

NEWS RELEASE

SELANGOR INTERNATIONAL F&B EXPO 2025 RETURNS THIS OCTOBER

Uniting Global F&B Brands in a Four-Day Industry Showcase

KUALA LUMPUR , 8 OCTOBER 2025 – The Selangor State Government, through Invest Selangor Berhad, is proudly announcing the opening of the 11th Selangor International F&B Expo (SIE F&B) one of the region's leading food and beverage trade exhibitions. Taking place from **8 to 11 October 2025 at Halls 4 and 5, Ground Floor, Kuala Lumpur Convention Centre (KLCC)** will spotlight the latest trends, innovations and consumer demands shaping the global F&B sector in conjunction with the Selangor International Business Summit (SIBS) 2025.

As one of the six components of SIBS 2025, SIE F&B has built a strong reputation as a key platform for trade professionals, industry leaders, and policymakers to network, exchange insights, and explore business opportunities. The expo continues to attract participation from major domestic and international players in the F&B ecosystem.

Since its 1st expo in 2015, SIE has provided a marketing platform for more than 2400 exhibitors from 89 countries, and exceeded RM1.83 bil in potential transaction value. In 2024, the event recorded a potential transaction value of RM300.41 million, with over 400 booths showcasing advances in food technology, sustainable packaging, and alternative proteins. This year, SIE (F&B) 2025 is targeting RM350 million in potential transactions and will welcome an even broader mix of local and international trade buyers. The focus remains on fostering business growth and supporting SMEs by providing a strategic platform to elevate their brand visibility and connect with new markets.

At SIE F&B, a total of 199 booths be taken up by local and international exhibitors. Participating countries include Brunei, China, Kenya, Korea, Kingdom of Saudi Arabia, Indonesia, Taiwan, Thailand, Uganda and Vietnam underscoring the expo's expanding global footprint.

The expo will also feature dedicated pavilions from key agencies and organisations, namely the Ministry of Agriculture and Food Security, the Ministry of Entrepreneur Development and Cooperatives (KUSKOP), Selangor State Development Corporation and Perbadanan Usahawan Johor.

2../

SIE F&B is also set to welcome 63 buyers from 24 countries such as Bangladesh, Brunei Darussalam, Cambodia, China, Egypt, Ghana, Hong Kong, India, Indonesia, Korea, Mali, Mauritius, Myanmar, Nepal, Nigeria, Pakistan, Philippines, Senegal, Singapore, Taiwan, Thailand, Uzbekistan, Vietnam and Malaysia.

SIE F&B 2025 will also feature a robust lineup of parallel events including B2B networking sessions, international market exploration talks, industry linkages, product launches, MoU signings, culinary demonstrations, food showcases, hosted buyer meetings and a Key Opinion Leader (KOL) interview series.

The KOL segment will include pre-event promotional campaigns that highlight SIE F&B exhibitors and their products and services to the public, as well as on-site activities to amplify engagement and visibility. Featured influencers this year include Pinn Yang and Rhys William (popularly known as *Mat Salleh Cari Makan*), both of whom are well-known for their influence in the culinary and lifestyle space.

The SIE F&B Kitchen in Hall 5 program will feature exciting live cooking demonstrations, under Dapur PLATS (Platform Selangor) with “Surihati MB Selangor”, where YABhg. Datin Seri Masdiana Muhammad will join PLATS entrepreneurs in preparing the traditional dish *Punten*. Guests will have the unique opportunity to taste the dish, personally prepared by YABhg. Datin Seri. In addition, live cooking demonstrations by Foodie Fendi will also take place, offering audiences an engaging and interactive way to experience the featured products.

A new feature this year is the introduction of “SIE F&B Bizmatch” a digital business matching platform designed to enhance the quality and efficiency of B2B interactions. The platform is already live in September 2025, the platform facilitates precise matchmaking between exhibitors and buyers based on their specific interests, product categories, and business objectives, thereby increasing the potential for impactful partnerships and high-value trade deals.

Dato’ Hasan Azhari Idris, Chief Executive Officer of Invest Selangor, said:

“SIE F&B 2025 continues to be the key platform for local and international players to showcase innovation, connect with new markets and strengthen Selangor’s position as ASEAN’s leading trade hub especially in the F&B sector. With big international participation this year, we anticipate more interesting conversations between the trade visitors and these exhibitors.”

-3-

For more information on SIBS 2025, visit www.selangorsummit.com and follow @selangorsummit on social media.

-END-

About Invest Selangor

Invest Selangor Berhad is the Selangor State Government's investment promotion agency, facilitating business growth and investment opportunities in Malaysia's most developed and competitive state. As a one-stop center, it provides advisory services, market insights, and facilitation for local and international investors looking to establish or expand in Selangor the gateway to ASEAN.

With a strategic location, world-class infrastructure, and a thriving business ecosystem, Selangor continues to attract high-value investments across diverse industries, reinforcing its position as Malaysia's economic powerhouse. Since 1999, Invest Selangor has successfully facilitated over 6,730 manufacturing projects, contributing to the creation of 489,464 jobs and securing more than RM237.7 billion in investments.

Invest Selangor also drives the Selangor International Business Summit (SIBS) and the Selangor Aerospace Summit (SAS), key platforms connecting industry leaders, policymakers, and entrepreneurs across South East Asian region and beyond. Through strategic initiatives, it remains committed to a resilient, sustainable, and innovative economy, reinforcing Selangor as the preferred destination for global investors.

For Selangor investment enquiries, please visit www.investselangor.my

For media enquiries please contact:

Nur Azyyana Abu Bakar

azyyana@investselangor.my

+603 5510 2005

Maryani Binti Mat Saad

maryani@investselangor.my

+603 5510 2006