



MALAYSIAN
INTERNATIONAL
FOOD & BEVERAGE
TRADE FAIR

CO-LOCATED WITH
mcae
MALAYSIA CAFÉ EXPO



15TH -17TH JULY 2026
KUALA LUMPUR CONVENTION CENTRE



SALES PROSPECTUS
FUTURE-READY F&B:
POWERING THE NEXT WAVE

#MIFB2026



www.mifb.com.my

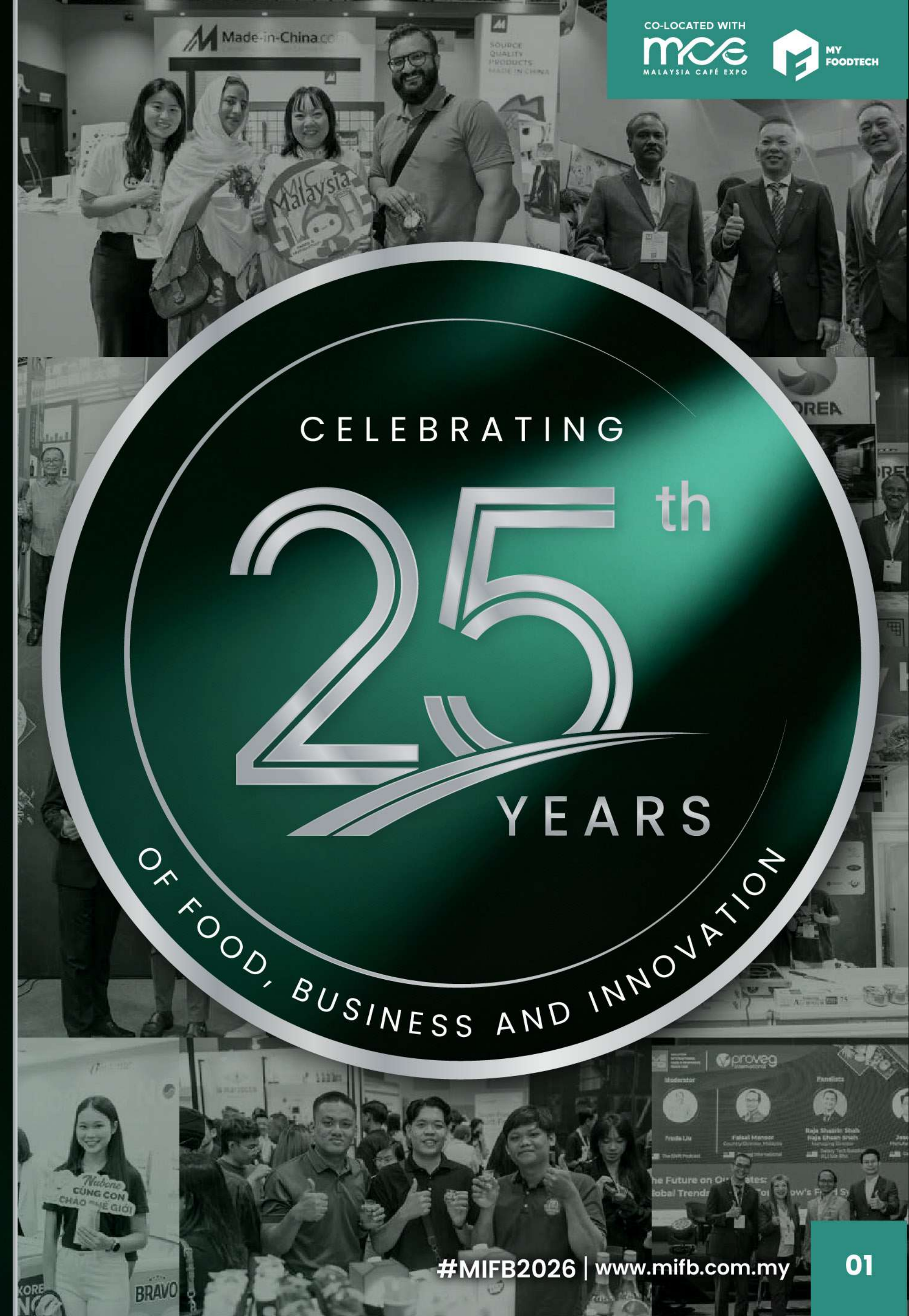
ABOUT MIFB

25 YEARS OF SERIOUS F&B TRADE CONNECTIONS

The Malaysian International Food & Beverage Trade Fair (MIFB) is ASEAN's leading trade event for the food and beverage industry, trusted for over 25 years as the premier platform connecting the entire F&B value chain.

