

MALAYSIAN COMPANIES DRIVE F&B INNOVATION AT GULFOOD IN DUBAI

Renowned as the world's largest annual food and beverage trade exhibition, Gulfood provides an exceptional platform for Malaysian businesses to connect with international buyers and expand their global presence. This prestigious event enables companies to forge strategic partnerships while showcasing a diverse range of high-quality products and services. With Matrade's support, Malaysian exhibitors benefit from a well-coordinated and impactful presence, ensuring they leave a lasting impression on industry leaders and potential clients worldwide.



The Malaysian ambassador to the UAE Tengku Datuk Sirajuzzaman Tengku Mohamed Ariffin (centre), is joined by Matrade Dubai trade commissioner Megat Iskandar (left) and Matrade halal, F&B and agro-based section director Yusram Yusup, along with the dedicated Matrade Dubai team. Together, they represent Malaysia's commitment to fostering international trade and promoting the nation's wide range of offerings at the event.

Record-breaking RM1.67bil sales for Malaysia at Gulfood 2025

MALAYSIA shines at Gulfood 2025, securing RM1.67bil in sales and exceeding expectations. Led by Matrade, 90 Malaysian companies and four government agencies showcased a diverse F&B products, from palm oil to processed food and beverages. The Malaysia Pavilion at the Dubai World Trade Centre buzzed with global buyers drawn to the nation's premium halal-certified products. This success not only strengthens Malaysia's global F&B export presence but also highlights its leadership in the halal sector, paving the way for further export growth.

Able Perfect Sdn Bhd vice-president of marketing Ankit Kothari showcasing the company's range of palm cooking oils and fats at Gulfood 2025. The event provides an opportunity for the company to connect with existing and potential buyers, fostering discussions on products and exploring new business opportunities.



Agym Nutrition chief executive officer Hafiz Khalim (centre) finalising orders with Kazakhstan Bereket Meat Group LLP director Nurlan Shalmukhanov (left) and managing director Yernar Zhanaozen.



Aik Cheong Coffee Roaster Sdn Bhd export business division senior deputy manager Kyu Yong Xi (left) and manager Andy Low showcasing their innovative and convenient coffee products at Gulfood 2025.

Aim Food Manufacturing Sdn Bhd business development manager Zen Ng (right) explaining the concept of multigrain nutritious beverage to potential customers at Gulfood 2025.



Representing AKS Nivaas Sdn Bhd at their booth at Gulfood 2025 are (from left) manager Suganthan Ramachandran, managing director Datuk Muralidaran Ragunathan, directors Datin Pathmini Pappu Pillay and Divendran Muralidaran. The team was proudly showcasing their signature mixed masala and organic spice blends, highlighting authentic Malaysian flavours to an international audience.



Ameen Products Sdn Bhd managing director Irfan Amanulla Khan (left) engaging with a potential buyer from the UAE at Ameen's booth, showcasing the company's premium cordial syrup concentrate. Certified with HACCP, GMP and halal standards, Ameen Products ensures top-quality offerings that meet international requirements.



(From left) For 17 years, Aseanis Food Sdn Bhd business development executive Gerald Tan and directors Philo Tan and Kyon Lai have been driving the company's success in the export market. Building on this expertise, the team is now expanding into the Middle Eastern market with a range of frozen Asian snacks and meals.



Callabio Manufacturing Sdn Bhd's Bariistar Halal Premium Syrup Flavor offers a rich, aromatic experience crafted for coffee lovers and beverage enthusiasts. Made with the finest ingredients, it enhances drinks with smooth, authentic flavours. Certified halal and compliant with FDA, HACCP and GMP standards, Bariistar delivers premium quality.



From left are Bon Food Industries Sdn Bhd export manager Vincent Tan with directors Ken Tan and Shwu Lih. As a pioneer in Malaysia's breeding systems industry, Bon Food Industries remains committed to delivering innovation, quality and flavour to the global food market.

BS Nutrition marketing executive Hanif Abdullah (left) and founder YM Raja Lokman (second from left) presenting a token of appreciation to Malaysian Ambassador to the UAE Tengku Datuk Sirajuzzaman Tengku Mohamed Ariffin, as Matrade assistant trade commissioner Mohd Shafiq Nasarudin (right) looks on. BS Nutrition is revolutionising supplements with groundbreaking solutions, setting new standards for premium health.



