

POST-SHOW REPORT

MALAYSIAN INTERNATIONAL FEED, LIVESTOCK & MEAT INDUSTRY SHOW



Livestock Malaysia celebrated a triumphant 10th edition with its recently concluded event held from November 29 to December 1, 2023, at the Kuala Lumpur Convention Centre in Kuala Lumpur. The event brought together key stakeholders, leading suppliers and manufacturers, industry professionals, practitioners, and trade buyers from both the public and private sectors. Showcasing a diverse array of participants, **Livestock Malaysia** stood out as a prominent and cohesive showcase of the livestock industry. Furthermore, the Malaysian Livestock Industry Awards successfully marked its 10th edition, highlighting 15 award winners in the livestock industry.

In this latest edition, **Livestock Malaysia** received unparalleled support from the Malaysian Government, and was led by the Department of Veterinary Services Malaysia. It was supported by the Federation of Livestock Farmers' Association (FLFAM), Malaysian Animal Health and Nutrition Industries Association (MAHNIA), Malaysian Veterinary Association Medical Malaysia (MAVMA), World's Poultry Science Association (WPSA Malaysia Branch), and World Veterinary Poultry Association (WVPA Malaysia Branch).

The event continues to hold its position as a focal point for the latest innovations in feed production, meat processing, and livestock production in Southeast Asia (SEA). It plays a crucial role in providing a platform for innovation, knowledge exchange and business interactions. It remains poised to shape the future of the global livestock community by fostering collaboration and showcasing advancements in the industry.



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Supporting Organisation



Organised by

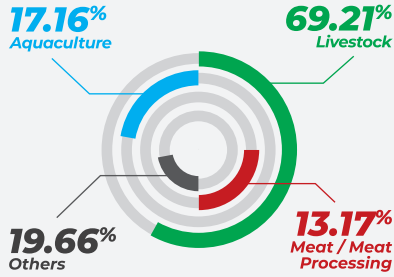


Media Partners



OUR VISITORS

Industry Classification



Representing **45 Countries / Regions**

American Samoa, Angola, Australia, Bangladesh, Belgium, Brunei Darussalam, Bulgaria, Cambodia, Canada, China Mainland, Egypt, France, Germany, Greece, Hong Kong, India, Indonesia, Iran, Iraq, Ireland, Italy, Japan, Lebanon, Malaysia, Myanmar, Netherlands, New Zealand, Pakistan, Philippines, Russia, Serbia, Singapore, South Korea, Spain, Sri Lanka, Switzerland, Syria, Taiwan, Thailand, Turkiye, Uganda, United Kingdom, United States, Vietnam, Yemen.

Visitor's Main Activity

Poultry Farm	26.92%
Aquaculture	14.54%
Broiler Farm	16.14%
Livestock Importer / Supplier / Distributor	9.42%
Feed Additives / Feed Ingredients	13.87%
Veterinary / Animal health	13.36%
Layer Farm	10.28%
Pig Farm	7.54%
Feed Manufacturer / Feed Milling	9.89%
Breed / Genetics / Hatchery	8.60%
Consultancy	6.84%
Cattle Farm: Dairy / Beef	5.86%
Farm Equipment / Supplies / Accessories	5.31%
Raw Materials for Feed (Crop, Maize, Corn)	6.84%
Aquaculture Farm	4.81%
Livestock Integrator	5.43%
Small Ruminant Farm: Goat / Sheep	3.56%
Feed / Veterinary Retailer	4.96%
Feed Machinery / Equipment / Supplies	3.48%
Meat Processor / Food Manufacturer	4.77%
Laboratory / Certifying Agencies	2.66%
Seafood Processor / Manufacturer / Broker	2.11%
Water Treatment / Environment	2.03%
Biogas / Biomass	1.68%
Government / Associations / Academy	2.07%
Fisherman	1.29%
Seafood Exporter	1.25%
Meat Importer / Distributor	1.88%
Others	10.51%

Job Function

Corporate Senior Management / Owner	33.57%
Marketing / Sales	25.64%
Farm Production & Operation Management	10.94%
Technical / Engineering / Veterinarian	12.27%
Factory Management	4.61%
Administration / Finance	4.88%
R&D / Laboratory / Animal Nutritionist	5.39%
Purchasing / Procurement	5.82%
Manufacturing / Processing Plant Management	3.48%
Product Distribution / Retail Management	3.56%
Establishment / Facility Maintenance	1.72%
Food Services Management	1.68%
Others	6.72%

