



# MALAYSIAN INTERNATIONAL COCOA FAIR 2025

MYCocoa Delight: Indulge, Meet and Connect



# MALAYSIAN INTERNATIONAL COCOA FAIR 2025 (MICF 2025)

24 - 27 May 2025

Sabah International Convention Centre (SICC),  
Kota Kinabalu, Sabah, Malaysia

Supporting Ministry



Managed By



Supporting State Government



In Collaboration With



Organised By



Supported By



In Partnership With



Official E-Mailing Partner



Official Airlines



Official Hotels



Strategic Partners

Diamond



Gold



Silver



Bronze



MICF2025



micf.koko.gov.my



micf2025@koko.gov.my

## ABOUT THE EVENT

The **Malaysian International Cocoa Fair 2025 (MICF 2025)** is a distinguished event within the cocoa sector, showcasing the latest innovations, technologies, and services in the industry.

It serves as a hub for professionals, experts, and stakeholders to connect, share expertise, and delve into potential business ventures. This event is organised by the Malaysian Cocoa Board.



24th to 27th May 2025



10:00 am to 6:00 pm



Sabah International Convention Centre, Kota Kinabalu, Sabah

## MALAYSIA: A GROWING HUB FOR COCOA EXCELLENCE



## MICF 2025 MAIN EVENTS



Malaysian International Cocoa Conference 2025  
(MICC 2025)  
26-27 May 2025



Malaysian International Cocoa Exhibition 2025  
(MICE 2025)  
24-27 May 2025



Malaysian International Cocoa Dinner 2025  
(MIDC 2025)  
26 May 2025



## BENEFITS

01

Empowering The Local Economy



02

Boosting Local Tourism Sector



03

Promotion Of Local Products



04

Showcasing Of Local Culture And Heritage



05

Boosting Knowledge And Expertise In Cocoa Industry



06

International Collaboration Opportunities



07

Preferred Business Event Destination



08

Highlighting The "From Farm To Table" Journey



09

Adopting Adaptive AI Technology In Cocoa Production



## WHY SABAH?



Ease of Communication and Doing Business



Strategic Location and Boundless Connectivity



Business Friendly and Value for Money



SABAH INTERNATIONAL CONVENTION CENTRE

## VENUE



The Sabah International Convention Centre (SICC) is East Malaysia's largest waterfront venue, featuring versatile spaces for conventions, exhibitions, and events, designed with sustainability and local culture in mind.

Just 20 minutes from Kota Kinabalu International Airport, it won the "Sabah Trusted Brand Award 2023" for its innovative design and top-notch facilities.

## MAIN ATTRACTIONS



Mount Kinabalu



Rafflesia Flower

## CULTURAL DIVERSITY



Cultural Heritage



Sumazau Dance

## EXCITING ACTIVITIES



Stargazing



Hiking



Parasailing



Sunset

## MALAYSIAN INTERNATIONAL COCOA CONFERENCE 2025 26 - 27 May 2025

### Targeted Participants

**1,000** Local and International Delegates



### Conference Format

Plenary & Forums

Poster Sharing

Paper Presentations

### Participants' Profile

State and Federal Government Agencies

Private Agencies, Local and International Research Institutes

Local and International Institutes of Higher Education

Cocoa Industry Players from Upstream to Downstream Sectors - Local and International

### DAY 1

#### Opening Ceremony

#### Keynote Address

- World Cocoa Scenario
- Cocoa Outlook: Opportunities and Challenges

#### Inaugural Expert Panel Discussion Forum

Game Changer in Driving Asia Cocoa Industry

#### Plenary Lecture

Cocoa Traceability Strategy

#### Panel Sessions

- Unlocking High-Yield Opportunities: Beyond Challenges in Cocoa Industrial Plantation
- Unveiling the Potential of Malaysia as Cocoa Trading Hub in Asia

#### Sharing Sessions

- Innovations in Cocoa & Chocolate

### DAY 2

#### Plenary Lecture

Single Origin Chocolate - A Hunt for Flavour and Quality

#### Panel Session

- Flavour Odyssey: The Journey of Single Origin Chocolate in Asia
- Safer Cocoa, Healthier Products
- Beyond Compliance in Cocoa Supply Chains
- Cooperative as Cocoa Enabler

#### Sharing Sessions

- Innovative Modern Applications in Smart Farming
- Pest & Disease, Climate Change, Soil Degradation & Modern Farming
- Advancement in Cocoa Physiology & Biochemical Analysis
- Insights Shared by the Industry Players

