

## **Greeting**

It is a great honour to be here with you today at the opening of Taste & Trade 360. First and foremost, I would like to extend my deepest gratitude to Brilliant Exhibition for organising this remarkable event and for their invitation to participate in such an inspiring initiative. This exhibition is proof of the innovation, creativity, and entrepreneurial spirit of Malaysia's thriving food and beverage industries.

As a Member of Parliament, I have the privilege of witnessing the dynamic growth of our nation's economy and industries firsthand. The food and beverage sector, in particular, plays a vital role in both the domestic market and in projecting Malaysian flavours and expertise globally. Taste & Trade 360 exemplifies how local businesses, from small startups to well-established brands, can come together under one roof to celebrate the essence of food, and how it unites people and communities.

Malaysia is uniquely positioned at the crossroads of diverse culinary traditions, and this exhibition gives us the opportunity to showcase that rich heritage to the world. At the same time, it is an event that promotes forward-thinking trade practices, sustainability, and technological advancements in the industry. I believe events like this are essential for driving growth and fostering collaboration between businesses.

I look forward to discovering the innovative products and ideas on display, hearing from the passionate entrepreneurs behind them, and learning how we can further support the industry in its development. It is crucial that we continue to champion the efforts of our players in the food industry, both large and small, as they are key contributors to Malaysia's economic growth and cultural identity.

Let me conclude by congratulating the entire team behind Taste & Trade 360 for their dedication and hard work in bringing this exhibition to life. I have no doubt that this event will be a huge success and will serve as a platform for creating valuable business connections, generating fresh ideas, and inspiring everyone involved.

Thank you once again for the invitation, and I wish all the exhibitors and attendees a productive and rewarding experience. Together, let us continue to build a future where our food industry thrives and our nation prospers.

Terima kasih.