

Irish Food Board presents Sustainable European Dairy Campaign in Malaysia 2022-2024

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Bord Bia - Irish Food Board held a successful trade seminar, "Sustainable European Dairy from Ireland" at the Sheraton Petaling Jaya in Malaysia. The event brought together key stakeholders in the dairy industry in Malaysia, including local importers, distributors, manufacturers, and media representatives. Distinguished guests included Ireland's Minister of State for Skills and Further Education, Niall Collins, T.D. and Ambassador of Ireland to Malaysia, H.E Hilary Reilly.

Malaysian stakeholders gained valuable insights on the dairy industry's latest global trends and future outlook. Bord Bia presented high-quality ingredients produced in Ireland, emphasizing the country's commitment to sustainability. Malaysian local partners shared their experience of working with European Dairy from Ireland.

Over 40 dairy industry representatives including local importers, distributors, manufacturers explored Ireland's capability as a supplier of high quality and sustainably produced dairy.

Bord Bia - Irish Food Board is a government agency within the Department of Agriculture. Bord Bia is responsible for the development of new markets and the promotion of Irish food, drink, and horticulture products internationally. The role of Bord Bia is to act as a link between Irish food, drink and horticulture companies and existing and potential customers. Bord Bia has 16 offices around the world, in Europe, Asia, Middle East and North America, to promote trade in the international market.

Patrick Lim, Business Manager for Dairy - APAC at Bord Bia said "the collaboration created an excellent opportunity to showcase the quality and sustainability of European Dairy from Ireland and to connect with key stakeholders in the dairy industry in Malaysia."

Niall Collins, Ireland Minister of State for Skills and Further Education emphasized the importance of sustainable agriculture in food production. Hilary Reilly, Ambassador of Ireland to Malaysia also shared her remarks on the potential of Irish-Malaysian partnerships in the dairy industry.

Ireland exported over €65 million in food and drink to the Malaysian market in 2022. Irish dairy exports to Malaysia rose to a value of €60 million in 2022, making it Ireland's largest food export category to the market. Due to strong demand for cheese and powders, Irish dairy exports to Malaysia are up 35% in value terms in the first 6 months of 2022