73% of visitors were satisfied with their experience at Livestock Malaysia

76% of visitors were likely to attend Livestock Malaysia in 2025

70% of visitors will recommend Livestock Malaysia

Show Figures

Exhibition Area:
1,089 sqm

Attendees:
4,025

Exhibiting Companies:
119 local and international brands and companies

OUR EXHIBITORS

119
Exhibitors

21
Countries / Regions

2
Pavilions:
China and Korea

Exhibitor Profiles

Animal Farm Equipment and Housing Equipment	33.33%
Animal Health / Pharmaceutical Products / Ingredients	29.63%
Compound Feed	12.35%
Egg Processing / Handling Equipment	11.1%
Feed Additives / Ingredients / Supplements	32.10%
Genetics Breeding and Hatching Equipment	6.17%
Industrial Compound Feed Processing Equipment	11.11%
IT & Automation	3.70%
Laboratory Testing Equipment and Services	4.94%
Logistics / Handling / Refrigeration Equipment	4.94%
Packaging Equipment / Materials / Labelling	8.64%
Slaughtering / Meat Processing Equipment	11.11%
Sustainable Energy and Waste Handling Equipment	3.70%
Veterinary Supplies / Equipment / Laboratory	6.17%
Others	4.94%



Testimonials



Livestock Malaysia welcomed Dr. Rohaya Binti Mohd Ali, Senior Director of the Veterinary Public Health Division and General Tan Sri Dato' Sri Panglima Mohd Azumi Bin Mohamed (Rtd) of Informa Markets Malaysia as they graced the opening ceremony and officiated the ribbon cutting on 29 November 2023. Showing their support for **Livestock Malaysia**, notable figures in attendance included Datuk Jeffrey Ng Choon Ngee, advisor of the Federation of Livestock Farmers' Associations of Malaysia (FLFAM) and Mr. Lee Sang Kil, President of the Korea Food Industry Association, among others.



Livestock Malaysia 2023 has evolved into one of the largest gatherings in the region, encompassing the entire meat value chain from farm to fork. It serves as an invaluable platform for industry stakeholders and policy influencers to exchange new ideas and insights that enhance production efficiency, management systems, and ultimately improve the quality of life for consumers. Congratulations to the organisers for orchestrating this crucial regional event, which unites professionals and stakeholders from the feed, livestock, and meat industries.

Dr. Rohaya Binti Mohd Ali
Senior Director of the
Veterinary Public Health Division
The Department of Veterinary Services
Ministry of Agriculture and Food
Security Malaysia



Here's what some of our visitors and exhibitors say about their experience at **Livestock Malaysia 2023**

OUR VISITORS



Seow Pheng Tan
General Manager
DSM Nutritional Products
Malaysia Sdn. Bhd.

This is my first time visiting this exhibition and I am impressed. This exhibition attracted a lot of people, and it was a pleasure to reunite with our colleagues in the industry. I hope the next event will be bigger and I am looking forward to returning.

OUR EXHIBITORS



Rafael Malone
Business Manager
Aviagen

We believe that **Livestock Malaysia** is one of the premier events in Malaysia, and we truly appreciate being a part of it. Being able to connect with key industry players and stay closely engaged with the latest developments is important for us. We are excited to return to this event in the next edition and continue to contribute to the growth of the livestock industry in Malaysia.



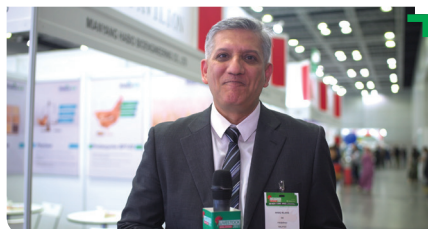
Muhammad Fitri Bin Rasdi
Veterinarian
Dindings Tyson Sdn. Bhd
Anjar Setiana Yussliprawira
Senior Farm Manager
Dindings Tyson Sdn. Bhd

We have attended the exhibition for two days and we are impressed with the experience. With the help of the seminars, this exhibition allowed us to learn and stay up to date with the latest technologies in the industry. We hope the exhibition will have more exhibitors, suppliers, and bigger seminars in the future.



