



MALAYSIAN
INTERNATIONAL
FOOD & BEVERAGE
TRADE FAIR

START-UP PROGRAM

30 JULY-01 AUGUST 2025 | KUALA LUMPUR CONVENTION CENTRE



ACCELERATE YOUR GROWTH WITH MIFB STARTUP PROGRAM

We're on the lookout for innovative solutions from startups with less than 3 years of experience. If your exceptional product has hit the market within the last 2 years, join us to accelerate your growth and success in this ever-evolving industry!



AMPLIFY YOUR BRAND EXPOSURE AND PRESENCE

Your product has the potential to reach a vast audience of potential customers and partners through our engaging social media posts and targeted email marketing campaigns. Get in front of the right people and amplify your brand exposure today!



BUILD MEANINGFUL PARTNERSHIPS

Potential business partners will be able to easily find you before, during, and after the event with your contact details prominently featured on all our digital and mobile app platforms. Get in front of the right people and build relationships that can help your business grow.

FUTURE-READY F&B: SERVING THE EVOLUTION OF TRENDS

EXCLUSIVE OPPORTUNITY FOR START-UP

Secure your customized exhibit space
for only MYR 6,500 per company!

THIS PACKAGE INCLUDES:

- 4 sqm Stand Area
- Two (2) Exhibitor Passes
- One (1) Information Desk
- One (1) Lockable Counter
- Two (2) Folding Chairs
- One (1) Waste Basket
- One (1) 13amp power point
- Two (2) Spotlights
- One (1) Inkjet sticker Branding Poster
- Needle Punch Carpet

**Limited slots available
on a first-come-first-serve basis**

TERMS & CONDITIONS:

1. The Start-up @ MIFB 2025 Program (which is organized as part of Constellar Exhibitions Malaysia Sdn Bhd's Corporate Social Responsibility (CSR) efforts), is open only to companies and businesses that are related to the Food & Beverage industry only.
2. Participating Startup companies must be represented from the Alternative Meat Proteins, Convenience Food, Halal, Plant-Based Proteins or Food, Superfoods, Agri Food Tech, Sustainably Produced or Packaged Sectors, where their business must contribute to the growth of the nation's Food & Beverage industry.
3. Applicants must be able to submit their respective company's **SSM Certification of Incorporation of Private Company (Form 9) or Business Registration Forms**.
4. Applicants for the Start-up @ MIFB 2025 Programme must have been in business for less than 3 years from the date of establishment/registration.
5. Startups listed under any subsidiary of an MNC are not eligible for this program.
6. The Startup must have market-ready food and beverage products.
7. Food and beverage products in prototype or development are not accepted for this application.
8. Participants in the Start-up @ MIFB 2025 Program must agree to exhibit at the Start-Up @ MIFB village at a minimum exhibit cost (which is compulsory)
 - Please note that the MIFB 2025 secretariat has the final say on which startups are shortlisted based on the program criteria.
 - The organizer does not guarantee or take responsibility for the success rate of investor, investment, or business deals for participating start-ups. It is the sole responsibility of the start-up to leverage and utilize the marketing efforts and exhibit platforms created by the organizer.



CONSTELLAR EXHIBITIONS MALAYSIA SDN BHD

Faber Towers, Lot 1008, Level 10, Tower 2, Jalan Desa Bahagia, Taman Desa, 58100 Kuala Lumpur
General: +603 7989 1133 | Website: www.mifb.com.my

For enquiries:
email: sales@mifb.com.my