The Bertambest team engaging with Agym Nutrition chief executive officer Hafiz Khalim (second from left) and Federal Agricultural Marketing Authority (Fama) officials, fostering collaboration and strengthening industry connections.



The Malaysian Palm Oil Council (MPOC) made a significant impact at Gulfood 2025 by partnering with 11 leading Malaysian suppliers to showcase the versatility, sustainability, and nutritional benefits of Malaysian palm oil. The delegation included IOI Corp Bhd, SOP Foods, Southern Edible Oil, Oilnco, Naturz Industries, Naturz Group, Chef Direct, Eezdee Intrade, MTE Global, Global Farm Trade, and Kunak Lipids. Together, they engaged with key global buyers and industry leaders, forging strategic partnerships and creating new opportunities.



Continental Resources made a strong impact at Gulfood 2025, with chief executive officer Mohd Aizat Mohd Yusoff (centre) leading the team in showcasing an impressive selection of products. From premium edible oils and rich vegetable ghee to high-quality milk products, the booth attracted visitors with its commitment to excellence and innovation in the global food industry.



DagangAsia Network Holding Sdn Bhd chief operating officer Tony Er (left) and omichannel marketing senior manager Eve Lim Ying Hui proudly representing the company at Gulfood 2025. Their participation strengthens industry connections, unlocks new opportunities and reinforces the company's commitment to digital trade excellence.



The FGV team proudly showcasing the company's wide range of premium food products at Gulfood 2025 to Malaysian ambassador to the UAE Tengku Datuk Sirajuzzaman Tengku Mohamed Ariffin, reflecting its commitment to excellence, sustainability, innovation, and global standards. As a key player in shaping the future of food, FGV looks forward to building and strengthening partnerships while connecting with industry leaders.



Farmers River International Sdn Bhd managing director Zaini Rahman (second from left) and export manager Al Syafiq Al Amin (right) sharing a moment with Matrade trade commissioner Megat Iskandar (second from right) and Matrade assistant trade commissioner Mohd Shafiq Nasarudin (left), while promoting their latest Flavoured Oat Cereal Drink range at Gulfood 2025. Packed with fibre, rich in protein, and free from added sugar, these beverages cater to health-conscious consumers seeking a delicious blend of convenience and wellness.



Doluvo Sdn Bhd chief executive officer Rose Yasmin Abd Karim (left) welcoming Malaysian Ambassador to the UAE Tengku Datuk Sirajuzzaman Tengku Mohamed Ariffin to the company's booth at Gulfood 2025.



East Asia Palm Products chief executive officer Andrew Nguang Paw Chiang, alongside his commercial team members, Juliana Ching and Nur Ezra Syafina Sapuan, proudly showcasing the company's products at Gulfood 2025.



Etika Dairies' export division proudly presents its diverse range of halal products at Gulfood 2025, emphasising innovation and quality as it seeks to expand its footprint in the global market. From left are Etika Dairies' head of sales, export & business development Tay WC, chief executive officer Hemalatha Ragavan, head of sales Isaac Yap, general manager, export & operations JC Chang, and export manager Renato Chai.

C&F Enterprise Sdn Bhd managing director Chan Kheng Khoon (right) and executive director Nicole Chan (left) are honoured to participate in Gulfood 2025. They are thrilled to welcome over 20 new customers daily and anticipate at least 30% export growth. The company extends its gratitude to Matrade director Yusram Yusup for his visit and remains dedicated to enhancing product quality while showcasing the excellence of Malaysian products.



Farm Fresh Bhd group managing director and group chief executive officer Loi Tuan Ee (centre) is moo-ving things forward at Gulfood 2025. Posing with the Farm Fresh team at the company's booth, they are utterly excited to showcase a delightful range of products, from creamy milk and flavoured milk to powdered milk and their newly launched butter.



The Federal Agricultural Marketing Authority (Fama) facilitated the participation of eight export-ready companies at Gulfood 2025, showcasing a wide array of Malaysian agrofood products. The event featured industry leaders such as Leaves Food Industries, Hami Ecofarm, Hijrah Nature Herbs, Bertambest, Yusa Food Products, Nakanishi Group, Agym Nutrition, and Mascorn. This initiative highlights Malaysia's commitment to expanding its international market presence and promoting its high-quality, innovative agrofood offerings to a global audience.



