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## **MIFB 2025 Concludes on a High Note, Celebrating Global Innovation and Future-Ready Solutions in the F&B Sector**

- *Drawing record attendance and global participation, **MIFB 2025** featured over 500 companies and 12,000 trade visitors, with the **10th Malaysian National Coffee Championship**, as well as the debut of the **Malaysia Café Expo**, jointly hosted with **MSCA**, spotlighting Malaysia's specialty coffee and café culture.*
- *Strategic collaborations elevated the event's industry impact, with impactful showcases such as the **Knowledge Hub**, **MyFoodTech**, as well as the **Gastro Hub** in collaboration with **Malaysia PCA**, and the debut of the **Wine, Spirits & Beer Showcase**,*

**KUALA LUMPUR, 4 August 2025** — The **Malaysian International Food and Beverage Trade Fair (MIFB) 2025** wrapped up its highly anticipated return with a resounding success, drawing over 12,000 trade visitors, 500+ exhibiting companies, and participants from more than 50 countries and regions. Held from **30 July to 1 August 2025** at the **Kuala Lumpur Convention Centre**, the event carried the theme *Future-Ready F&B: Serving the Evolution of Trends*, firmly establishing itself as ASEAN's leading F&B industry platform.

The event was officially opened by **YB Datuk Chan Foong Hin, Deputy Minister of Plantation and Commodities**, in a vibrant opening ceremony that gathered key industry leaders, strategic partners, and members of the media. In his keynote address, **YB Datuk Chan** underscored the importance of embracing innovation, sustainability, and agility in navigating the rapidly evolving global food landscape.

*"Over the years, **MIFB** has cemented itself as Malaysia's premier stage for the entire F&B ecosystem, showcasing the diversity of our flavours while fostering innovation, partnerships and sustainable growth. The theme of **MIFB 2025, Future-Ready F&B: Serving the Evolution of Trends**, captures our industry's transformation: adapting to consumer preferences, embracing digitalisation and innovating sustainably. It mirrors the mission of our plantation and commodity sectors."* said **YB Datuk Chan Foong Hin**, noting, *"**MIFB 2025** is a chance to see how far we have come and to learn from global best practice. I encourage all participants to engage in meaningful discussions, explore collaborations and discover new market opportunities."*

Also delivering welcoming remarks were **Chua Wee Phong, Group Chief Executive Officer of Constellar**, and **Kelvin Ngow, President of the Malaysia Specialty Coffee Association and CEO of Coffex Coffee**. The ceremony concluded with a high-energy launch moment and a guided exhibition tour that spotlighted standout showcases, including **MyFoodTech**, **Gastronomic Sensory Hub**, and the debut of the **Wine, Spirits & Beer Showcase**.



*“With global industry experts sharing their expertise, this will be a great opportunity to explore the key consumer trends, sustainability imperatives, and technological advancements shaping the future of the F&B sector,”* said **Chua Wee Phong, Group CEO of Constellar**, adding, *“As we navigate the challenges of an ever-changing world, our commitment to innovation and sustainability becomes even more crucial. The road ahead may be complex, but it is also filled with opportunity. Together, through collaboration, creativity, and resilience, we can build a robust, sustainable, and forward-looking food and beverage industry that continues to drive progress and growth in our respective countries and beyond.”*

At the heart of the fair was the **MIFB Knowledge Hub**, which tackled major trends through the pillars of Smart, Sustainable and Scalable F&B. Dynamic sessions led by global experts and industry leaders explored topics including AI-powered food systems, cold chain logistics, halal export readiness and sustainable sourcing.

A special business track guided F&B brands on IPO preparation, market entry, and expansion through Malaysia’s halal economy, reinforcing the country’s growing stature as a global halal hub. Complementing this, the Halal Certification Workshop & Readiness Clinic provided actionable insights for both local and international exhibitors.

The **MyFoodTech** zone highlighted transformative technologies in processing, packaging, and food logistics, while the **Gastronomic Sensory Hub** captivated guests with live masterclasses by **Chef Ikhwan** and the **MalaysiaPCA National Culinary Team**, blending innovation with culinary artistry.

In a landmark collaboration with MSCA, MIFB 2025 hosted the **10th Malaysian National Coffee Championship (MNCC)**, the country’s premier platform for specialty coffee professionals. The finals featured top talent across four World Coffee Events (WCE)-sanctioned categories: **Barista, Latte Art, Brewers Cup, and Cup Tasters**, with winners securing the opportunity to represent Malaysia internationally.

Running in parallel was the inaugural **Malaysia Café Expo (MCE)**, a vibrant new space for café professionals, lifestyle entrepreneurs, and F&B buyers. Featuring exhibitors like **Berjaya Starbucks Coffee, Dutch Lady | FrieslandCampina Professional, Boncafe, 103 Coffee, Dankoff**, and more the expo offered insight into the future of café culture, from sustainable packaging to the latest in café tech.

Another standout debut was the **Wine, Spirits & Beer Showcase**, curated in partnership with **Crafted**. The showcase featured immersive masterclasses such as *“Cheers to Cheese”*, *“Whisky Through Time”*, and *“Hidden Gems of Portugal”*, combining education with experiential tasting in a first-of-its-kind format for MIFB.



With its forward-looking content, cross-border partnerships, and high-calibre visitor profile, MIFB 2025 reaffirmed its role as a key growth engine for the region's food and beverage ecosystem.

For more information about **MIFB** and future events, please visit <https://mifb.com.my>.

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### **About MIFB**

Organised by Constellar, 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 '**Malaysian International Food & Beverage Trade Fair**' suggests, **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.

### **About 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, we curate and develop influential trade and consumer events for key industries and sectors, connecting people, global marketplaces and networks for sustainable growth. 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 property (IP) in the MICE industry. Visit [constellar.co](https://constellar.co) for more information.

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