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Brewing Connections and Bringing Café Culture Center Stage: MIFB 2025 Partners with MSCA to Host MNCC

- Marking the 24th instalment of the series, this year's edition of the **MIFB** focuses on evolving trends within Malaysia's F&B industry, including within the regional coffee and tea industry.
- Upcoming plans also include the curation of an all-new showcase, the **Malaysia Café Expo**, to spotlight local and regional innovations in coffee and tea, building off their ongoing strategic partnership with the **MSCA** for the next three years.



Industry experts share insights at a panel discussion during the Malaysian International Food and Beverage Trade Fair (MIFB)

KUALA LUMPUR, 6 January 2025 — Malaysia's premier food and beverage trade event, the **Malaysian International Food and Beverage Trade Fair (MIFB)**, is proud to announce its three-year commitment as the official host of the **Malaysia National Coffee Championship (MNCC)** for the years 2025, 2026, and 2027 as part of their strategic alliance with the **Malaysia Specialty Coffee Association (MSCA)**. This partnership also



marks the start of an exciting new chapter for **MIFB**, as it works towards introducing a dedicated coffee and tea-focused platform, “**Malaysia Café Expo**,” as part of its ever-evolving portfolio.

The emphasis on coffee and tea, alongside the rise of café culture, also aligns perfectly with **MIFB 2025**’s theme: **Future-Ready F&B: Serving the Evolution of Trends**. This theme captures the shifting dynamics of the food and beverage industry, highlighting the growing demand for specialty coffee, alongside the popularity of **Ready-To-Eat (RTE)** and **Ready-To-Cook (RTC)** products, and the integration of digital technology to enhance dining experiences.

Scheduled to take place from **30th July** to **1st August 2025** at the **Kuala Lumpur Convention Centre**, the 24th instalment of **MIFB** features an engaging showcase of local and international exhibitors in the coffee and tea industries, as well as other café related segments such as beverage, bakery, and pastry, while serving as the grand stage for the semi-finals and finals of the **Malaysia National Coffee Championship (MNCC)**. This prestigious national competition, designed to celebrate and elevate Malaysia’s specialty coffee talent, brings together skilled baristas, brewers, and coffee tasters in a year-long journey that culminates at **MIFB 2025**.

Through the **MNCC**, the **MCSA**, as the country’s premier national platform for recognising and fostering coffee mastery, shines a spotlight on home-brewed talents within the burgeoning local coffee scene. This, coupled with budding plans for the introduction of the **Malaysia Café Expo**, a specialised platform dedicated to coffee and tea exhibitors, which will be co-located with **MIFB 2025** and **MyFoodTech 2025**, further highlights the immense potential that lies in Malaysia’s increasingly vibrant cafe culture.

*“Our local café culture has undergone a rapid, and dare I say, robust, evolution, thanks to the emergence of a new generation of coffee enthusiasts who value both quality and innovation. These changes haven’t just transformed how Malaysians enjoy their coffee but have also positioned Malaysia as a dynamic player in the global coffee scene. At **MSCA**, we are proud to nurture this vibrant community by fostering our home-brewed talent, and we look forward to celebrating local and global coffee traditions, and elevating our nation’s presence on the world stage through our partnership with **MIFB**,” said **Kelvin Ngow, President of the Malaysia Specialty Coffee Association (MSCA)**.*

Indeed, over the past decade, [café culture has steadily been gaining ground](#), carving a unique niche for itself amongst local consumers. Younger consumers, in particular, have



driven the demand for specialty coffee, contributing to the rapid expansion of popular global coffee and beverage brands like **Boncafe**, **Coffex Coffee**, **Dankoff** and **Dutch Lady**, as well as up-and-coming local players such as **Da Di Coffee & Red Bean Bag**. Furthermore, Malaysia's ability to blend global coffee trends with local flavours has also created a unique harmony between contemporary specialty coffee experiences and the cherished tradition of local *kopi* stalls.

This initiative is also reflective of **MIFB's** commitment to strengthening the coffee and tea ecosystem, as noted by **Paul Lee, Chief Executive, Markets, Constellar**, who shared:

*"Our partnership with the **MSCA** to host the **MNCC** for the next three years is an exciting step forward for us at **MIFB**. At its heart, this collaboration aims to foster meaningful connections—between businesses, communities, and cultures—while showcasing Malaysia's vibrant café scene and rich diversity. By hosting the **MNCC**, we're not just highlighting the talent in our local coffee community but also sparking global conversations that can drive innovation and resilience in the F&B sector, with Malaysia at the centre of it all."*

Paul went on to add: *"We are grateful for the opportunity to collaborate with **MSCA** and cherish the opportunity to extend our support for the F&B ecosystem to the burgeoning cafés and coffee and tea sector. Our focus on delivering more quality buyers for **MIFB 2025** through initiatives like content-led conferences that inspires ideas, facilitates industry advancements, and addresses pressing global challenges in the food and beverage sector, such as sustainability, innovation, and food security."*

By addressing these emerging trends, **MIFB 2025** positions itself as a driving force in fostering collaboration and innovation across Malaysia's F&B and café industries, reinforcing the nation's role as a leader in the region's evolving food and beverage landscape.

For more information on **MIFB 2025** or to register as an exhibitor, 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 MSCA

Malaysia Specialty Coffee Association (MSCA), the national association representing the specialty coffee industry in Malaysia was formed with the vision to build and further develop the country's coffee frontier.

Composed of members from the entire value chain of the coffee industry such as coffee farmers, café owners, roasters, academies, equipment suppliers, coffee-related products distributors and manufacturers as well as baristas, MSCA aims to represent as one united voice by the industry for the industry.

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 with a regional footprint in China and Malaysia, 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 in the MICE industry. Visit constellar.co for more information.

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