## WHY JOIN MICC 2025?



Networking Opportunities



Educational Value



Regulatory Updates

Sustainability and Social Impact



Business Growth



Gain an Understanding of Cocoa Market



Innovation Breakthroughs in Cocoa Technology

## CONFERENCE FEES

Category	Early Bird (until further notice)		Regular	
	Local	International	Local	International
Student	MYR 900 MYR 800 per person (group of 3)	USD 350 USD 300 per person (group of 3)	MYR 1,000 MYR 900 per person (group of 3)	USD 450 USD 400 per person (group of 3)
Professional	MYR 1,200 MYR 1,000 per person (group of 3)	USD 450 USD 400 per person (group of 3)	MYR 1,300 MYR 1,100 per person (group of 3)	USD 550 USD 500 per person (group of 3)



## CALL FOR PAPERS

Embracing Cocoa Challenges For Sustainable Excellence



### Topics of Interest

Pest and Disease,  
Climate Change and  
Soil Health

Breeding and Planting  
Materials

Precision Farming,  
Mechanization, Automation,  
Internet of Things, Digitalization,  
Farm Modernization

Food Safety and  
Quality, Test Protocols

Cocoa Processing and  
Product Development

Cocoa Trade, Market  
Trends and Forecast

Cocoa Biotechnology

Extension and Cooperatives

### IMPORTANT DATES

**28 FEB 25**

- Extended Abstract Submission Dateline
- Early Bird Registration & Payment Deadline

**30 APR 25**

- Full Paper Submission Deadline

**15 MAY 25**

- Regular Registration & Payment Deadline

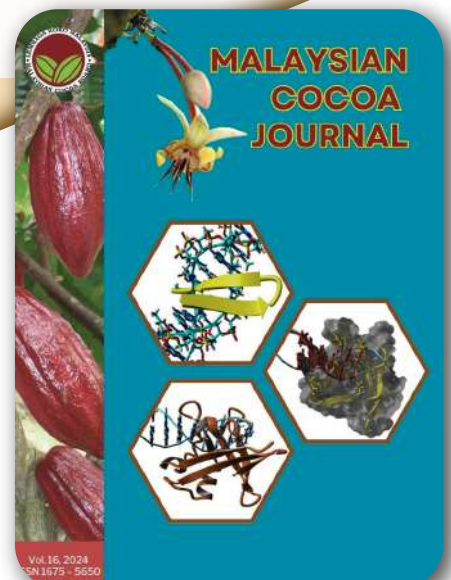
**26-27 MAY 25**

- Conference Date

## PUBLICATIONS

All extended abstracts submitted for the conference will be included in the official conference e-proceedings, providing a comprehensive record of the research presented.

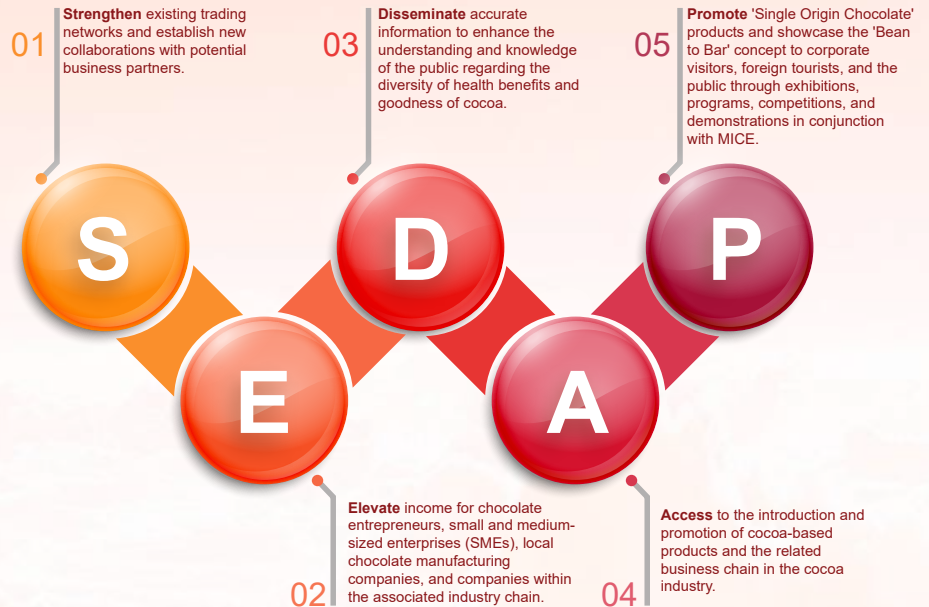
Additionally, selected full papers will be considered for publication in the esteemed Malaysian Cocoa Journal, offering an opportunity for wider dissemination and recognition within the cocoa industry and academic community.



