

## Introduction:

Good morning, distinguished guests, members of the media, esteemed sponsors, partners and our VIPs. I am [Name] and it is with immense pleasure and honour that I welcome you all to today's press conference.

Your presence here today, whether you are a partner, sponsor, industry expert, or a member of the media, reflects your commitment to the future of the food and beverage industry. We are deeply grateful for your time and participation, and we sincerely appreciate your support for Taste & Trade 360 and the mission behind it.

As we embark on this exciting morning, I would like to begin by sharing why we are here and why we believe Taste & Trade 360 is poised to make a lasting impact on the F&B industry.

## The Problem with the F&B Industry:

In today's F&B landscape, the journey of starting a new restaurant or any kind of food-related business is quite a challenge. It *is* a very fulfilling role filled with passion, creativity, and a desire to always offer something new to the world. However, it is also a very complex industry, primarily due to the lack of a centralised solution.

For anyone wishing to open a new F&B business, the path to success can seem overwhelming. Each aspect of the business requires working with different vendors, suppliers, and service providers. And these are often scattered across different industries. For example, if there is a need to furnish your restaurant, you might have the need to attend an architecture and design exhibition, like Archidex as an example. If you are looking for kitchen supplies, you'd look for a different kind of trade show that is related to F&B, or you come to Kitchen Arena and we'll get you sorted out.

This fragmented decentralised approach takes up a lot of time, energy, and resources. These are times that could be better spent fine-tuning the business model, the menu, or even engaging with potential customers. The industry, as it stands, is very demanding when it comes to commitment before the first meal is even served to the public. As a result, many aspiring entrepreneurs find themselves demotivated by the process, delaying or even abandoning their dreams of owning the next big restaurant brand.

It is clear to us that the current model is not sustainable for new players of the industry, and we believe it is time for us to take the lead in changing how this industry works.

## The Solutions? Taste & Trade 360:

After countless hours of trading discussions and reflections within the team, we identified the need for a comprehensive solution. We envisioned a platform that would not only address these aforementioned challenges, but also serve as a transformation for the F&B industry. And so, with

the help of our organisers Brilliant Exhibitions, Taste & Trade 360 was born, designed to be a premier trade event offering a platform to explore the latest innovations in Malaysia's F&B, hospitality, and tourism industries. Happening from the 9th till 11th of October, 10am till 6pm, at the Malaysia International Trade and Exhibition Centre (MITEC).

In preparation for the event, we sent out personalised invitation cards to our customers. It features 2 QR codes as convenient features to access essential information about Taste & Trade 360. 1 of the codes leads to an in-depth event guide, providing an overview of "The Ultimate F&B Startup Guide," while the other code allows our customers to register themselves for Taste & Trade 360 with ease. This invitation card not only simplifies the registration process for our customers but also ensures that they have all the necessary details at the tip of their fingers.

One of the things that we believe in wholeheartedly is that no one should have to go through the hurdles of visiting multiple vendors or attending separate exhibitions just to launch their dreams. Instead, we offer a place where everything comes together under one roof, a true A-to-Z solution that simplifies the process of startup in the F&B industry.

At Taste & Trade 360, we will be covering all aspects of the industry needs. Whether you need commercial kitchen equipment, design consultation, ingredients, supplies, installation, servicing, or governmental certifications, it'll all be here. Our goal is to eliminate the need for multiple events and connect you directly with the source, the best in the industry.

Playing such an important role for the F&B industry of the nation, it would be our great honour to invite the representatives from the Ministry of Tourism, Arts and Culture to be with us for the opening ceremony.

Main Sponsor:

At the core of Taste & Trade 360 is our main sponsor, Kitchen Arena, a name that is well-known with quality, expertise, and innovation in the F&B industry, the leading supplier of commercial kitchen equipment, with over 5,000 products, in Malaysia. I would like to extend a special thank you to Charles Chan, our consultant from Kitchen Arena, whose 50 years of experience in the gastronomy industry have played a pivotal role in shaping Taste & Trade 360.

The Story Behind Taste & Trade 360

Now let me share a little more about how Taste & Trade 360 came to be. As players of the F&B industry, we have long been involved in various international and local exhibitions. These exhibitions are, of course, invaluable in bringing together industry professionals and providing a platform for networking, knowledge sharing, and showcasing innovation.

