



Malaysia External Trade Development Corporation (MATRADE)

MEDIA RELEASE:

MALAYSIA TRADE CENTER MIAMI REPRESENTING MALAYSIA AT THE AMERICAS FOOD AND BEVERAGE SHOW & CONFERENCE 2019

Malaysia's trade promotion agency; the Malaysia External Trade Development Corporation (MATRADE), is pleased to announce its participation in the upcoming 23rd edition of the Americas Food and Beverage (AFB) Show & Conference. The annual event will be held from September 23 – 24, 2019 at the Miami Beach Convention Center (MBCC), Florida, USA. AFB Show & Conference is organized and sponsored by the World Trade Center Miami, U.S. Department of Agriculture, and the National Association of State Departments of Agriculture.

In an effort to increase awareness of the quality, competitive pricing, and reliable Malaysian products in the Food & Beverages (F&B) industry, MATRADE's office based in Miami (Malaysia Trade Center Miami), will represent Malaysia at booth no. 405, Hall A, MBCC. AFB Show & Conference is seen as a launching pad to identify interested importers / buyers / distributors that are able to expand Malaysian products not only in North America, but also into the non-traditional Caribbean and Latin America markets.

In addition, visitors to the Malaysian promotional booth may also obtain information about the annually organized Malaysia International Halal Showcase (MIHAS). Dubbed the Olympics of Halal products and services, the congregation of world players at MIHAS will promote the growth of Halal beyond just F&B sector. Other key sectors highlighted at the trade fair include Pharmaceutical, Cosmetics, Tourism, Digital and e-Commerce, Logistics, and Islamic Finance. MIHAS began in 2004. With the synergy that comes from the 16th edition, MIHAS will return from March 25-28, 2020 at MITEC in Kuala Lumpur. Returning and new exhibitors as well as visitors can register for MIHAS 2020 through www.mihias.com.my .

MATRADE invites interested parties to visit Malaysia booth no. 405 to obtain more information about the products offered by the Malaysian manufacturers as well as other business opportunities with Malaysia. For further information regarding Malaysia's participation in AFB Show & Conference 2019 or on sourcing opportunities from Malaysia, please contact MATRADE Miami at Tel: +1-305-267 8779 or e-mail miami@matrade.gov.my .



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ABOUT MATRADE MIAMI

MATRADE Miami or Malaysia Trade Center Miami is a government agency under the Ministry of International Trade and Industry (MITI), Malaysia. Established in 2006, the trade office is responsible for promoting Malaysia's exports of products and services in Florida, Georgia, Colombia, Venezuela and the Caribbean countries. Among the services provided by the office are:

- Respond to trade enquires by match-making with Malaysian exporters.
- Coordinate trade promotion activities involving Malaysian exporters and foreign buyers.
- Organize business meetings for foreign buyers visiting Malaysia.
- Provide trade advisory services including doing business in Malaysia.
- Promote trade events held in Malaysia.

NOTE TO EDITORS

For more information, please contact:

Mr. Nadzri Saadon

Director

MATRADE Miami

Malaysia Trade Center

703 Waterford Way

Suite 150

Miami, Florida, 33126

USA

Tel: +1-305-267 8779

Fax: +1-305-267 8784

Email: miami@matrade.gov.my

Website: www.matrade.gov.my

Twitter: @MatradeMiami / @matrade

MATRADE Miami, Malaysia Trade Center, 703 Waterford Way, Suite 150, Miami, Florida 33126, USA
Tel: +1-305-267 8779 | Fax: +1-305-267 8784 | E-mail: miami@matrade.gov.my Website: www.matrade.gov.my