



**MALAYSIAN  
INTERNATIONAL  
FOOD & BEVERAGE  
TRADE FAIR**

# **FUTURE READY F&B: SERVING THE EVOLUTION OF FOOD TRENDS**

**MIFB 2025  
EVENT BROCHURE**

**30 JUL - 1 AUG 2025**  
KUALA LUMPUR CONVENTION CENTRE



MALAYSIAN  
INTERNATIONAL  
FOOD & BEVERAGE  
TRADE FAIR

## WELCOME TO MIFB 2025

### Overview

**500+** PARTICIPATING  
COMPANIES

**50+** COUNTRIES  
REPRESENTED

**18,000sqm** GROSS  
AREA

**12,000** UNIQUE VISITORS  
ACROSS 3 DAYS

## About MIFB

The Malaysian International Food and Beverage Trade Fair (MIFB) stands as Malaysia's premier food and beverage trade event, dedicated to facilitating connections at every stage of the supply chain to connect, network, and collaborate from upstream to downstream solutions.

As the name suggests 'Malaysian International Food & Beverage Trade Fair', MIFB brings together international exhibitors to meet local industry players, creating invaluable opportunities for global exporters seeking to establish business connections within the broader Malaysian market. Through MIFB, international and local F&B players converge to explore innovative solutions and drive industry growth.



# Why Malaysia's F&B Market?



Malaysia's unique position as a multicultural nation with strong ties to both Islamic and Western markets makes it the perfect launchpad for your F&B products.



## Explosive Growth

Projected 8% annual growth, reaching RM310.9 billion by 2027. In 2023, Malaysia's F&B industry recorded a revenue of RM 228.66 billion.



## Halal Hub

Malaysia ranks #1 among 81 countries for the 10th consecutive year in the Global Islamic Economy Index, with its comprehensive halal certification standard. An ideal destination for international halal exporters who want to penetrate Southeast Asia markets.



## Government Support

Food processing industry highlighted as a key sector in the New Industrial Master Plan 2030, with initiatives focusing on food safety standards, halal certification advancements, and support for local manufacturers to drive economic growth and export potential.



## Ease of Doing Business

Malaysia is ranked #3 in Asia Pacific, and #12 globally out of 189 economies in Ease of Doing Business Ranking by World Bank Group, reflecting Malaysia's strong regulatory environment and efficient processes.

(\*Sources: thesun.my, NIMP 2030, Mordor Intelligence, Kerry Intelligence)

# Consumer Trends Driving the Market



Aligning your products with these trends can give you a competitive edge in this dynamic market.



## Convenience is King

Urbanisation is fueling demand for ready-to-eat meals



## Protein Power

Malaysians are shifting towards protein-rich, lower-carb diets



## Functional Foods

Growing interest in foods that offer health benefits beyond basic nutrition



## Ethical Sourcing

Consumers are increasingly concerned about the origin and sustainability of their food



## Food Safety First

Higher standards are opening new opportunities in testing and certification

(\*Source: NIMP 2030)

# EVENT HIGHLIGHTS



**MALAYSIA LATTE ART  
CHAMPIONSHIP 2025**



**MALAYSIA BARISTA  
CHAMPIONSHIP 2025**



**MALAYSIA  
BREWERS CUP 2025**



**MALAYSIA CUP TASTERS  
CHAMPIONSHIP 2025**

## ***“An Unforgettable Coffee Journey Awaits”***

***Aligned with MIFB’s commitment to showcasing ASEAN’s thriving café culture,*** the Malaysia National Coffee Championship 2025—in collaboration with the Malaysia Specialty Coffee Association—will spotlight the nation’s top baristas and artisans as they compete in the Semi-Finals and Finals at MIFB 2025.

This prestigious championship adds an exciting, hands-on element to the Coffee & Tea Segment, offering attendees the chance to experience the finest craftsmanship and innovation in specialty coffee.

***It is our commitment to growing the coffee industry and propel the segment in line with the growth.***

STRATEGIC PARTNER :



# EVENT HIGHLIGHTS



**MYFOODTECH**

## ***Malaysian Food Technology Trade Fair*** ***MyFoodTech***

MyFoodTech is Malaysia's premier platform for innovation in the food and beverage sector, presenting key segments to you: Food Processing, Machineries and Packaging.

As a co-located event of the Malaysian International Food & Beverage Trade Fair (MIFB), MyFoodTech serves as a central hub for industry professionals, offering a comprehensive showcase of the latest advancements, solutions, and services in these areas.