Each year, MIFB brings together manufacturers, OEMs, distributors, HoReCa professionals, importers, exporters, and service providers to showcase innovation, uncover new market opportunities, and drive sustainable business growth.

In 2026, MIFB continues its legacy as the ultimate platform where business happens, a place to connect, collaborate, and catalyse growth across the rapidly evolving world of food and beverage.



WHY INTERNATIONAL COMPANIES EXPAND REGIONALLY THROUGH MIFB

A gateway into ASEAN's fast-growing food and beverage market (soon becoming the 4th largest economy by 2030)



A pioneer in the Halal market, Malaysia's globally recognised Halal certification makes it an ideal entry point into the Halal sector.



MIFB gave us the perfect foundation to step into Malaysia – it brought us closer to the people and innovations shaping the industry. From networking and exchanging ideas to exploring potential partnerships, it's been an incredible experience.

Antonie ELS
Chief Executive, Rhima Australia Pty Ltd.

A great and enjoyable experience, with the opportunity to meet and network with diverse connections.

Vanky Nai
Executive (Industry Development), Singapore Coffee Association

Neutral, English-first, multilingual market access



A platform to test market acceptance before regional rollout.

Opportunities for re-export and co-packing to connect with free-zone operators, co-packers, and logistics partners who facilitate regional finishing and redistribution.

MIFB feels like home to us! Meeting people from different walks of life, exploring collaborations, and launching our first-ever ready-to-eat products. It's been a fantastic experience.

Fiona Shum
General Manager for FMCG Division, Chef Wan Group of Restaurants

Long-established trade fair with proven visitor quality and industry relevance.



Access to 16 Free Trade Agreements, comprising 7 bilateral and 9 regional agreements, delivering competitive tariff advantages and enhanced regional market access.

A meeting point with Malaysian distributors and buyers ready to explore new products.

WHY MALAYSIAN COMPANIES LEVERAGE ON MIFB TO GROW BRAND PRESENCE



A springboard to launch local brands into wider markets.



A venue to connect directly with importers, distributors, and buyers across the F&B ecosystem.



Trusted stage to showcase Malaysian-made products and Halal strengths.



Space to benchmark against markets and stay ahead of trends.



A gateway to export opportunities and private label collaborations.



Forum to learn the trade and connect with potential partners.

"Through MIFB, we were able to send our product listing to AEON, explore core branding opportunities with 7-Eleven, and receive a lot of inquiries from export markets such as Singapore, Thailand, China, the UK, and the US."

Alvin Lim
Business Development Manager, Ha'ritage Brands Sdn Bhd

MIFB 2025 was an enjoyable and rewarding experience. The event provided valuable exposure, meaningful connections, and a fantastic platform to showcase our brand. Overall, a great experience that exceeded our expectations.

Shawn Wong Shi Chin
Senior Marketing Executive, Coffex Coffee (M) Sdn Bhd

MIFB is the right platform for F&B companies to get to know each other, what's there in the market, not just locally but internationally. We've met quite a number of foreign visitors. This is the right platform for any F&B business to join in the future.

Nareshpal Kaur
Founder, Sanjeja Enterprise

MALAYSIA'S POLITICAL & ECONOMIC STABILITY

A Trade Gateway in Transition

Economic Perspective:

Malaysia stands at the crossroads of global trade, offering a powerful mix of opportunity, access, and stability for F&B investors and exporters.



A GROWING MARKET

Malaysia's food market is valued at US\$61.38 billion (2025) and is projected to grow at a 6.6% annual rate through 2030 (Statista).

RE-EXPORT & PROCESSING HUB

Malaysia benefits from 16 Free Trade Agreements, comprising 7 bilateral agreements and 9 regional agreements. With established free zones, advanced port facilities and efficient regional distribution networks, Malaysia serves as a natural base for processing, packaging and regional trade.



STRATEGIC ASEAN ACCESS

Businesses in Malaysia gain direct entry to a 680 million-strong consumer base, supported by world-class logistics and free trade agreements across the region.

