heritage of the Pearl of the Orient.

I would like to thank Malaysian Exhibition Services Sdn Bhd (MES), the Malaysian Association of Hotels (MAH) and all other entities responsible for making this one-of-a-kind event possible. The Penang State Government is ever ready to provide any assistance or arrangements to make this event a resounding success, which I hope, will become a regular feature in the state of Penang.

I strongly urge all individuals and organisations, especially in the state of Penang, to fully participate and be part of Food & Hotel Penang as I am confident that there truly is much to be gained from an event of this scale and magnitude.

Thank you and see you all at Food & Hotel Penang 2014!

YB Dato' Haji Abdul Malik bin Abul Kassim
State Minister for Religious Affairs
Domestic Trade & Consumer Affairs
Chairman Penang International Halal Hub Task Force



FOOD AND TOURISM PARADISE - PENANG!

- ▶ A Food Haven - Asia's 10 greatest street food cities according to CNN Go
- ▶ A tourist attraction. Tourists to Penang 2012 - 6 million (3rd most visited state in Malaysia)
- ▶ "10 Islands to Explore Before You Die" ranked by Yahoo! Travel
- ▶ GEORGETOWN one of the first city in Malaysia to be recognised as UNESCO World Heritage Site
- ▶ Conserves the exotic beaches in the city which are surrounded by lush tropical rainforest
- ▶ The most talked about place and also known as the 'Pearl of Orient'
- ▶ A beautiful vacation destinations with 148 Hotels



FOOD AND HOTEL PENANG SHOW FACTS

Show Name : Food and Hotel Penang 2014, The International Exhibition of Food, Drinks, Hotel, Restaurant & Foodservice Equipment, Supplies, Services & Related Technology

Opening Hours : 10.00am - 6.00pm (5 - 6 November 2014), 10.00am - 5.00pm (7 November 2014)

Size : 2,400 sq. metres

No of Participating Companies : 250 companies from 30 countries (local and international)

No of Pavilions : 4 including Japan, Republic of Korea, Singapore and Taiwan ROC

No of Trade Visitors : 5,000 from 20 countries (local and international)

Exhibitors' Profile : Who should Exhibit?

BEVERAGE - Wine & Spirits, Coffee & Tea, Mineral Water, Soft Drinks, Beers and others

FOOD - Agricultural Products, Confectioneries, Dairy Products, Delicatessen, Dietetic Products, Eggs & Poultry, Frozen Food Products, Fruits & Vegetables, Herbs & Spices Ingredient, Meat & Meat Products Organics Products, Sea Food, Seasoning & Condiments

EQUIPMENT - Bakery Machinery & Equipment, Bar Equipment, Beverage Dispensing Equipment, Catering Food Services Equipment, Cooking Equipment, Food Processing Equipment, Food Packaging Equipment, Grills / Fryers, Glass-washing Equipment, Ice-Cream Making Equipment, Inflight Catering Equipment, Kitchen Cooking Equipment, Meat Processing Machinery, Packaging Equipment, Refrigeration Equipment

HOSPITALITY - Awning & Canopies, Baggage / Materials Handling Equipment, Bathroom Accessories, Bed & Bedroom Supplies, Chinaware, Clothing / Uniforms, Cutlery, Flatware, Furniture & Furnishing, Gifts & Souvenirs, Glassware & Crystalware, Holloware, Housekeeping Products, Interior Decoration Services / Products, Swimming Pool Supplies & Services, Table Accessories, Utensils

HOTEL MANAGEMENT SOLUTIONS - Point-of-Sales Systems, Restaurant Management Systems, Wireless Services / Patron Pager

Visitors' Profile : Who should visit?

Professional & Trade visitors only.

Interior Designer, Banquet Manager / Officer, Managing Director, Executive Chef, Operations Manager, Executive Housekeeper / Housekeeping Department, Food and Beverage Manager / Buyer, Pastry Chef / Sous Chef / Chef De Cuisine / Junior Sous Chef / Chef de Parties, Food Technologist / Dietician, Proprietor / President / CEO, Front-Office Manager, Purchasing, Furnishing Consultant, Restaurant Management, General Manager / Resident Manager, Sales & Marketing Management, Government Agency, Sommelier, Hospitality Consultant

Endorsement & Supported by : MAH (Malaysian Association of Hotels)



COST OF PARTICIPATION

SPACE ONLY

USD295 per sqm / RM980 per sqm

(rent a space to build your own stand, carpet not included)



SPACE AND SHELL STAND

USD320 per sqm / RM1,060 per sqm

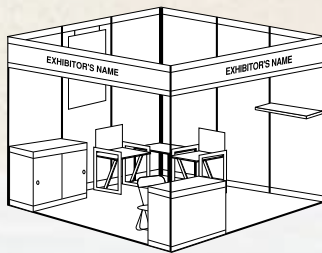
(comprises floor space, walls, carpet, lighting and upright chair, one information desk and fascia only. Minimum area from 9sqm per booth)



SPACE AND WALK-ON-STAND

USD340 per sqm / RM1,130 per sqm

(comprises floor space, walls, carpet, lighting, display board/shelf, lockable cupboard, easy chair, coffee table, information desk, upright chair, a 13A electrical power supply and fascia. Minimum area from 9sqm per booth)



*A Walk-on-Stand is not necessarily a corner stand

STRATEGIC MARKETING - TO ATTRACT THE KEY DECISION MAKERS

Comprehensive and strategic marketing activities have been planned to entice trade visitors and industry experts to the show. They are:-

- ▶ A series of email broadcasts to our highly focused database.
- ▶ Targeted direct mail invitation and visitor ticket distribution to the professionals, specialists and key buyers.
- ▶ Personal visits to the government ministries, trade associations and chambers of commerce.
- ▶ Editorial coverage and advertising in technical, trade business and national press.
- ▶ Posters and visual display materials.
- ▶ Printed show preview with highlights on exhibits which will be email blasted to 50,000 potential trade visitors, VIPs and embassies.
- ▶ Dedicated website with on-line pre-registration services.
- ▶ Visit other major Food and Hotel shows around the world to further boost the show's publicity.
- ▶ A total of 3 E-Dailies will be produced and distributed to the Visitors, Exhibitors, VIPs and Embassies via e-mail blast.
- ▶ A host of advertisements to be placed in top local newspaper as well as in leading newspapers in the region.



VENUE - ABOUT SQCC

Food and Hotel Penang 2014 would take place in STRAITS QUAY CONVENTION CENTRE (SQCC). Away from the hustle and bustle of the city, stands still the, the first purpose-built facility to open in Penang. SQCC is housed on the sixth floor of the Straits Quay complex, a high-end waterfront residential and shopping enclave covering over five hectares of Seri Tanjung Pinang. For more information on the SQCC, log on to www.straitsquay.com.

ABOUT THE ORGANISER

Food and Hotel Penang 2014 is organised by Malaysia's leading exhibition organiser - Malaysian Exhibition Services Sdn Bhd (MES), and marketed worldwide by Singapore based International Expo Management Pte Ltd (IEM) and London based Overseas Exhibition Services Ltd (OES). These companies are all members of the Allworld Exhibitions Alliance of exhibition organisers, managers and consultants. Allworld Exhibitions members have been organising trade shows for over 30 years and currently organise over 150 trade exhibitions biennially. These include Food & Hotel Malaysia, Food & Hotel Asia in Singapore and HOFEX in Hong Kong.

*For Further Information,
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