The FGV team proudly showcasing the company's wide range of premium food products at Gulfood 2025, reflecting its commitment to excellence, sustainability, innovation, and global standards. As a key player in shaping the future of food, FGV looks forward to building and strengthening partnerships while reconnecting with industry leaders.



The Foods Wise Network Sdn Bhd team proudly promoting a delectable selection of Malaysian durian and tropical fruit products at Gulfood 2025. Their enticing offerings also include mochi, Castella cake, mooncakes, and more, showcasing the vibrant flavours of Malaysia.



Global Coffee Resources, a top beverage solutions provider, showcased its exceptional Degayo Coffee and Roleaf Tea at Gulfood 2025. The event generated significant interest, increased brand awareness and paved the way for stronger sales in the region.



Global Brand Synergy Sdn Bhd business development manager Geraldine Cheong (left) and assistant general manager Mint Chin showcasing the company's BlackMo beverages. BlackMo redefines instant beverages by blending wellness and convenience. Made with premium oat milk powder, it offers a rich, plant-based alternative. Sweetened with blackstrap molasses and free from added white sugar, each aromatic sip delivers a naturally low-sugar, guilt-free indulgence.



(From left) Gold Choice Food Industries Sdn Bhd executive director Walter Lim, managing director Wincent Cheah and assistant marketing manager Simon Khaw proudly representing the company at Gulfood 2025. With over 30 years of expertise in the instant beverage industry, the company showcases its commitment to quality by offering a diverse range of products and OEM services tailored to meet the varied needs of the market.



The Hami team welcoming Matrade director Yusram Yusup (right) to their booth at Gulfood 2025 in Dubai, where they showcased an array of premium, locally cultivated fruits to the global market. This event served as an invaluable platform to elevate Hami's brand on an international scale. The team expresses their appreciation to Matrade and Fama for their support and for the opportunity to represent Malaysia on such a prestigious platform.



Gulfood 2025 saw Hawkins & Hartley garner an enthusiastic reception, particularly for their popular blended teas such as Hand-Rolled Jasmine Pearl and Grandma's Fruit Tea. Represented by chief development officer Wan Muhammad Zainal (right) and export manager Henning Mohr, they engaged with key industry players while actively seeking master franchisees in the Gulf region to expand their premium tea offerings to a broader audience.



Hei Hwang Food Industries (M) Sdn Bhd quality assurance executives Fatin Maisara Rosli (left) and Tai Mei Qi, proudly showcasing the company's products at Gulfood 2025. Founded in 1992, Hei Hwang Food Industries (M) Sdn Bhd is a leading Malaysian brand specialising in premium coffee, tea premixes and nutritional beverages.



Leading Hexa's expansion into the Gulf region at Gulfood 2025 are (from left) procurement manager Zahid Kader, product specialist Pang Foo Ming and general manager Gary Gan Kian Keat, showcasing the brand's expertise and innovation on a global stage.



The Imperia Asia team proudly showcasing a selection of premium Malaysian products at Gulfood 2025, supported by SME Bank. By bringing authentic Malaysian flavours to the global stage, the team aims to create new opportunities and expand its reach worldwide.



▼ Inno-Wangsa Oils & Fats Sdn Bhd's operation and marketing manager Peragash Subramaniam and marketing manager Mishand Balu, proudly present Malaysia's finest palm oil-based products to the global market at Gulfood 2025. The company showcases its premium range, including palm oil, shortening, vegetable ghee, and non-edible palm oil-based products such as laundry soaps, multi-purpose soaps and soap noodles.



▼ The KLK Alami Edible Oils Sdn Bhd (KAEO) team proudly showcasing their products at Gulfood 2025. From left are head of sales and marketing, refinery division Mohd Nazri Mohamad Nageeb, sales & marketing managers Aslam Hizir and Muhamad Dzarif Taqiyuddin Ahmad. Formed through a strategic partnership between Kuala Lumpur Kepong Berhad and Alami Commodities Sdn Bhd, KAEO enhances the competitive edge of both companies.