BENEFICIARY OF GLOBAL TRADE REALIGNMENT

As tariff shifts reshape supply chains, companies from China, Korea, and Taiwan are increasingly moving finishing and repackaging operations to ASEAN to stay tariff-neutral.



HALAL & COMPLIANCE ADVANTAGE

Malaysia's globally recognised Halal certification standards strengthen its role as a springboard into Muslim-majority markets across ASEAN, the Middle East, and Africa.

MALAYSIA'S DYNAMIC F&B TRENDS

Malaysia's love for food runs deep. It fuels a vibrant domestic market and a fast-evolving F&B scene.



DINING OUT ON THE RISE

Malaysians spend an average of RM800 to RM1,200 per month dining out, with 43% eating out several times a week and 19% doing so daily.



RETAIL EVOLUTION

F&B now accounts for 20 to 25% of mall tenants, up from just 10 to 15% a decade ago (Sunway REIT), showing how food continues to anchor Malaysia's retail landscape.



EMBRACING HEALTH AND QUALITY

Rising health consciousness leads to shift in consumers preferring low-calorie, high-fibre options. This shift is seen especially in beverages offering zero-sugar, all-natural options.



FUELLING URBAN LIFESTYLES

A growing preference for ready-to-eat, ready-to-cook, and ready-to-drink products reflects busy urban lifestyles and a desire for convenience without sacrificing quality.



THE CAFÉ & BEVERAGE BOOM

Malaysia's domestic coffee market is valued at US\$1.05 billion (RM4.45 billion), with over 6,400 cafés operating nationwide. Convenient stores are redefining experience with fresh, café-style offerings beyond retail.

MIFB 2026 NUMBERS



13,000+

Unique
Attendees



>520

Exhibiting
Companies



15,000+

Sqm
Gross Area



>85

Countries
Represented



1,000+

Buyers

WHO EXHIBITS?

Exhibitor Profiles:



Food & Beverage Manufacturers

- Packaged and processed food producers targeting retail and wholesale markets.
- Ready-to-eat, ready-to-cook, and ready-to-drink products appealing to Malaysia's fast-paced lifestyles.
- Frozen and convenience food suppliers tapping into modern trade and export channels.



Specialty Producers & SMEs

- Artisanal and boutique producers of sauces, condiments, snacks, and confectionery.
- Family-owned businesses bringing authentic flavour from their regions to an ASEAN audience.
- SMEs aiming to secure distribution partnerships with prominent supermarkets, hypermarkets, and e-commerce platforms.



Fresh & Chilled Produce

- Suppliers of seafood, meat, poultry, fruits, and vegetables catering to retail chains, foodservice, and hospitality sectors.
- Export-ready producers leveraging Malaysia's strong cold-chain infrastructure.
- Specialty growers and fisheries offering premium or sustainably sourced products to meet rising consumer demand.



Coffee, Tea & Pastry Brands

- Specialty coffee roasters and café suppliers tapping into Malaysia's thriving café culture.
- Tea brands and chains riding the wave of Malaysia's rapidly expanding tea shop market.
- Bakery and pastry suppliers offering ingredients, frozen dough, desserts, and baked goods to meet demand from HoReCa and retail.

WHO EXHIBITS?

Exhibitor Profiles:



Health, Wellness & Organic Brands

- Nutritional and functional food producers responding to consumer demand for healthier lifestyles.
- Plant-based, organic, gluten-free, and natural products targeting specialty buyers and niche retailers.
- Beverage innovators in kombucha, cold brew, functional teas, and low-sugar alternatives.



Technology & Solutions Providers for F&B

- Point-of-sale (POS) System, digital ordering solutions, and smart kitchen technology providers enabling F&B digitalisation.
- Packaging, logistics, cold-chain, and food safety solution providers supporting efficiency and compliance.
- Sustainability innovators offering waste reduction, eco-packaging, and clean energy solutions for food businesses.



Halal-Certified Suppliers

- Producers leveraging Malaysia's reputation for globally recognised Halal certification.
- Export-ready companies expanding into Muslim-majority markets across ASEAN, the Middle East, and beyond.



Country Pavilions & Trade Boards

- National showcases featuring a wide range of SMEs and exporters from across Asia, Europe, the Middle East, and the Americas.
- Government and trade promotion agencies facilitating international partnerships and joint ventures.

