

Case 2 · 2024 STUDY

SUSTAINABILITY AT THE FOREFRONT OF MALAYSIA'S BUSINESS EVENTS INDUSTRY WITH FOOD AND HOTEL MALAYSIA 2023

THE BACKGROUND

Food & Hotel Malaysia (FHM) 2023, marking its 17th edition, gathered key players from the food and hotel industry on a platform aimed at transforming businesses and boosting two sectors that contribute nearly 30% to Malaysia's Gross Domestic Product (GDP). Organised by Informa Markets and supported by the Malaysia Convention & Exhibition Bureau (MyCEB), the event featured 1,500 exhibitors, including major brands like Accor Group, Four Seasons, and Starbucks, across 10 halls at the Kuala Lumpur Convention Centre. Notably, there was a 36% rise in international exhibitors from 15 countries, surpassing previous records set in 2019.

With that, FHM attracted nearly 23,000 delegates locally and internationally from 19th – 23rd September, generating an estimated RM 264.6 million in economic impact and RM 113 million in visitors' expenditure.



Event:
FOOD AND HOTEL MALAYSIA 2023



Date:
19–22 September 2023



Venue:
Kuala Lumpur Convention Centre (The Centre)



Host Organisation:
Informa Markets Malaysia Sdn Bhd



Attendance:
23,105 Visitor with 1,855 International Visitor



Economic Contribution to Malaysia:
RM 5.16 million

INTRODUCTION

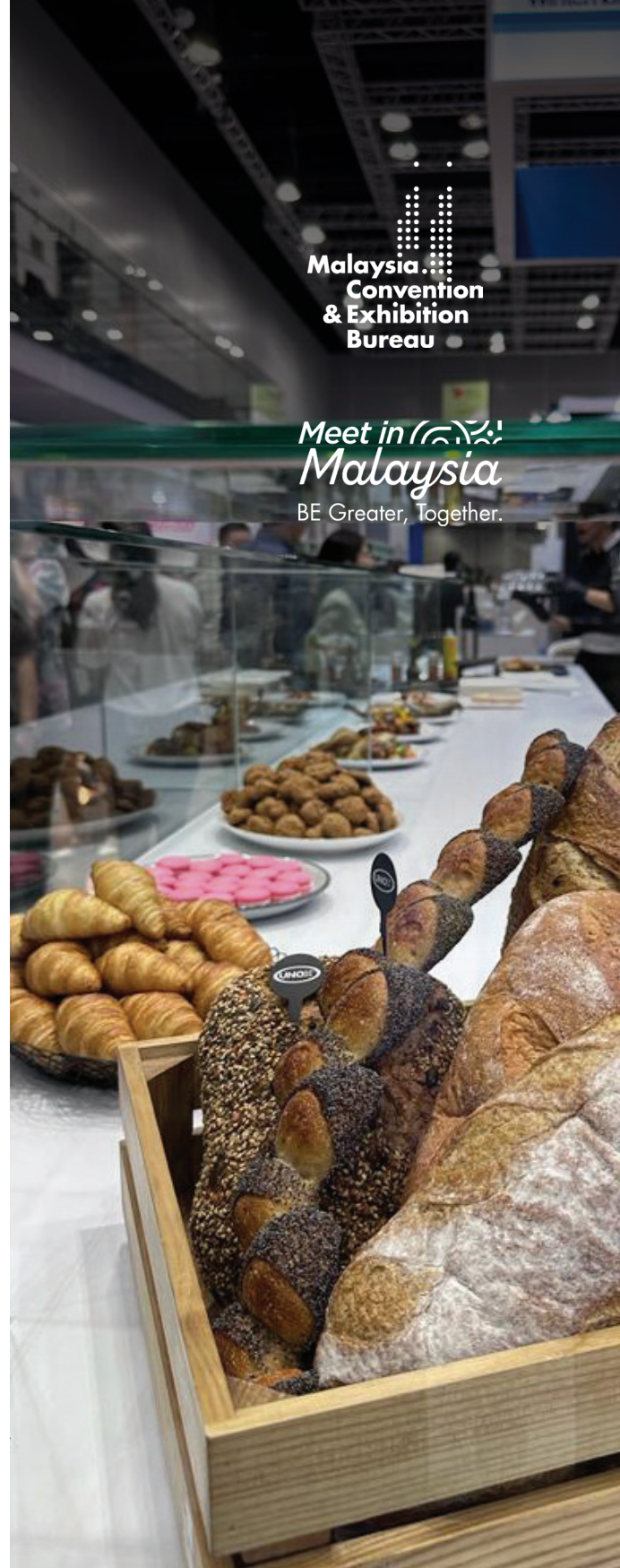
FHM 2023 stands as the leading trade exhibition for the food, beverage, and hospitality industries in Malaysia, bringing together industry professionals, suppliers, and innovators from around the world. This year, FHM places a special emphasis on sustainability, reflecting the industry's commitment to environmentally friendly practices and sustainable growth.

