

MIFB Launchpad

Pre-Requisite FAQ for Participating Companies

Important Requirements Before Applying

1. Shortlisted participants must exhibit at MIFB 2026

Companies that are shortlisted for MIFB Launchpad must be prepared to participate as exhibitors at **MIFB 2026**. This includes purchasing or securing a booth/kiosk space to showcase their company, product or innovation during the trade fair.

Shortlisted startups will be invited to join the **MIFB 2026 Startup Pavilion** and take up a kiosk to showcase during the fair, which is stated as compulsory in the programme details.

Participants should contact the MIFB organisers directly for further clarification on booth packages, pricing, exhibitor requirements, payment terms, setup guidelines and any related exhibition matters.

2. Participation requires commitment to the full programme journey

Shortlisted companies should be available to participate in the key stages of MIFB Launchpad, including the application process, pitch clinic, booth/kiosk exhibition and live pitch session.

The programme journey includes submitting a short pitch video and business overview, attending the pitch clinic, refining the pitch deck, rehearsing through mock pitch sessions, and pitching live at MIFB 2026 in front of investors, VCs and industry leaders.

3. MIFB Launchpad is best suited for companies open to fundraising

Companies do not need to be fully ready to raise funds immediately, but they should be open to exploring funding, investor exposure or future Equity Crowdfunding through pitchIN.

ECF allows companies to raise capital from the public through a Securities Commission Malaysia-registered platform such as pitchIN. ([pitchIN](#))

Event Details

Item	Details
Event	MIFB Launchpad at MIFB 2026
Main Event	Malaysian International Food & Beverage Trade Fair 2026
Date	15–17 July 2026
Venue	Kuala Lumpur Convention Centre
Format	Startup pitching platform, pitch clinic, exhibitor showcase and live final pitch
Target Participants	F&B startups, SMEs, food innovators and F&B-adjacent businesses
Audience	Investors, venture capitalists, buyers, strategic partners, industry leaders and trade visitors
Exhibition Requirement	Shortlisted participants must exhibit at MIFB 2026
Organiser Clarification	Participants should contact MIFB organisers directly for booth, kiosk and exhibitor-related matters

MIFB's official website lists the 2026 event dates as **15–17 July 2026** at the **Kuala Lumpur Convention Centre**, organised by ExpoCO Sdn Bhd. ([MIFB](#)) The uploaded MIFB Launchpad summary also states that the live pitch will take place from **15–17 July 2026** at the Kuala Lumpur Convention Centre.

FAQs

1. Do shortlisted companies need to purchase a booth at MIFB 2026?

Yes. Shortlisted participants must be prepared to exhibit at MIFB 2026 by securing a booth or kiosk space. This is part of the programme's visibility and showcase component.

Participants should get in touch with MIFB organisers directly to confirm booth pricing, available packages, payment process, exhibitor setup requirements and any other exhibition-related conditions. Grants are also available to help offset booth/kiosk costs. Contact the MIFB organisers to find out more at sales@mifb.com.my.

2. Is booth participation compulsory?

Yes. Based on the programme details, shortlisted startups will be invited to join the MIFB 2026 Startup Pavilion and take up a kiosk to showcase during the fair, which is marked as compulsory.

3. What happens if my company cannot exhibit at MIFB 2026?

If your company is unable to exhibit, you should clarify this with the organisers before applying or accepting a shortlisted slot. Since the showcase component is a key part of MIFB Launchpad, inability to participate as an exhibitor may affect eligibility or participation.

4. Who should I contact about booth or kiosk matters?

For booth pricing, exhibition packages, payment, setup, exhibitor rules and operational requirements, participants should contact the MIFB organisers directly. MIFB's official contact page lists organiser contact details, including telephone support. ([MIFB](#))

5. What are the key MIFB 2026 event dates?

MIFB 2026 will be held from **15–17 July 2026** at the **Kuala Lumpur Convention Centre**.
([MIFB](#))

For MIFB Launchpad, the live pitch will also take place during this same event window.

6. Where will the live pitch happen?

The live pitch is expected to take place at the **MIFB Startup Zone / Startup Pavilion area** during MIFB 2026, in front of investors, VCs and industry leaders.

7. What will shortlisted companies receive?

Shortlisted companies may receive pitch coaching, mentoring support, visibility on the show floor, access to investors and industry leaders, and the opportunity to pitch live during MIFB 2026. The uploaded programme summary also notes visibility with a kiosk at the MIFB Startup Pavilion.

8. What are the rewards for the winning startup?

The winner may receive a complimentary booth at MIFB 2027 worth up to RM18,000, waived pitchIN platform onboarding fees worth RM3,888, media exposure through MIFB and pitchIN channels, and opportunities to meet future investors.

9. Does joining MIFB Launchpad mean I automatically get to raise funds on pitchIN?

No. Participation in MIFB Launchpad does not guarantee approval to fundraise on pitchIN. Any company that wishes to proceed with Equity Crowdfunding will still need to go through pitchIN's evaluation, onboarding and due diligence process.

pitchIN's ECF process includes initial evaluation, onboarding, agreement execution and submission of required forms before a campaign can proceed. ([pitchIN](#))

10. How much can a company raise through ECF?

A company can raise up to **RM20 million** through ECF platforms over its lifetime, excluding the company's own capital contribution or funding obtained through private placement. ([pitchIN](#))

11. What should companies prepare before applying?

Companies should prepare a short business overview, founder details, product information, basic traction or sales numbers, a short pitch video and a simple explanation of how funding could help the business grow.

For companies that may later pursue ECF, they should also be ready to provide financial documents, company information and supporting details during the pitchIN review process.

12. What is the simplest way to know if my company is suitable?

A company is likely suitable if it can clearly answer:

Question	Why It Matters
What do you sell or build?	Shows business clarity
Who is your customer?	Shows market understanding
What traction do you have?	Shows proof of demand
What makes you different?	Shows competitive edge
How will funding help?	Shows growth readiness

Participation in MIFB Launchpad is subject to shortlisting, programme requirements and organiser terms. Shortlisted participants are required to exhibit at MIFB 2026 and [should contact the MIFB](#) organisers directly for booth-related clarification. Any future fundraising through pitchIN remains subject to pitchIN's evaluation, onboarding, due diligence and campaign approval process.

Simple Pre-Application Checklist

Before applying, make sure you can answer these five questions:

1. What does your company do?
2. Who is your customer?
3. What traction or proof do you have?
4. How do you plan to grow?
5. How would funding help you scale faster?