▼ From classic favourites to exciting new creations, Julie's Biscuits offered a taste of its delicious, halal-certified range at Gulfood 2025, demonstrating its growing global presence. From left are Julie's manufacturing senior executive Albert Chua, assistant general manager Bosco Ng and business development executive Desmond Bong.



▼ The Kawan Food Manufacturing team, comprising (from left) export business manager for GCC & Africa KK Yee, head of export Raymond Khoo and assistant export business manager Cadmus Yap, proudly showcasing Malaysia's beloved Roti Canai at Gulfood 2025. They are excited to share their passion for this flaky, flavourful flatbread with the world.



▼ The Tenten team showcasing the company's range of conventional and organic oatmeal, rolled oats and other varieties of products at Gulfood 2025. The brand has been a trusted name for over 30 years.



▼ Karta International Sdn Bhd international manager Yeow Kian Siang (left) and international executive Alvin Wong introducing their refreshing new coconut water range at Gulfood 2025, bringing a taste of innovation to the global stage.



▼ Koon Brother Sdn Bhd, a leading Malaysian confectionery manufacturer established in 1948, offers a variety of products under brands such as MyBizcuit, Mas Cookies, MySpreed and Snazk Bites. Exporting to over 50 countries, the company holds HACCP, ISO22000, MUI Halal, and MeSTI certifications, ensuring quality and safety.



▼ The Malaysian Palm Oil Council (MPOC) made a significant impact at Gulfood 2025 by partnering with 11 leading Malaysian suppliers to showcase the versatility, sustainability, and nutritional benefits of Malaysian palm oil. The delegation included IOI Corp Bhd, SOP Foods, Southern Edible Oil, Oilnco, Naturz Industries, Naturz Group, Chef Direct, Eezdee Intrade, MTE Global, Global Farm Trade, and Kunak Lipids. Together, they engaged with global buyers and industry leaders, forging strategic partnerships and creating new market opportunities.



▼ As the marketing arm of Kimanis Food Industries, KFI is expanding its reach globally. Established in 2009, the company promotes local products to international markets. KFI general manager Sonia Huang (centre) is joined by export executives Elayna Edmond (left) and Cheah Yin Hui.



▼ The Leaves Food Industries Sdn Bhd team proudly presenting their signature Sarawak 3-Layer Milk Tea and The Taste of Sarawak to Matrade trade commissioner Megat Iskandar Ahmad Dassilah (centre) at Gulfood 2025. The showcase generated significant interest, attracting enquiries from potential buyers in Russia, the United States, Central Asia, Iran, India and more.



▼ Lifestyle Ventures Sdn Bhd director Eleen Chan (left) and partner Teoh Chin Hoe representing the company at Gulfood 2025. A pioneer in vegan sauces, Lifestyle Ventures holds FSSC22000, halal, and vegan certifications. They craft fresh Peranakan sauces and pastes, harnessing solar energy for sustainable production.



▼ Lioco Food Industries is a leading Malaysian food manufacturer specialising in retort-packaged ready-to-eat meals for brands like Master Pasto, Roots Palate, and Dokkaebi, along with an expanding range of vegetarian F&B products. Renowned for its halal-certified offerings with no MSG, no added preservatives, and no refrigeration required, the company maintains the highest quality standards.



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Morning Arch Sdn Bhd business development director Kian Tan (left) and sales & marketing director Kelly Eng represent Hello M'arch, known for its award-winning products that specialise in innovative and functional food and beverages. Their offerings include low glycaemic index (GI), zero sugar, plant-based, gluten-free, and high-protein and fibre options. With a focus on clean labels and future-forward nutrition, the company is committed to redefining healthy living.

The Matrix Flavours team showcased Asian-inspired and heat-resistant flavours at Gulfood 2025. Led by sales manager Andrew Goh and technical marketing head Poon Tuck Loon they introduced Nucoco, a coconut cream powder replacement designed for flavour consistency and cost efficiency. With 49 years of experience and certifications including Halal, FSSC 22000, ISO 9001:2015, and HACCP, Matrix Flavours continues to develop solutions for the industry.



Maxmaster Industry Sdn Bhd executive director Khor Ooi Gee (left) and assistant manager of international export Aiden Koay showcasing their products at Gulfood 2025. Proudly made in Malaysia, Maxmaster's Soymaster and Jusmaster beverages are ready for global export. Gulfood 2025 serves as an excellent platform for the company to explore new opportunities and expand its offerings worldwide.