OBJECTIVES

Acknowledging the urgent need for environmental responsibility, FHM 2023 is aimed at guiding the industry towards an eco-friendlier tomorrow. The exhibition featured groundbreaking solutions, products, and practices that redefined eco-conscious standards in the food and hospitality sector, exemplifying a steadfast commitment to a greener path.

Malaysia
Convention
& Exhibition
Bureau

Meet in 
Malaysia
BE Greater, Together.





“At Informa Markets, we strive to organise premier B2B trade events as a nexus for business growth, meaningful interactions and collaborations. We take pride in spearheading a greater emphasis on sustainability in the FNB, HoReCa, and hospitality sectors, acknowledging the relevance of both business continuity and environmental sustainability.”

YBhg. General Tan Sri Dato’ Seri Panglima Mohd Azumi bin Mohamed (RTD)
Co-Chairman of Informa Markets Malaysia

EVENT LEGACIES

Sustainability Triumphs

Driven by determination and diligence, FHM 2023’s initiatives successfully achieved:

1. Food waste reduction: In collaboration with the Food Aid Foundation, Informa’s Food Share campaign reduced food wastage by donating 291.96 kg of surplus food from the event to communities in need.
2. Environmental impact reduction: Efforts to reduce carbon footprints included composting 16 kg of food waste, which was donated to the Orang Asli community, and recycling over 1,100 kg of materials like glass, paper, and plastics. FHM was also fully powered by renewable energy, certified by I-REC.
3. Digitalisation: Informa digitalised public promotion and communications for FHM 2023, with all event guides and directories accessible via QR codes instead of printouts.
4. Sustainability-centric show: FHM 2023 featured sessions on sustainability topics such as carbon emission management, renewable energy, and sustainable food security, as well as a session on nurturing children as future leaders.

A National Bureau in Support of Sustainable Business Events

MyCEB’s support for FHM 2023 has been instrumental in the event’s planning and execution. Understanding that sustainability costs can impact the organiser, the Bureau stepped up to provide financial assistance to offset expenditures for the online web registration

portal. The assistance also extended to the marketing and promotion of the event as well as hosting of international buyers.

The Future of Sustainability and Malaysia

“As an organiser, we have the opportunity and the responsibility to lead the sustainable development of our business events industry. You may start with the understanding of sustainable event, identify what you are already doing which might already be part of sustainable practices”.

Alice Lem
Event & Business Development Director

MyCEB and Informa is confident that the business events scene in Malaysia has significant potential in the adoption and practice of sustainability. However, more is to be said by spreading the word and much is to be done in implementing and execution.

The organiser will be continuing its coordinating effort, education initiatives, and ongoing awareness together with stakeholders to harness this potential and create more resilient sustainable future for all is possible.

Challenges and Solutions

The organiser of FHM 2023 faced challenges in promoting sustainability values across the value chain, encountering resistance from stakeholders such as exhibitors and sponsors. To address this, Informa partnered with like-minded organisations, driving awareness and education while streamlining operations. Though sustainability efforts increased costs, Informa managed this through strategic partnerships and creative sponsorships, opting for cost-saving measures like eliminating walkway carpets and large structures.