



NEWS RELEASE

SIE (F&B) SUPERMARKET BUYERS PROGRAM KICKS OFF

Held in conjunction with the Selangor International Expo (F&B)

SHAH ALAM, 4 JUNE 2022 – In the wake of economic recovery, during the 7th edition of the Selangor International Expo (F&B), Invest Selangor Berhad introduced the SIE (F&B) Supermarket Buyers Program. This SIE (F&B) Supermarket Buyers Program will provide access for the exhibitors of SIE (F&B) to expand their market.

For SIE(F&B) Supermarket Buyers Program first edition, the two prominent retail brands, ST Rosyam Mart Sdn. Bhd and Lulu Group Retail Malaysia will participate in the ten-day program until 5 June 2022. The program involves 24 suppliers with a total of product SKUs of 118. The participating outlet for this year's program will be ST Rosyam Mart Sdn. Bhd. at Seksyen 9 Shah Alam and Lulu Hypermarket at Setia City Mall.

The SIE(F&B) Supermarket Buyers Program provides opportunities for the SIE(F&B) exhibitors to be selected and onboarded in the participating supermarket and hypermarkets. Since for this pilot edition and we are getting overwhelming response, we will extend the opportunity to SIE(F&B) 2022 to join the next edition of the SIE(F&B) Supermarket Buyers Program.

According to State EXCO Industry & Trade, Dato' Teng Chang Khim, "These collaborations are established so that Invest Selangor can assist the entrepreneurs in these outlets. He added that participating supermarkets are also required to regularly provide feedback on suppliers' performance to the state government through Invest Selangor.

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Beyond being a mere tradeshow, The Selangor International Expo (F&B) will also be the platform that brings the crème de la crème of the rapidly growing and diversifying food and beverage industry together. Be part of this exclusive trade and leverage our biggest global platform to exchange the latest updates and fresh ideas among the industry's key players in our Business-to-Business programme.

For Selangor investment enquiries, please visit www.investselangor.my

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About Invest Selangor Berhad:

Invest Selangor Berhad is an investment promotion agency playing a pivotal role in the promotion and attracting both local and foreign direct investments to encourage the economic development of Selangor. Invest Selangor also coordinates and facilitates the approval of investors' applications with government agencies and provides relevant business matching and marketing opportunities to improve the business ecosystem in the state.

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