



PRESS RELEASE

For Immediate Release

Genting SustainBiz F&B Expo kicks off, Resorts World Genting announces signing of MoUs worth RM12 million

Genting Highlands, 10 September 2024 – Malaysia’s premier integrated resort, Resorts World Genting (RWG) announced today its intention to sign a total of five Memorandum of Understandings (MoUs) worth RM12 million at its first sustainability focused exhibition, Genting SustainBiz F&B Expo at Genting International Convention Centre.

The inaugural Genting SustainBiz F&B Expo kicked off with the signing of the first MoU with Nestle Malaysia for the supply of Harvest Gourmet plant-based products for MICE events and F&B outlets, followed by another with Fraser & Neave (F&N) to explore the use of natural mineral water packed in fully recyclable packaging using Tetra Pak cartons to reduce the dependence on plastic and single use bottles at the resort. RWG also inked a third MoU with PNH Malaysia that focuses on upcycling food waste and transforming it from carbon powder into hotel amenities such as toothbrushes, hair combs and cutleries for use at the resort.

Signing on behalf of RWG was Spencer Lee, Executive Vice President of Sales, Marketing & Public Relations with RWG President and Chief Operating Officer, Lee Thiam Kit present as witness. Yit Woon Lai, Head of Nestle Professional Malaysia Singapore; Lee Lay Yean, Commercial Director for Premier Milk, a member of the F&N Group; and Jian Tat Lee, Chief Operating Officer of PNH Malaysia were signatories for their respective companies.

Resorts World Genting will undertake the signing of another two MoUs with Farm Fresh and Aqina Farm on Day 2 of the expo. The MoU between RWG and Farm Fresh is expected to centre upon the undertaking of a joint marketing campaign to promote nutritional awareness and healthy living at RWG whilst RWG’s agreement with Aqina Farm will explore the purchase pineapples cultivated by B40 farmers.

The launch of Genting SustainBiz F&B Expo marks the start of three exciting days of free workshops, networking opportunities with top-tier buyers and knowledge sharing of the latest trends in F&B sustainable practices at Resorts World Genting. The opening ceremony was graced by the Deputy Minister of the Ministry of Tourism, Arts & Culture Malaysia, Yang Berhormat Khairul Firdaus Akbar Khan.

At the event, seven chefs from the Resorts World Genting Superchef Squad were honoured with badges for their invaluable contributions to the food & beverage industry by RWG President & Chief Operating Officer, Lee Thiam Kit, witnessed by Jennifer Ong, CEO of the HAPA Group and RWG Executive Vice President for Leisure, Hospitality & Lifestyle, Peter Dewey Foster.

Expressing enthusiasm for the first ever green expo held at 6,000 feet above sea level, Resorts World Genting (RWG) Executive Vice President of Sales, Marketing & Public Relations, Spencer Lee said, “Genting SustainBiz F&B Expo was conceptualised to showcase the transformative dynamism of Malaysia’s

F&B and MICE sectors. Our focus on sustainable F&B is in line with our ever growing commitment towards sustainable development up here on the hills.”

“We aspire to be on par with Singapore’s FHA-HoReCa with the aim of making Malaysia the regional MICE hub for sustainable F&B,” he added.

Genting SustainBiz F&B Expo is expected to welcome 3,000 visitors with 50 multinational and local brand exhibitors in the next 3 days. The expo will showcase ideas and concepts for sustainable food production, packaging and food waste management; regenerative agricultural practices; food innovation research; eco-friendly commercial equipment and more by world-class and home-grown brands such as Nestle, Cremer Sustainable Foods, Kimberly-Clark, Gelatomio, World New Energy, Temasek Polytechnic Singapore, Sunway University, Taylor’s University and Farm Fresh amongst others.

Visitors can immerse themselves in inspiring presentations and partake in panel discussions on sustainable food trends and challenges hosted by professional emcees, Freda Liu and Adrian Seet.