### ***Key Segments***



Food Processing



Machineries



Food Packaging



# EVENT HIGHLIGHTS



## Future Chefs Table

A live culinary showcase featuring renowned chefs who use innovative and unconventional ingredients to create extraordinary dishes. Attendees will be treated to witnessing firsthand the artistry and creativity behind sustainable, future-forward cooking.

## Live Theatre

An engaging platform for interactive demonstrations by exhibitors, showcasing the newest innovations, products, and services in the F&B industry. An opportunity to educate about the future of food through live presentations and hands-on experiences.

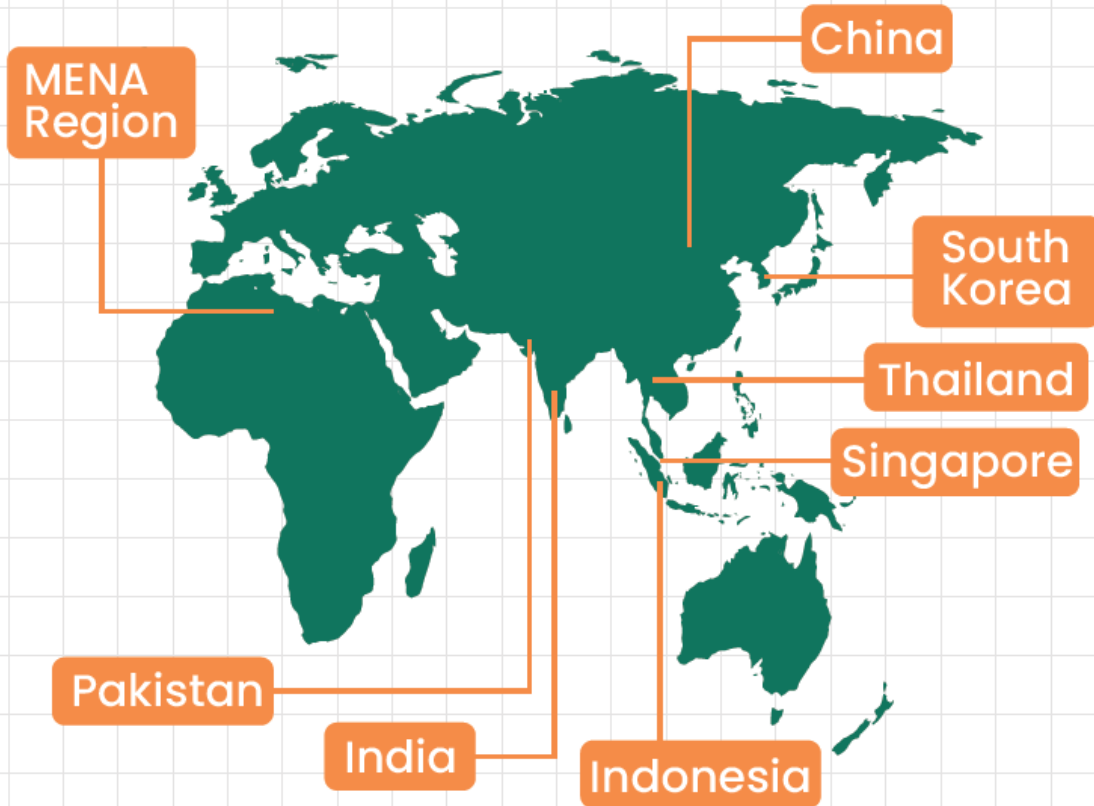


## Expert Masterclasses

Invaluable insights from industry thought leaders focusing on the pressing issues of food security and sustainability. These sessions will offer attendees practical strategies and forward-thinking solutions to navigate the evolving landscape of the F&B sector.

# THE EXHIBITION

## Expected International Pavilions



## Key Exhibiting Segments



# Why Exhibit?



MIFB isn't just an exhibition; it's a comprehensive business platform that can accelerate your growth in Malaysia and beyond.

