

NEWS RELEASE

SELANGOR INTERNATIONAL F&B EXPO 2025 RETURNS THIS OCTOBER

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

SHAH ALAM, 12 SEPTEMBER 2025 – The Selangor State Government, through Invest Selangor Berhad, is proud to announce the return of the 11th Selangor International F&B Expo (SIE F&B) one of the region's leading food and beverage trade exhibitions. The event will be held from **8 to 11 October 2025** at the **Kuala Lumpur Convention Centre (KLCC)** in conjunction with the Selangor International Business Summit (SIBS) 2025.

This year, SIE F&B will take place at **Halls 4 and 5, Ground Floor, KLCC** featuring over 200 booths that will spotlight the latest trends, innovations and consumer demands shaping the global F&B sector.

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.

As of now, 88% of exhibition space has been secured, with 68% of booths taken by Malaysian companies and 20% by international exhibitors. Participating countries include Brunei, China, Kenya, Korea, Kingdom of Saudi Arabia, Taiwan, Thailand, Uganda and Vietnam underscoring the expo's expanding global footprint.

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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. In addition, live cooking demonstrations led by Foodie Fendi will take place at the SIE F&B kitchen in Hall 5 offering audiences an interactive way to experience 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:

“Through out the years, this expo has proven to be an excellent platform for Malaysian F&B businesses to elevate their offerings, connect with international partners, and showcase innovation. With strong representation from ASEAN nations such as Thailand and Indonesia, the platform opens doors for collaboration, joint ventures, and market expansion throughout the region. We still have limited space available and encourage more F&B SMEs to join us in this expo.”

As Selangor’s flagship business and investment summit, SIBS 2025 is expected to draw over 50,000 visitors and feature more than 700 booths, solidifying its standing as one of the most prominent business gatherings in Southeast Asia.

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

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.

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