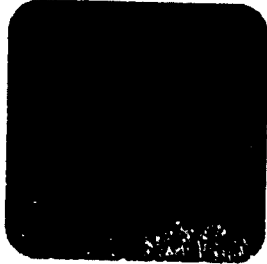
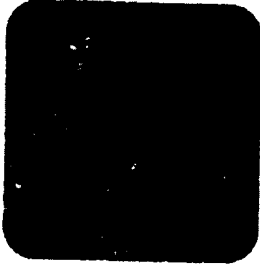
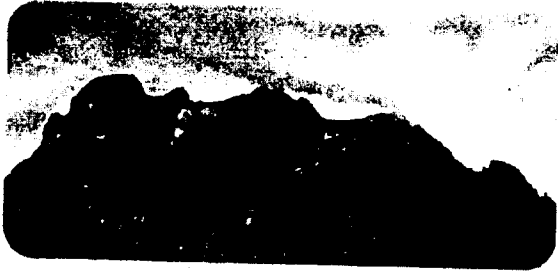




# Greetings!



As a premier event on cocoa in Malaysia, Malaysian Cocoa Board is proud to organise the 7th Malaysian International Cocoa Fair (MICF) 2025. This event brings together experts and enthusiasts of the cocoa industry to share information and create collaborative links. MICF 2025 also provides the opportunity to explore Malaysia as the location for premium cocoa beans and chocolate. MICF 2025 is set to be held at Kota Kinabalu, Sabah, Malaysia, also known as the 'Land Below The Wind'.

MICF 2025 is geared to empower the cocoa industry by providing a dynamic platform for collaboration, innovation, knowledge exchange, cocoa product & technology promotion as well as industry achievement celebration. Hence there are three key events of MICF 2025:

## **MICC**

**MALAYSIAN INTERNATIONAL COCOA CONFERENCE**  
**26 - 27 MAY 2025**

## **MICE**

**MALAYSIAN INTERNATIONAL COCOA EXHIBITION**  
**23 - 26 MAY 2025**

## **MICD**

**MALAYSIAN INTERNATIONAL COCOA DINNER**  
**26 MAY 2025**

## **WHAT'S IN IT FOR YOU**

Empowering knowledge exchange & collaborative links within the cocoa industry chain.

Inspire "Farm to Table" concept and adoption of AI as well as latest technologies along the cocoa supply chain to improve livelihood of the stakeholders.

Elevate the market visibility of premium cocoa products.

Recognition for outstanding achievements to global cocoa industry.

**Malaysian Cocoa: Sources of Premium Cocoa**



# MALAYSIAN INTERNATIONAL COCOA EXHIBITION (MICE) 2025

24 - 27 MAY 2025

SABAH INTERNATIONAL CONVENTION CENTRE (SICC) KOTA KINABALU, SABAH

THEME: **INDULGE, MEET AND CONNECT**

## INTRODUCTION:

*Sabah Welcomes Malaysia's Biggest Cocoa Exhibitions.*



The Malaysian International Cocoa Exhibition (MICE) is the premier exhibition of Malaysian cocoa-based products and the cocoa industry chain.

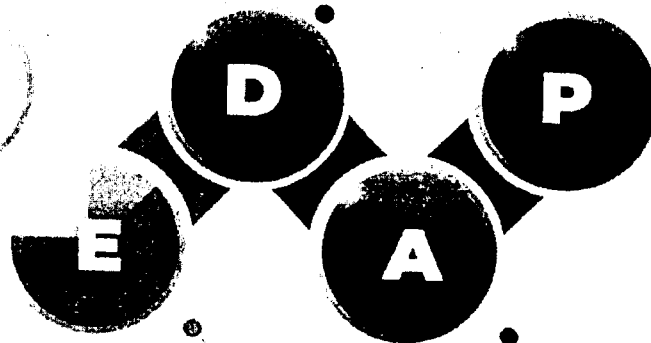
MICE 2025 presents a fantastic opportunity to exhibit cocoa-based products and highlight premium Malaysian chocolate, while also fostering connections within the cocoa industry chain to enhance business networking across the broader food and beverage industry in Sabah, Malaysia, and beyond.

With 100 exhibitors, enhanced show features, and exciting cocoa-based products on display, MICE 2025 invites visitors to come, taste, sample, and indulge in the delights of Malaysian cocoa, chocolate and confectionery products. We look forward to welcoming everyone to the Malaysian International Cocoa Exhibition.