## #1 QUALITY CONNECTIONS

Connect with **20,000+ industry professionals** across the F&B value chain before the event

## #2 DECISION-MAKER ACCESS

**72% of visitors** have influence over purchasing authority

## #3 MARKET EXPANSION

Fast-growing ASEAN market worth **RM310.9 billion by 2027**

## #4 BRAND VISIBILITY

Showcase your products to a **targeted audience** in the F&B value chain

## #5 NETWORKING OPPORTUNITIES

**Build relationships with key players** in the F&B ecosystem at the event

## #6 TREND SPOTTING

Stay ahead with the **latest industry developments**

## Testimonials from Previous Exhibitors

“

*The quality and quantity of visitors is absolutely massive. We have many customers interested in our products. MIFB is a huge contributor to the F&B industry in Malaysia.*

— **LE TRINH TRADING PRODUCTION**  
Vietnam

”

“

*The crowd here is larger, and the visitor quality is impressive. They have solid business background and know what they're looking for.*

— **Cassie Gan (Business Development)**  
Dwi Makmur Food Sdn Bhd  
Malaysia

”

“

*A highly commendable exhibition experience, notably better than most.*

— **Omer Faruk Akarca (General Manager)**  
Akarga Ciftligi  
Turkey

”

# MIFB 2024 IN NUMBERS



**18,000** GROSS SQM

**19,001** VISITORSHIP

**10,239** UNIQUE VISITORS

**455** EXHIBITORS

**75** PARTICIPATING COUNTRIES

## VISITOR PROFILE

**36%** Food & Beverage

**16%** Wholesale & Distribution

**14%** Manufacturer

**10%** Retailer / E-Retailer

**7%** Service Provider

**5%** Hospitality & Tourism

**3%** Other

**2%** Media

## PURCHASING AUTHORITY

**47.5%**

Decision Maker

**24.8%**

Influencer

**3%**

Others

## FEEDBACK FROM VISITOR ATTENDEES



**96.7%** Level of satisfaction visiting MIFB 2024



**90.0%** Satisfied with overall event



**76.6%** Likely to visit MIFB 2025

# BUYERS WHO ATTENDED IN 2024



## AND MORE!

# EXHIBITING OPPORTUNITIES



## BARE SPACE

This is rental of space only. Exhibitors are responsible for their own booth design, construction and furnishing. All electrical equipment and installation must be undertaken by the Official Contractor.

**USD 420/sqm**  
(Min. 18 sqm)



## STANDARD SHELL SCHEME

**This package inclusive of:-**

- Fascia board with exhibitor company name and booth number
- Needle punch carpet
- 03 units of LED arm spotlight
- 01 unit of 13amp single phase power point
- 01 unit of information Desk
- 02 units of Folding Chairs
- 01 unit of Waste Basket

**USD 460/sqm**  
(Min. 9 sqm)



## WALK-ON PACKAGE

**This package inclusive of:-**

- Fascia board with exhibitor company name and booth number
- Needle punch carpet
- 03 units of LED arm spotlight
- 01 unit of 13amp single phase power point
- 01 unit of information Desk
- 02 units of Folding Chairs
- 01 unit of Waste Basket
- 01 unit of Lockable Cabinet
- 01 unit of System Coffee Table
- 02 units of Arm Chairs
- 02 units of Wall Shelving (Flat or Slope)

**USD 480/sqm**  
(Min. 9 sqm)



## ENHANCED SHELL SCHEME

**This package inclusive of:-**

- Fascia board with exhibitor company name and booth number
- Overhead raised up with inkjet print
- Needle punch carpet
- 03 units of LED arm spotlight
- 01 unit of 13amp single phase power point
- 01 unit of information Desk
- 02 units of Folding Chairs
- 01 unit of Waste Basket
- 01 unit of Lockable Cabinet
- 01 unit of System Coffee Table
- 02 units of Arm Chairs
- 02 units of Wall Shelving (Flat or Slope)

**USD 500/sqm**  
(Min. 9 sqm)

## Marketing Exposure Package - Mandatory

**USD 500**  
per exhibiting company

## Premium Location

**Talk to us to find out more**

## Corner Charge

\*subject to booth location

**USD 180 per corner**

**Interested to Exhibit?**

**[sales@mifb.com.my](mailto:sales@mifb.com.my)**

# ORGANISED BY CONSTELLAR



Constellar is Asia's preferred partner for convening businesses, curating ideas and creating opportunities for sustainable business growth and global impact.

Based in Singapore with a regional footprint in China and Malaysia, we curate and develop influential trade and consumer events for key industries, connecting global marketplaces in sectors such as fintech, industrial transformation and ESG. We also manage the Singapore EXPO, Singapore's largest purpose-built venue for Meetings, Incentives, Conventions and Exhibitions (MICE).

Our vision is to be a global leader made in Asia, activating impactful networks to enable cross-industry collaboration and innovation through our holistic portfolio of intellectual properties (IP) in the MICE industry.

## FOR ENQUIRIES

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F&B: SERVING THE  
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**CONSTELLAR EXHIBITIONS MALAYSIA SDN BHD**

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**#MIFB2025**  
[www.mifb.com.my](http://www.mifb.com.my)