



PRESS RELEASE

For Immediate Release

Resorts World Genting partners with Comexposium Asia Pacific to present Genting SustainBiz F&B Expo

Kuala Lumpur, 24 May 2024 – Malaysia’s premier integrated resort destination, Resorts World Genting (RWG) today announced in a press conference that it will host the inaugural sustainable futures and green economy-centric, Genting SustainBiz F&B Expo at Genting International Convention Centre from 10th till 12th September 2024.

The press conference also witnessed the signing of a Memorandum of Understanding (MoU) by RWG’s President and Chief Operating Officer, Lee Thiam Kit and leading French-based business communities connector, Comexposium’s Exhibition Director for Southeast Asia, Henri Tan Chee Seah in sealing the agreement to co-organise the event.

Genting SustainBiz F&B Expo is a specially-curated, trade show that spotlights key segments of green economy and sustainable futures namely; sustainable food production; sustainable seafood practices; sustainable packaging and food waste management; regenerative agricultural practices; plant-based innovations and food innovation research; renewable energy; and eco-friendly commercial equipment amongst others.

The exhibition aims to secure 80 local and international exhibitors, host up to 100 local and international buyers and attract 3,000 visitors regionally. Visitors can look forward to eco-friendly equipment demonstrations, food innovation research presentations and white paper discussions on sustainability issues and topics. The 3-day event, supported by the Malaysia Convention & Exhibition Bureau (MyCEB) as strategic partner and VISA Malaysia as platinum sponsor will also showcase green industry giants and emergent players.

Located at the pinnacle of Resorts World Genting, Genting SustainBiz F&B Expo has the unparalleled advantage of world-class accommodation and facilities for discerning business travellers; providing ample business networking opportunities with top-tier buyers; free workshops for building conversations; and unmatched, AI-powered business matching services.

“Sustainability and the trend of “being green” has become a strategic imperative for businesses worldwide. In bringing forth this timely endeavour, we expect Genting SustainBiz to be attractive to not only F&B and hospitality professionals and entrepreneurs but investors, environmental advocates, academics and policy makers,” said Spencer Lee, RWG Senior Vice President of Sales and Marketing & MICE, in addressing the media.

Henri Tan remarked, “Genting SustainBiz will set the bar for sustainability-focused expos. With Resorts World Genting’s internationally-acclaimed hospitality and Comexposium’s renowned expertise in bridging business communities, exhibitors and visitors alike can expect a remarkable and memorable trade show this September.”

“MyCEB is proud to collaborate with Resorts World Genting as a strategic partner for Genting SustainBiz F&B Expo as this exhibition helps promote the country’s sustainability agenda and is aligned with strategic tourism goals to enhance the country’s appeal as a preferred business events destination,” said Noor Azlan Abu Bakar, Business Development Director of MyCEB.

Ng Kong Boon, Country Manager of VISA Malaysia said: “Genting SustainBiz F&B Expo resonates with VISA Malaysia as we are passionate about digitally-enabling small businesses and supportive of positive strides to power local economies to grow and operate more ethically and sustainably.”

“Sustainability is an area of focus for us and we have been actively working with our partners to promote eco-friendly practices. We introduced the Visa Eco Benefits programme in Asia Pacific to our partners, and this initiative helps cardholders to understand the impact of their spending on the environment and also encourages sustainable consumption and behaviours. This will help more consumers embark on their journeys in building a sustainable future,” he added.

For enquiries on Genting SustainBiz F&B Expo, please get in touch with Resorts World Genting at info.sustainbiz@rwgenting.com or log on to rwgenting.com/sustainbiz for more information.

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About Genting Malaysia

Genting Malaysia is one of the leading leisure and hospitality corporations in the world. Listed on Bursa Malaysia with approximately RM16 billion in market capitalisation, Genting Malaysia owns and operates major resort properties including Resorts World Genting (RWG) in Malaysia, Resorts World New York City (RWNYC), as well as Resorts World Catskills (RW Catskills) and Resorts World Hudson Valley (which are 49%-owned via an associate company), in the United States (US), Resorts World Bimini (RW Bimini) in the Bahamas, Resorts World Birmingham (RW Birmingham) and over 30 casinos in the United Kingdom (UK), and Crockfords Cairo in Egypt. Genting Malaysia also owns and operates two seaside resorts in Malaysia, namely Resorts World Kijal in Terengganu and Resorts World Langkawi on Langkawi island.

With about 10,500 rooms across seven distinct hotels, RWG is Malaysia’s premier integrated resort destination. The resort also features wide-ranging leisure and entertainment facilities, including gaming, theme park and amusement attractions, dining and retail outlets, as well as international shows and business convention facilities. Genting SkyWorlds, a first class, world-class theme park, is a key attraction in augmenting RWG’s integrated entertainment line-up. Additionally, Genting Highlands Premium Outlets (a joint venture between Genting Plantations Berhad and Simon Property Group) at the mid-hill, further complements RWG’s extensive premium offerings and exemplifies its position as a leading provider of leisure and entertainment in the region.

Genting Malaysia is a member of the Genting Group, one of Asia's leading and best-managed multinational companies. The Genting Group is led by Tan Sri Lim Kok Thay, a visionary entrepreneur who has successfully established the Resorts World brand as a leader in the leisure and hospitality sector in Malaysia, Singapore, the US, the Bahamas and the UK. Tan Sri Lim Kok Thay also has significant investments in other industries globally including oil palm plantations, property development, power generation, oil and gas, cruise and biotechnology.

About Comexposium

Comexposium is one of the world's leading event organizers. Globally, it hosts more than 135 B2B and B2B2C events across many different sectors, significantly in agriculture, construction, fashion, food, health, leisure, real estate, retail, security, students, tourism, and works council. At events, in over 30 countries, Comexposium welcomes more than 3.5 million visitors and 48,000 exhibitors annually.

Headquartered in France, Comexposium's employees and sales network operate in 20 countries and aims to be seen as the place to be, building bridges between people and business. For more info, visit www.comexposium.com.

About Salon International de l'alimentation Network (SIAL Network)

With an international presence, more than 50 years' experience, and combining its global knowledge with the local approach of its market, the SIAL Network has become a world benchmark for food industry players. It hosts thousands of companies from 126 countries and over 700,000 professionals attending from 200 countries. For more information, visit www.sial-network.com.