## OBJECTIVES

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

- 01 **Strengthen** existing trading networks and establish new collaborations with potential business partners.
- 02 **Access** to the introduction and promotion of cocoa-based products and the related business chain in the cocoa industry.
- 03 **Disseminate** accurate information to enhance the understanding and knowledge of the public regarding the diversity of health benefits and goodness of cocoa.
- 04 **Promote** 'Single Origin Chocolate' products and showcase the 'Bean to Bar' concept to corporate visitors, foreign tourists, and the public through exhibitions, programs, competitions, and demonstrations in conjunction with MICE.



**Elevate** income for chocolate entrepreneurs, small and medium-sized enterprises (SMEs), local chocolate manufacturing companies, and companies within the associated industry chain.



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## GENERAL EXHIBITION INFORMATION



**Date :**  
24-27 May 2025



**Venue :**  
Kinabatangan Hall 1 & 2  
Level 2, Sabah International  
Convention Centre (SICC)  
Kuala Kinabalu, Sabah, Malaysia



**Visiting Hours :**  
10.00 am to 8.00 pm



**Tentative Concurrent Event :**  
PASTRY AND COCOA  
FESTIVAL (PCF) Sabah

### ADMISSION TO EXHIBITION

- Free Admission
- Exhibition is open to public and trade visitors

### IMPORTANT FACTS & FIGURE

- 35,000 visitors
- 100 booths
- 3,500 sqm expo space

### EXHIBITOR'S PROFILE

- 1) Cacao growers and processors
- 2) Cocoa Grinders
- 3) Chocolate and Confectioneries Manufacturers/ Entrepreneurs
- 4) Bean to Bar / Single Origin / Fine Flavour Chocolate Producers
- 5) Ingredients and Flavouring
- 6) Bakery and Patisseries
- 7) Sweets, Snacks and Ice Creams
- 8) Non Food Cocoa Products
- 9) Culinary Educators specialize in Chocolate
- 10) Chocolate equipments and machineries
- 11) Cocoa / Chocolate Industry Professional (Association / Federation and etc)
- 12) Distributors
- 13) Importers
- 14) Food and Beverages
- 15) Halal Produce
- 16) Packaging
- 17) Hospitality
- 18) Tourism/ Wellness/ Spa
- 19) Financing
- 20) Digital Services & E-Commerce platform
- 21) Government Agencies
- 22) State Pavilions
- 23) Franchise Companies

### VISITOR'S PROFILE:

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

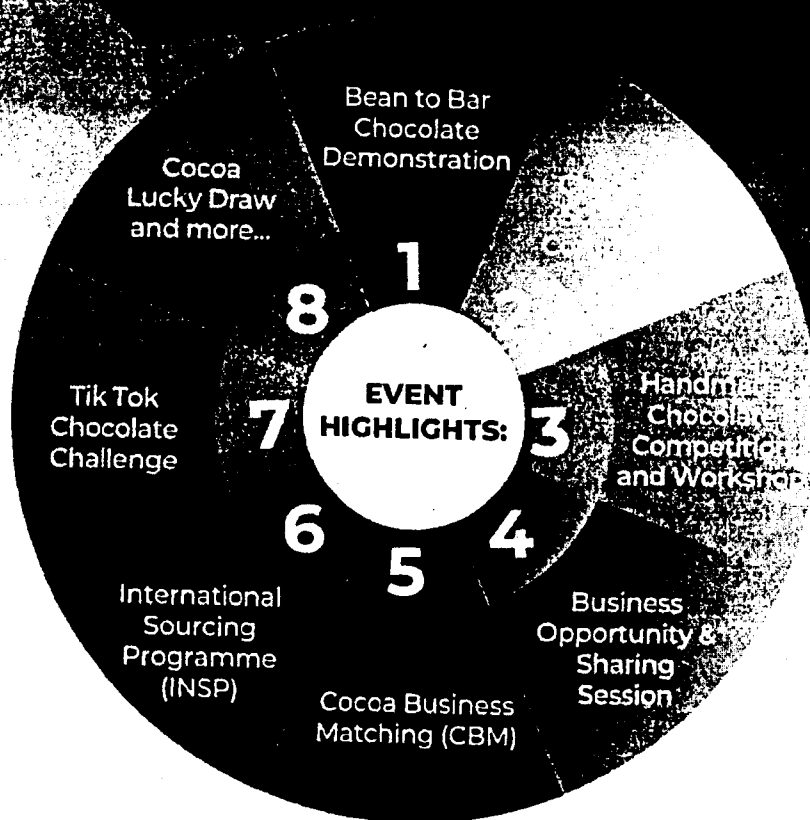


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**BOOTHS REQUIREMENTS AND PRICE:**

