



NEWS RELEASE

SECOND EDITION OF SIE (F&B) SUPERMARKET BUYERS PROGRAM KICKS OFF

The second edition features new supermarket with more suppliers selected

KUALA LUMPUR, 8 MAY 2023 – Following the success of last year's edition, Invest Selangor Berhad continued the SIE (F&B) Supermarket Buyers Program for the second year. This SIE (F&B) Supermarket Buyers Program provides access for the exhibitors of SIE (F&B) to expand their market through participating supermarkets.

For the pilot edition last year, SIE(F&B) Supermarket Buyers Program featured two prominent retail brands, ST Rosyam Mart Sdn Bhd and Lulu Group Retail Malaysia. The program had successfully onboarded all 118 SKUs in the participating supermarket which involves 24 suppliers. The promotion of the products selected by ST Rosyam Mart Sdn Bhd were done at their outlet at Seksyen 9 Shah Alam and by Lulu Hypermarket at Setia City Mall.

This year, the SIE(F&B) Supermarket Buyers returns with a total of three participating supermarkets namely ST Rosyam Mart Sdn Bhd, Lulu Group Retail Malaysia and AEON CO. (M) BHD. The program involves 33 suppliers with a total of product SKUs of 155.

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The first participating supermarket, Lulu Group Retail Malaysia identified and selected 50 product SKUs from 10 SIE (F&B) exhibitors, AEON CO. (M) BHD selected 35 product SKUs from 7 exhibitors meanwhile ST Rosyam took in 16 suppliers with a total of product SKUs of 70 exhibitors. All three retailers will be introducing the products in a promotional showcase onsite at their retail outlets before the products are introduced on the shelves.

The SIE(F&B) Supermarket Buyers Program provides opportunities for the SIE(F&B) exhibitors to be selected and onboarded by the participating supermarket and hypermarkets. This program is a value-added initiative introduced by Invest Selangor for all exhibitors taking part in SIE F&B exhibition. This program aims to connect exhibitors with a vast array of buyers from participating supermarkets who are actively seeking new and innovative products to feature in their stores.

Through this program, Invest Selangor invite participating supermarket to attend our SIE Expo to identify, view, evaluate and discuss potential onboarding for the selected SIE exhibitors. For this year's edition, the three participating supermarkets identify the exhibitors, and they will be given a chance to do an introductory promotion to their consumers onsite before putting the products on their shelves.

According to Invest Selangor, Chief Executive Officer, Dato' Hasan Azhari, "These collaborations are established so that Invest Selangor can assist the entrepreneurs expand their market through these retail outlets. We aim to expand this program with more supermarkets in the 2023 edition looking at even international retail brands operating both locally and internationally".

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.

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

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About Invest Selangor Berhad:

Invest Selangor Berhad (ISB) is the state government agency responsible for promoting and facilitating investment in Selangor, Malaysia. With its commitment to providing investors with the ease of doing business, ISB ensures investors have a hassle-free investment journey. The agency offers a comprehensive suite of services, including site selection assistance, investment facilitation, and aftercare services. ISB is dedicated to providing investors with a conducive business environment, which includes streamlined procedures, efficient services, and access to industry insights and networks. This commitment to investor ease of mind has made Selangor an attractive investment destination for local and foreign investors. With ISB's support, investors can focus on their business operations and leave the administrative matters to the agency, giving them the peace of mind they need to grow their investments in Selangor.

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