HIGHLIGHTS BEYOND THE SHOW FLOOR



One Location, Multiple Events

Experience the latest F&B innovations, technologies, and brands gathered under one roof.

- Malaysian International Food & Beverage Trade Fair (MIFB)
- Malaysian Food Technology Trade Fair (MyFoodTech)
- Malaysia Café Expo (MCE)

The Malaysia National Coffee Championship



The Malaysia National Coffee Championship (MNCC) draws coffee enthusiasts—especially young professionals seeking quality and lifestyle. With rising public and media interest alongside growing coffee consumption, the event reflects Malaysia's vibrant coffee culture with the mission to elevate the specialty coffee industry.



Knowledge Hub

The Knowledge Hub returns with fresh insights to keep F&B professionals ahead of industry shifts. The programme will feature expert-led sessions covering emerging trends, innovation, and practical business solutions.

Halal Certification Workshop

In collaboration with Halal Development Corporation Berhad (HDC), MIFB 2025 presents a dedicated workshop offering clear, practical guidance on Halal certification requirements, application procedures, regulations, and management systems.



Live Theatre

Gain practical insights and fresh perspectives from leading industry experts at MIFB's Live Theatre. Covering trending topics and real-world challenges, these engaging sessions are designed to inform, inspire, and spark meaningful dialogue across the F&B community.

Chef Table

The Chef Table is an immersive experience designed exclusively for buyers. This curated space brings together culinary innovation and business potential.

Buyers will explore new dimensions in food sourcing and product applications at this hub.



Buyer Programme

An exclusive initiative tailored for qualified trade buyers, offering access to premium privileges and personalised business opportunities.



2025 TRACK RECORD

MIFB 2025 SUCCESS IN NUMBERS



12,097

Unique Visitors
(+18% from 2024)



500

Exhibiting Companies
(+8% from 2024)



84

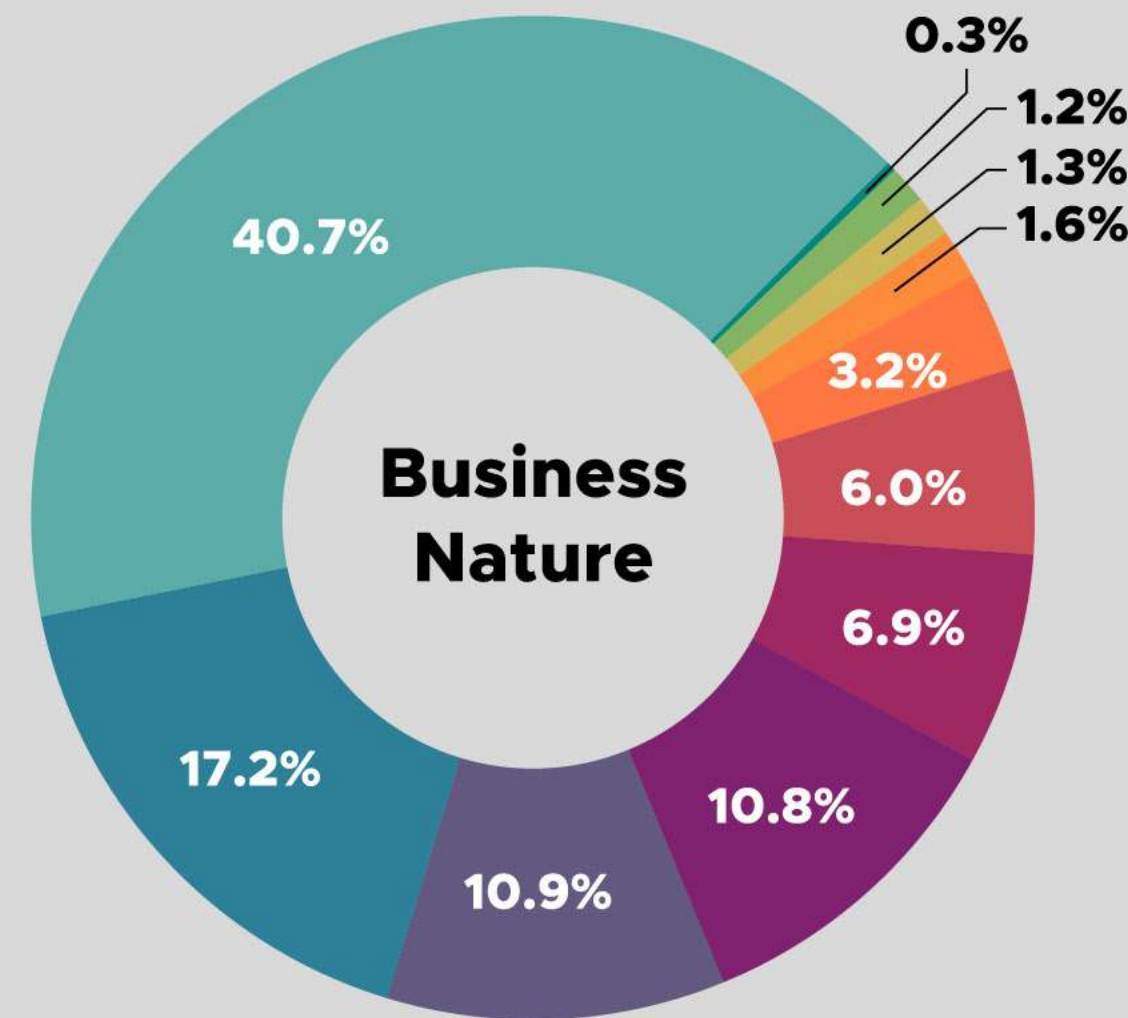
Participating Countries
(+12% from 2024)

