



MALAYSIAN  
INTERNATIONAL  
FOOD & BEVERAGE  
TRADE FAIR

# STARTUP PROGRAMME

30 JULY-01 AUGUST 2025 | KUALA LUMPUR CONVENTION CENTRE



## ACCELERATE YOUR GROWTH WITH MIFB STARTUP PROGRAMME

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 STARTUP

Secure your customised exhibit space  
for only USD 1,600 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 Startup Programme at MIFB 2025 (which is organised 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 Startup Programme at MIFB 2025 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 programme.
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 Startup Programme at MIFB 2025 must agree to exhibit at the Startup Village at MIFB 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 programme criteria.
  - The organiser does not guarantee or take responsibility for the success rate of investor, investment, or business deals for participating startups. It is the sole responsibility of the startup to leverage and utilize the marketing efforts and exhibit platforms created by the organiser.



CONSTELLAR EXHIBITIONS MALAYSIA SDN BHD

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