## MALAYSIAN INTERNATIONAL COCOA EXHIBITION 2025 24 - 27 May 2025

### OBJECTIVES

The objectives of organizing MICE are based on the **SEDAP** concept:



#### Targeted Participants

**25,000** Local and International Visitors



**100** Local and International Booths

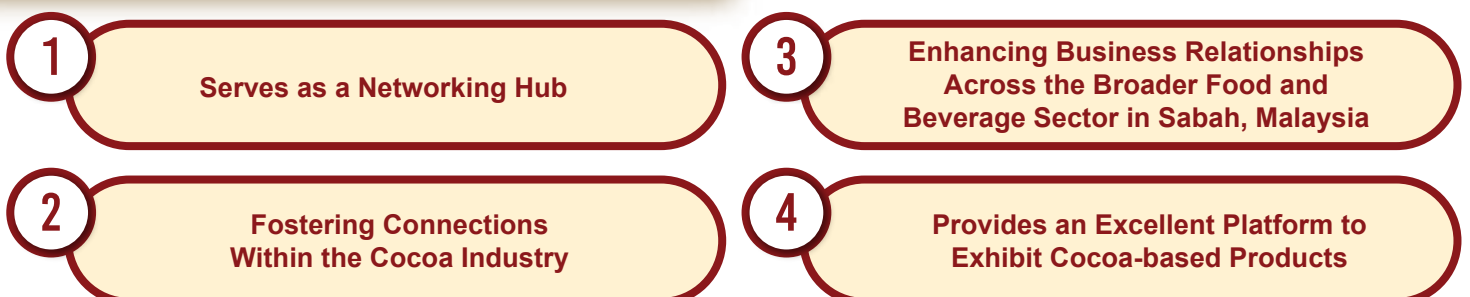


#### Admissions

Open to Public and Trade Visitors  
Free Admission



### WHY EXHIBIT IN MICE 2025?





## EXHIBITORS' PROFILE

Chocolate and Confectioneries Manufacturers / Entrepreneurs	Cocoa / Chocolate Industry Professional	Bean to Bar / Single Origin / Fine Flavor Chocolate Producers	Cocoa Associations and Federations
Chocolate Equipment and Machineries	Cocoa Grinders	Cocoa Growers and Processors	Culinary Educators Specialized in Chocolate
Food and Beverages	Ingredients and Flavoring	Bakery and Patisseries	Sweet, Snacks and Ice Cream
Halal Product	Non-Food Cocoa Products	Franchise Companies	Importers
Distributors	Packaging	Hospitality	Government Agencies
State Pavilions	Digital Services & E-Commerce Platform	Tourism / Wellness / Spa	Financing

## VISITORS' PROFILE

Agriculturist / Researchers / Academicians	Business Owner	Chambers of Commerce Members
Consultancy / Catering	Developers / Government	Food and Beverages Management
Foodies / Public	Franchise Company	HORECA Industry (Hotel, Restaurant and Café)
Hypermarket / Supermarket	Importers & Distributors	Investors & Cooperatives
Retails / Grocery / Convenience Store	Students (Universities/College)	Trade Industry & Media
Wholesaler / Retailers / Agents / Dealer / E-Retailer		Others

## BOOTH PACKAGES

TYPE OF BOOTH	PRICE PER BOOTH	
	LOCAL	INTERNATIONAL
Raw Booth / Space Only <i>(minimum of 18 sqm)</i>	MYR 3,350.00	USD 950.00
Standard Booth*	MYR 3,500.00	USD 1,000.00
Corner Booth*	MYR 4,000.00	USD 1,100.00
Upgraded Shell Scheme	MYR 6,000.00	USD 1,500.00

\* 9 sqm standard shell scheme, 1 table, 2 chairs 1 power point, 2 fluorescent tubes, wastepaper basket, company name on fascia board, carpeted floor, general cleaning and security services.

## MALAYSIAN INTERNATIONAL COCOA DINNER 2025 26 May 2025

### OBJECTIVES

The primary aim of MICD 2025 is to unite key stakeholders from the cocoa value chain including traders, manufacturers, grinders, researchers, and cocoa farmers to facilitate valuable interactions, foster collaboration, and create networking opportunities.



#### THEME

Cocoa Gala Dinner

#### TARGETED ATTENDEES

1,000 Local and International Attendees

#### ATTENDEES PROFILE

Stakeholders involved in the Cocoa Value Chain, from Upstream to Downstream, Including State and Federal Government Agencies

### SABAH CULTURAL LINEUP



**Magunatip Dance**  
(Ethnic Group of Murut, Tenom)



**Limbai Dance**  
(Ethnic Group of Bajau, Kota Belud)



**Daling-Daling Dance**  
(Ethnic Group of Bajau, Semporna)



**Sumazau Dance**  
(Ethnic Group of Kadazan, Penampang)

### DINNER TICKETS

Category	Local	International
Price Per Pax	MYR 500	USD 200

### CONTACT INFO

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