<h1>3</h1> <p>Concurrent Events</p>		<h1>7</h1> <p>Key Exhibiting Segments</p>
	<h1>7</h1> <p>Exhibiting Halls</p>	<h1>55</h1> <p>Speakers</p>
<h1>4</h1> <p>World-Class Coffee Championships</p>		<h1>44</h1> <p>Knowledge Sessions</p>

ATTENDEE DEMOGRAPHICS

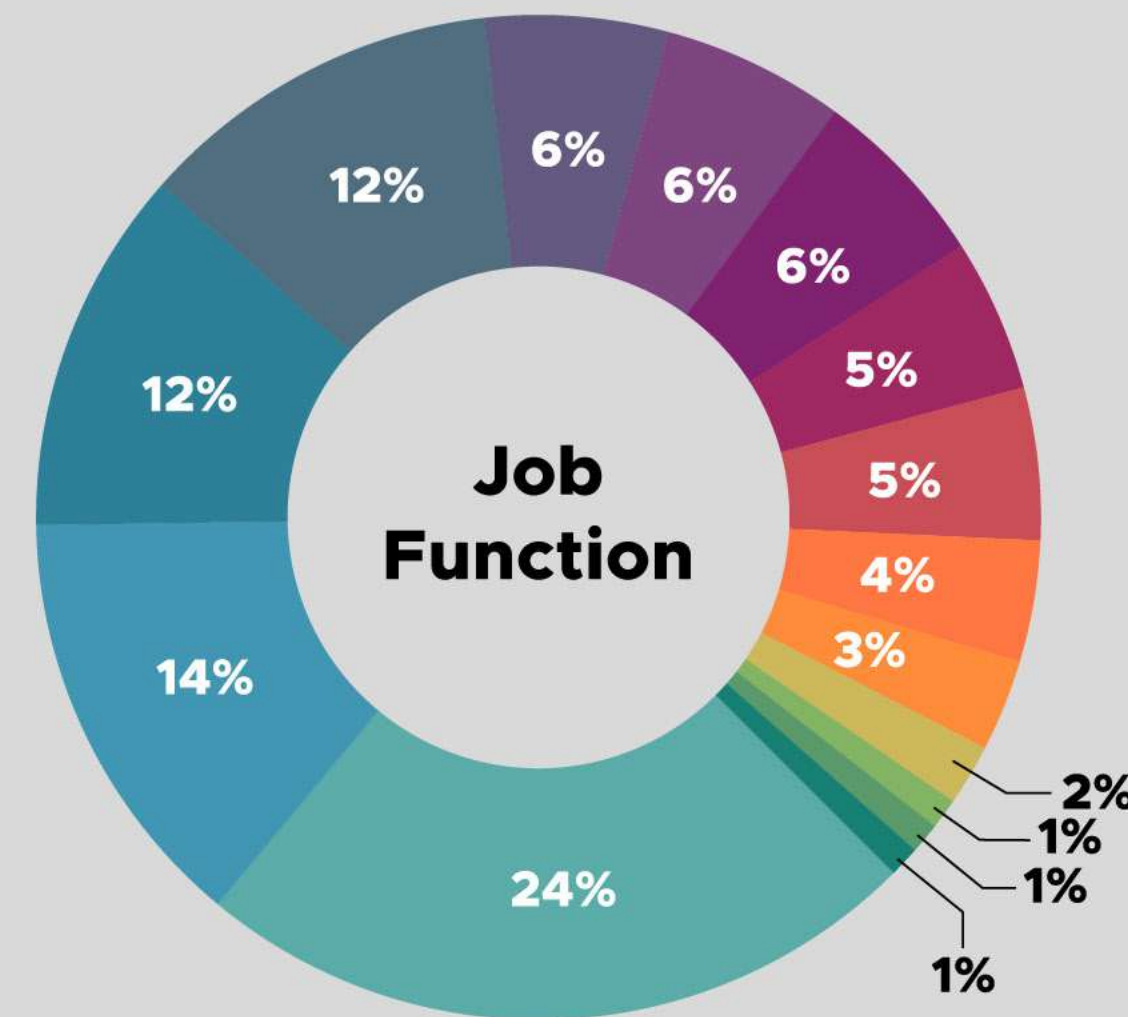
Top Countries

1		MALAYSIA	11		TURKMENISTAN
2		CHINA	12		USA
3		SINGAPORE	13		ALGERIA
4		PHILIPPINES	14		AUSTRALIA
5		INDIA	15		JAPAN
6		INDONESIA	16		NETHERLANDS
7		THAILAND	17		REPUBLIC OF KOREA
8		HONG KONG	18		ETHIOPIA
9		JORDAN	19		FRANCE
10		NIGERIA	20		TURKEY



Business Nature

- Food & Beverage
- Hospitality & Tourism
- Others
- Related Industries
- Manufacturer
- Trade Association
- Wholesale & Distribution
- Government Organisation
- Service Provider
- Chamber of Commerce & Embassy
- Retail / E-Retailer



Job Function

- Others
- Catering Management
- Business Development
- Barista / Roaster / Tea Sommelier
- Sales / Marketing
- Finance / Admin / HR
- Corporate Management
- Consultant / Advisor
- Project & Operations
- Quality Control
- Purchasing / Procurement
- Bartender / Sommelier / Brewer / Broker
- Research & Development
- Media
- Chef

ATTENDEE PRODUCT INTERESTS



Feedback from Attendees

95%

Satisfied with Overall Event

91.7%

Would Recommend MIFB

81.4%

Likely to Visit MIFB 2025

MIFB 2025 DIGITAL FOOTPRINT

7,251,932 Traffic to Website
(+158.4% Growth from 2024 Edition)

1.4M Unique Users on Website
(+60.9% Growth from 2024 Edition)

22M Digital Impressions
(+15.8% Growth from 2024 Edition)

91.25% Engagement Rate
(+30.4% Growth from 2024 Edition)

25,015 Followers on Social Media
(+6.8% Growth from 2024 Edition)

BUYERS WHO ATTENDED IN 2025



AND MORE!

EXHIBITION PACKAGES



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



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



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
- 04 units of Folding Chairs
- 01 unit of Waste Basket
- 01 unit of Lockable Cabinet
- 01 unit of Round Table
- 02 units of Wall Shelving (Flat or Slope)



ENHANCE 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
- 04 units of Folding Chairs
- 01 unit of Waste Basket
- 01 unit of Lockable Cabinet
- 01 unit of Round Table
- 02 units of Wall Shelving (Flat or Slope)