However, over time, we realised something very important. While these exhibitions serve its purpose for well established brands and large hospitality businesses very well, they were often inaccessible and impenetrable to new startups. The barriers to entry for new next-generation

entrepreneurs remained quite high, and the challenges faced by next-generation entrepreneurs were left unaddressed.

Most of the exhibitions we participated in catered primarily to those already thriving in the F&B industry. For those who are just starting out or looking to leave their mark on the world it was harder to get a foot into these exhibitions. There is limited space for innovation from smaller players, and even less support for those trying to navigate the complications of the industry for the first time.

This realisation led us to ask an important question: How can we create an event that not only showcases innovations of the industry and provides networking opportunities but also actively helps those just starting out in the industry? How can we level the playing field for new entrepreneurs?

The answer ended up being the foundation for Taste & Trade 360, an event that doesn't just display products but actually offers practical, actionable solutions for anyone looking to step foot into the world of F&B.

What to Expect?:

We are proud to say that Taste & Trade 360 is more than an exhibition. Over the next few days, you will have the opportunity to hear from industry experts, witness the signing of industry-changing memorandums, and explore innovative solutions that will help shape the future of the F&B sector.

Throughout the 3 days, there will be daily talks from leading figures in the various industries we will cover. These experts will offer their insights in F&B which can be helpful, regardless if you are a seasoned professional or just starting out.

One of the highlights of Taste and Trade 360 will be the signing of a memorandum of understanding between the Young Chefs Association and several universities. This MOU is designed to promote and nurture the next generation of talent in the F&B industry. By encouraging young people to explore careers in hospitality, we are helping to strengthen and expand the industry.

We are also thrilled to announce the launch of X-Mile, a locally developed and produced electric vehicle charger. X-Mile will be offering special packages for business owners to install EV chargers on their premises, providing a convenient service for customers driving EVs. This initiative not only supports sustainability but also adds added-value to businesses looking to attract environmentally conscious consumers.

Furthermore, Taste & Trade 360 will also be facilitating technology transfers between South Korean equipment manufacturers and local companies. This collaboration will bring advanced

technology and know-how to our local industries, helping us to elevate the quality and competitiveness of Buatan Malaysia.

Another exciting feature of Taste & Trade 360 is the Gourmet Corner, which will showcase innovative, new, and creative kitchens as well as state-of-the-art catering facilities. This section aims to inspire attendees with cutting-edge designs and equipment, demonstrating how the future of culinary arts is evolving. Attendees can explore the possibilities of modern kitchen setups and catering solutions that push the boundaries of F&B innovation.

To add to the excitement, there will also be live performances from our very own talented artists. We believe in supporting local talents, and these performances show our commitment to showcasing the best of Malaysia's culture.

Last but not least, we are thrilled to have several Key Opinion Leaders in attendance. These individuals or groups bring a wealth of experience of being in the performing arts industry, tying in to Malaysian hospitality. They will also be offering unique opportunities for those looking to start a new business by being angel investors. This is an excellent chance for entrepreneurs to connect with potential investors and partners.

#### Conclusion:

As we prepare to officially open Taste & Trade 360, I want to express our excitement and anticipation for what is coming. We expect over 20,000 visitors to attend, and we are confident that it will set a new standard for F&B exhibitions in Malaysia.

Our hope is that Taste and Trade 360 will leave a lasting impact on the industry, not only by providing practical solutions but by fostering innovation, collaboration, and growth. We aim to become the ultimate one-stop event for F&B startups, a place where entrepreneurs can find everything they need to succeed.

Before we conclude, I would like to take a moment to sincerely thank our sponsors and partners for your tremendous support and collaboration.

I would also like to introduce a new partnership. The National Heritage Movement. This collaboration between Kitchen Arena, Young Chefs Association, Costimo, and Gastronome aims to promote the lost foods of Malaysia. Through government funding, we hope to create a series of programs, including TV shows, MasterClass events, international culinary competitions, and even a movie production. This initiative will not only promote Malaysia's rich culinary heritage but also support the tourism industry by attracting international visitors through culinary tourism.

Additionally, we are excited to announce the creation of a book dedicated to the lost foods of Malaysia. This book will serve as a food trail, guiding readers through the hidden culinary gems across the country. It will act as a journal of Malaysia's vibrant food culture and tie into Visit Malaysia 2024.

With that, I would like to officially welcome you to the start of Taste & Trade 360. Thank you once again for being here, and I wish you a productive time ahead.

Now, let us open the floor for any questions you may have. We look forward to a lively and engaging discussion.