Day 1 (10 Sept 2024)	Time	Agenda	Venue
	3.00pm – 3.30pm	“The Promise of Cultivated Seafood” By Carrie Chan, Avant Meats	Main Stage
	3.30pm – 4.00pm	“Nestle Sustainability Journey” By Tan Cheow Yam, Nestle Malaysia Singapore	Main Stage
	4.00pm – 4.45pm	Panel Discussion on “Forging a Sustainable Plate: Innovations and Collaborations in Food Systems” Moderator: Freda Liu Panelists: Jean Tan Xiao Xuan, AtoZ Carbon Cycle Carrie Chan, Avant Meats Dr James Lim Yong Kian, Temasek Polytechnic Dr. Jay Jee Hyeongun, DaNAGreen	Main Stage
Day 2 (11 Sept 2024)	Time	Agenda	Venue
	10.00am – 10.30am	“Cultivated Meat - Contemporary Developments and Regulations” By Peter Yu, APAC Society for Cellular Agriculture	Main Stage
	11.00am – 11.30am	Panel Discussion on “Driving Sustainability in Dairy and Its Supply Chain” Moderator: Freda Liu Panelist: Loi Tuan Ee, Farm Fresh Spencer Lee, Resorts World Genting	Main Stage
	11:30am – 12.00pm	“AI-driven Genomic Seed: Shaping the Future of Sustainable Oil Palm Cultivation” By Lee Weng Wah, AgTech	Main Stage
	12:00pm – 12:45pm	Panel Discussion on “Sustainability as a Business Imperative: Strategies for the F&B Sector” Moderator: Freda Liu Panelists: Islah Ishak, RSPO Lee Weng Wah, AgTech Associate Prof. Dr. Elise Mognard, Taylor's University	Main Stage
	2.00pm – 2.30pm	“Fueling the Future: Sustainable Palm Oil's Role in the F&B Landscape” By Islah Ishak, RSPO	Main Stage
	2.30pm – 3.00pm	“Farm-to-Table: Integrating Sustainable Agriculture into Hospitality” By Adj. Prof. Anthony Wong Kim Hooi, The Frangipani Langkawi Resort & Spa	Main Stage

	3.00pm – 3.30pm	“Cultivating Sustainability: Strategies for Reducing Plastic in the Food Supply Chain” By Assoc. Prof. Dr. Jane Gew, Sunway University	Main Stage
	3.30pm – 4.00pm	“Crafting the Future: Designing Sustainable Menus for a Greener Tomorrow” By Anna Lees, Culinova Consulting	Main Stage
Day 3 (12 Sept 2024)	Time	Agenda	Venue
	11.30pm – 12.00pm	“Production on Sustainable Pineapple Chicken: Uplifting B40 Farmers Naturally” By Eileen Tan, Aqina Trading	Main Stage
	2.00pm - 2.30pm	“Turning Waste into Wealth: Upcycling Food Waste for a Sustainable Future” By Jian Tat Lee, PNH Malaysia	Main Stage
	2.30pm - 3.00pm	“How Regenerative Farming Produce Low Carbon Future Food?” By Jean Tan Xiao Xuan, Atoz CarbonCycle Platform	Main Stage
	3.00pm - 3.30pm	“Recent Advances in Encapsulation Technologies: A Tool for Functional Foods Development” By Prof. Dr. Nyam Kar Lin, UCSI University	Main Stage

*Speaker schedule is subject to change

Additionally, Nestle Malaysia and Resorts World Genting’s Superchef Squad will also be entertaining visitors with various plant-based and sustainable cooking demonstrations and delectable food tasting sessions.

Admission to the expo is free of charge for all visitors upon registration. Genting SustainBiz F&B Expo is jointly organised with Comexposium Asia Pacific and supported by the Malaysia Convention & Exhibition Bureau (MyCEB) as strategic partner, VISA Malaysia as platinum sponsor; and the Kuala Lumpur Malay Chamber of Commerce, Air Asia Ride, Borneo Springs Natural Mineral Water, Hap Seng Star and Mercedes Benz as supporting partners. Resorts World Tours is the official travel services provider. For more information, log on to rwgenting.com/sustainbiz.

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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 <https://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 <https://www.sial-network.com>.