



## Successful participation in local trade fairs

MIHAS (12-15 September)



From 12 to 15 September, the Embassy participated with its own booth at the 19th edition of the Malaysia International Halal Showcase (MIHAS), which was held at MITEC Malaysia International Trade and Exhibition Centre Kuala Lumpur. MIHAS is one

of the most important fairs on the globe to promote halal products and services across different sectors, such as F&B, cosmetics, tourism, finance, among others.

In this framework, our exhibition space was dedicated to the promotion of food products that have been halal certified and are currently being sold in the Malaysian market, namely beef and cheese. Our business officials received numerous enquiries from the visitors, not only related to our halal food sector, but also to our tourist offer and education opportunities.

During the fair, Argentine beef provided by Lucky Frozen, one of the main importers of the product in Malaysia, was offered for the indulgence of the businessmen who visited the booth.

The event gathered 650 exhibitors representing more than 35 countries and regions and some 33,000 visitors during the four days of exhibition.

FHM (19-22 September)

Also during September, we attended the 17th edition of the Food and Hotel Malaysia (FHM) fair, Malaysia's biennial trade-only food and hospitality exhibition, which took place from 19th to 22nd at Kuala Lumpur Convention Centre (KLCC).



There, we accompanied and assisted the Argentine beef producer and exporter Devesa Azul Natural Beef and its importer in Malaysia in order to detect and generate new business opportunities.

The fair primarily focuses on the sector of Hotels, Restaurants and Cafes, showcasing F&B products and services and machinery for that segment. This year, the event congregated more than 23,000 visitors and 1,500 exhibiting companies.

## Franco Fasoli exhibits at Else Hotel, Kuala Lumpur



From September 29 through November 30, the renowned Argentine artist Franco Fasoli is presenting part of his work at Else Hotel in Kuala Lumpur in the framework of the exhibit "Culture Shock", through which he invites us to contemplate the beauty, intimacy and perspective of his first visit to Asia through the medium of one of his first loves: Oil.

Born in Buenos Aires in 1981, Franco Fasoli (also known as Jaz) is one of the best known and most talented artists on the Argentinian scene.

A stage designer and muralist, the art of Fasoli, who began using the streets as a canvas at the end of the 1990s, is influenced by his lifelong study of ceramics and the Argentinian capital's iconic *fileteado* technique. Towards the end of the last decade, Franco turned his back on the traditional graffiti lettering and the subsequent representation of musical motifs associated with *fileteado* to introduce into his work the vivid contradictions of Latin American societies, their rituals and their seemingly perpetual instability.



## The growing Argentine video game sector meets international buyers and investors



In an event organized by the Argentine Ministry of Foreign Affairs in conjunction with the Association of Argentine Video Game Developers, a delegation of 60 leading international buyers and investors in the video game industry participated in September in a matchmaking session to meet Argentine video game development companies. The foreign delegations included businessmen and diplomatic representatives from Brazil, Chile, Spain, the United States, France, Mexico, the Netherlands, the United Kingdom, Romania, Sweden and Uruguay.

The video game sector represents a global market of more than 200 billion dollars annually and it is one of the fastest growing industries in our country. In fact, Argentina stands out with more than 130 video game development companies and related services, employing more than 1,600 professionals and producing more than 55 video games a year, 35% of which have educational content.

Argentine video game exports currently reach 70 million dollars annually, the main export destinations being Canada, the United States and the European Union.

## Reception to the Argentine deaf football team



On September 24, we organized a reception to welcome the Argentine deaf football team that was participating at the 4th World Deaf Football Championships Malaysia 2023, which took place in different venues in Selangor and Kuala Lumpur from September 23 to October 7.

*Los Toros (The Bulls)*, as they are known, gathered at the Ambassador's Official Residence to celebrate their participation at the tournament and mingle with other fellow citizens living in Malaysia.

The national team ended up in the 13th place after beating Saudi Arabia 4-2 in their last match.

## Argentine beef continues its market expansion

After the reopening of the Malaysian market in 2020 and a first stage of successful penetration through local restaurants and hotels, Argentine beef is now starting to gain presence on the shelves of different supermarkets across Malaysia, such as Mercado (picture) and Cold Storage.



Argentina has a long tradition in producing some of the best beef in the world and is a leader in livestock sustainability. Due to the large extension of our territory and its fertility, most of the country's production occurs on natural pastures and grassland.

## Tango lessons in Kuala Lumpur



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## WTO, Argentina presents its Bio-Digital innovation in agriculture



During an event called "Synergies in Bio-Digital Agriculture Innovation in Argentina" organized as part of the World Trade Organization (WTO) Public Forum, Argentina presented its bio-digital innovations for the agricultural sector.

The Public Forum is WTO's largest outreach event, offering stakeholders from around the world the opportunity to discuss the latest developments in global trade and propose ways to improve the multilateral trade system. This year's motto "It's time to act" was a call to deepen innovation based on science, information and knowledge with the aim of solving two great global challenges: food insecurity and environmental degradation.

In this framework, Argentina showed itself to be at the forefront in the implementation of cutting-edge technologies for food production and sustainable agricultural practices.