Halls 6 & 7



Coffee | Tea | Café Supply & Equipment

Hall 6

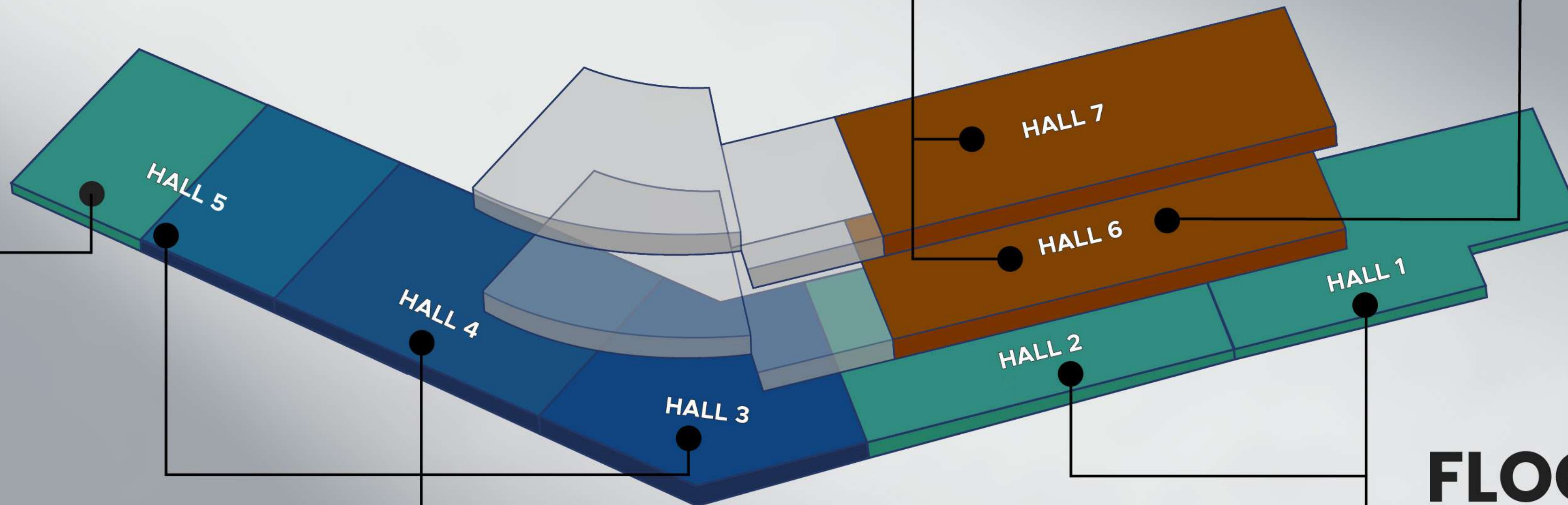


Beverage | Pastry & Bakery | Franchises

Hall 5



RTC | RTE | RTD



FLOOR PLAN

Halls 3, 4 & 5



Kitchen Equipment | Food Technology & Machineries | Packaging, Logistics, Warehousing

Halls 1 & 2



Chilled, Fresh, Frozen Seafood | Healthy & Functional Food | Ingredients



MALAYSIA CAFÉ EXPO (MCE)

Co-located with the Malaysian International Food & Beverage Trade Fair (MIFB), the Malaysia Café Expo (MCE) shines a spotlight on the country's thriving café culture.

Now running for its second year, MCE has expanded its scope to support the entire café ecosystem covering café equipment, bakery and pastries, snacks and confectionery, as well as café franchise and licensing brands. This dedicated showcase brings together café owners, roasters, baristas, and suppliers to explore everything that powers the café business.

In strategic partnership with the Malaysia Specialty Coffee Association (MSCA), the leading body driving the nation's coffee industry, MCE is set to become the largest gathering of café operators, suppliers, and solution providers in the region.



KEY SEGMENTS



Coffee



Tea



Beverage



Syrups & Flavourings



Coffee Equipment



Cafe Equipment



Snacks & Confectionery



Bakery & Pastries



ABOUT ONE INTERNATIONAL GROUP

Founded in 2011, One International Group has grown into one of Malaysia's leading international exhibition and convention industry operators. The Group focuses on building a professional MICE ecosystem that connects industries, capital, and global markets through high-quality trade exhibitions and strategic partnerships.

For booking enquiries, kindly contact the Exhibition Sales team:

☎ +603 7989 1133

✉ sales@mifb.com.my

Anthony Hong
Sales Manager

☎ +6016 308 7989

✉ anthony.hong@oneinternational.com.my

Edmund Ooi
Senior Manager, Sales

☎ +6016 876 7989

✉ edmund.ooi@oneinternational.com.my

Joanne Leow
Assistant Manager, Events

☎ +6016 453 7989

✉ joanne.leow@oneinternational.com.my