Tan Seow Heng
Managing Director
Pristine Glory Sdn. Bhd.

Having attended nearly every show at **Livestock Malaysia** and actively participating as exhibitors, we can confidently say that the event consistently attracts high-quality visitors. This year, we built meaningful connections with industry professionals across various levels. We are truly satisfied and extend our appreciation to the organising team for their efforts.



Ahmad Mujahid
General Manager
FFM Berhad

This is a good initiative to bring together different suppliers in one place and interact with businesses. The technical seminars are beneficial as it provides us with opportunities to learn and engage in insightful discussions. I extend my gratitude to the organisers and hope that they will organise similar events in the future.



Glenn Riemer
General Manager
BERG + SCHMIDT Asia Pte. Ltd.

One of our primary goals after COVID was to establish a strong market presence and reconnect with our customers. We are delighted with the response we have received at this exhibition as it provided us with a chance to connect with new customers as well as our old acquaintances. We express our sincere hope that the organisers will continue to host this exhibition in the future, as we would be thrilled to participate again!

What happened at Livestock Malaysia 2023?



Following a 5-year hiatus, the 10th edition of *Livestock Malaysia* proved to be an eventful comeback. The exhibition featured various side activities that enhanced the overall experience for both exhibitors and visitors, making the show more rewarding.



International Livestock Forum

Livestock Malaysia hosted 13 forums with industry experts, facilitating in-depth discussions and knowledge exchange on the latest developments in the industry.



Technical Seminars

Led by seasoned experts from the industry, the technical seminar sessions covered various topics and offered attendees direct access to industry leaders, fostering networking and partnership opportunities.



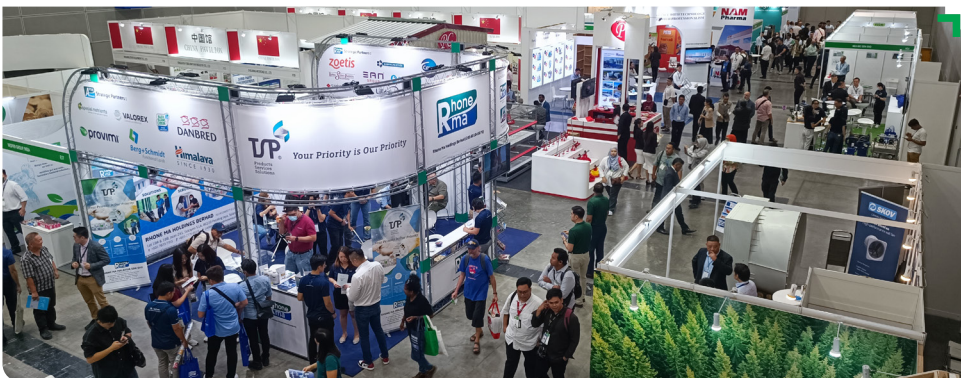
Minister's Visit

Livestock Malaysia 2023 was graced by the presence of YB Datuk Chan Foong Hin, Deputy Minister from the Ministry of Agriculture and Food Security Malaysia. Through his participation, it was evident that the government is committed to fostering collaboration and staying updated on developments that contribute to the growth and sustainability of the Malaysian livestock sector.



Awards

The 10th edition of the Malaysian Livestock Industry Awards honoured notable individuals and companies for their remarkable contributions, recognizing their impact on the industry's success.



Livestock Malaysia owes its success to the support of our sponsors, exhibitors, buyers, visitors, international pavilions, seminar speakers, organising team and government agencies and associations. The organising team could not be more grateful for the tremendous support that we have received from all parties to make this event the triumph that it has been.

Livestock Malaysia will return in 2025!




LIVESTOCK MALAYSIA 2025

27»29 AUGUST 2025
HALL 1 & 2, KUALA LUMPUR CONVENTION CENTRE
KUALA LUMPUR · MALAYSIA

See you again in 2025!

Livestock Malaysia 2025 is now accepting booth reservations

Contact our team to enquire and reserve your booth space



informamarkets

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