PACKAGE (UNIT 1)	SIZE: 3 METER X 3 METER	PRICE
<b>STANDARD BOOTH</b> Standard shell scheme, 1 table, 2 chairs, 1 power point, 2 fluorescent tubes, waste paper basket, Company name on fascia board, carpeted floor, General cleaning and security services.		RM 3,500
<b>CORNER BOOTH</b> Standard shell scheme, 1 table, 2 chairs, 1 power point, 2 fluorescent tubes, waste paper basket, Company name on fascia board, carpeted floor, General cleaning and security services.		RM 4,000
<b>INTERNATIONAL BOOTH</b> Standard shell scheme, 1 table, 2 chairs, 1 power point, 2 fluorescent tubes, waste paper basket, Company name on fascia board, carpeted floor, General cleaning and security services.		USD 1,000

Note: 1) Booth allocation is on a first-come, first-served basis.  
 2) The cost of the bare space, special design or upgraded stand booth required by the exhibitor will be coordinated by our appointed stand contractor.

**CONTACT PERSON:**

Chairperson: Theodora Sebastian  
 Tel: (6088) 206419 / 6014-650 6679  
 E-mail: theodora@koko.gov.my

Secretariat : Suzyana Binti Omar  
 Tel: (6088) 206421 / 6012-211 2314  
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Yati Majid  
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**MALAYSIAN INTERNATIONAL COCOA EXHIBITION (MICE) 2025**  
**24 - 27 May 2025**  
**Sabah International Convention Centre (SICC), Kota Kinabalu, Sabah**

**PARTICIPATION FORM**

**DATELINE : 31 JULY 2024**  
*(Early bird)*

**Contact Person :**

**1) Ms. Theodora Sebastian**  
*Chairperson*  
 DL: 088-206 419  
 H/p: 014-650 6679  
 E-mail: theodora@koko.gov.my

**2) Ms. Suzyana Omar**  
*Secretariat*  
 Tel: 088-206 421  
 H/p: 012-211 2314  
 E-mail: suzyana@koko.gov.my

**3) Ms. Yati Majid**  
*Secretariat*  
 Tel: 088 206 568  
 H/P: 016-312 1585  
 E-mail: yati@koko.gov.my

**MICE 2025 PARTICIPATION (Please Tick ✓):**

Yes, we will participate in MICE 2025

**Booth Allocation:**

Intermediate  Corner

No. of booth required (Specify): \_\_\_\_\_

Bare Space / Special Design Requirements for a Booth Yes

Upgraded Shell Scheme Booth Yes

Become a Partnership or Sponsorship Partner Yes

Total Amount of Sponsor (RM/USD) (Specify): \_\_\_\_\_

**PARTICIPATION IN COCOA BUSINESS MATCHING (CBM) /  
 COCOA INTERNATIONAL SOURCING PROGRAMME (CISNP) (Please Tick ✓):**

Yes, we will participate in Cocoa Business Matching (CBM)

Yes, we will participate in Cocoa International Sourcing Programme (CISNP)

*Note: Each participant is required to submit a copy of the Company Profile and Product Catalogue with product pictures for Buyer reference.*

**Terms and Condition:**

1. The participation fee ranges from RM3,500 (Intermediate), RM4,000 (Corner) and USD1,000 (International).
2. The cost of the Bare Space, Special Design or Upgrade Stand Booth required by the Exhibitor will be coordinated by our appointed event management/ stand contractor.
3. Partnership or sponsorship arrangements will be coordinated by our appointed event management / stand contractor.
4. Participation is subject to the 'First Come First Serve' Basis'.
5. The company that has confirmed participation is NOT ALLOWED to withdraw and the Malaysian Cocoa Board (MCB) reserves the right to determine the booth allocation.
6. Logistic costs are fully borne by the participants.
7. The payment invoice will be issued and sent after confirmation of participation.

**COMPANY INFORMATION**

Company Name : \_\_\_\_\_

Company Address : \_\_\_\_\_

Tel : \_\_\_\_\_ E-mail : \_\_\_\_\_

Contact Person : \_\_\_\_\_ Designation : \_\_\_\_\_

Mobile Number : \_\_\_\_\_ Date: \_\_\_\_\_

**SIGNATURE**

**COMPANY STAMP**



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