Merchants Global Sdn Bhd proudly participating in Gulfood 2025, showcasing innovative premium dried fruit products and introducing OEM services. From left are Merchants Global Sdn Bhd senior QA Afifah Aqilah, technical manager Susie Sun, general manager Winston Shi and sales & marketing manager Lucas Lin.



A subsidiary of PT Resources Holding Bhd, MHC Coldstorage Sdn Bhd is a leading seafood supplier in Malaysia. Specialising in the processing and distribution of frozen seafood, the company is dedicated to providing premium-quality products to both local and international markets.



Mascorn's participation at Gulfood 2025 showcased its commitment to excellence and innovation in the food industry. Through live demonstrations and tasting sessions, visitors experienced the brand's products firsthand. The event also provided Mascorn with a platform to grow its network, paving the way for new collaborations and partnerships.



Mamee Double Decker is bringing Malaysia's beloved childhood snacks to the world at Gulfood 2025, forging global connections and sharing the joy of familiar flavours while expanding its presence worldwide. Mamee general manager of International business Reka Tengala (left), Middle East manager Syafiqah Athirah (second from right), and market lead for the African region Bryant Low (right) with UAE distributors at the booth.



Munif Hijjaz Marketing Sdn Bhd managing director Abdul Malek proudly unveiling the company's latest beverage innovation at Gulfood 2025 – the Munif Hijjaz Squeazy Lime and Concentrate Cordial. These refreshing drinks, crafted with no added sugar, offer a perfect balance of flavour for everyone to enjoy.



MyKuali proudly presenting Malaysia's finest flavours to a global audience. The company highlights its signature Penang White Curry Noodle and expresses gratitude to Matrade for its invaluable support. From left are MyKuali head of production Jessy Lim, head of sales Sean Tan and assistant sales manager Penny Lee.



The Nakanishi Group made its debut at Gulfood 2025, proudly presenting a selection of premium Malaysian snacks and confectionery. Among the highlights was Umai, a brand that combines Japanese craftsmanship with halal certification, offering a unique taste.



NIMS makes a bold leap beyond snacks with the launch of NIMS Gourmet at Gulfood 2025, expanding into fast-moving consumer goods (FMCG), gourmet, and hotels, restaurants, and catering (HoReCa) products. The debut garnered enthusiastic praise and drew strong industry interest and a surge of enquiries. Energised by the overwhelming response, NIMS looks forward to an even bigger presence at Gulfood next year.



Nutrifres business development manager Tommy Eng, assistant sales & marketing manager Amirul Madani, and assistant manager Gan Yee Wen highlighting the company's products at Gulfood 2025. As a leading beverage manufacturer, Nutrifres specialises in high-quality concentrated fruit juices and syrups. With certifications from GMP, HACCP, halal by Jakim, and the FDA, the company is committed to delivering top-quality products that meet international standards.



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Pawa Canning Corp (M) Sdn Bhd sets the standard for quality and halal excellence, proudly presenting its diverse product range at Gulfood 2025. With a focus on rich flavours and cutting-edge food innovation, the company brings the best of Malaysia to the global market.



From left are Perak Duck marketing manager Kuan Tai Eng, executive quality control Haziq Hashim, managing director Tan Hui Chee, Malaysian ambassador to the UAE Tengku Datuk Sirajuzzaman Tengku Mohamed Ariffin, Matrade trade commissioner Megat Iskandar Ahmad Dassilah and chairman of the Malaysian Business Council-United Arab Emirates Fahmy Ansara Dahalan.



Pinnacle Foods (M) Sdn Bhd exclusively markets Pran products, sourced both locally and internationally. Head of marketing Tyler Taseen and head of sales Abu Bokor Siddik proudly showcasing the company's varied product lineup at Gulfood 2025, highlighting its global appeal and commitment to quality standards.



Representing Sacha Inchi Manufacturing Sdn Bhd at Gulfood 2025 are international marketing executive Toby Yu, director Owen Lem, chief executive officer Desmond Choo, pharmacist Gene Lam and international sales representative Christal Pak. The team is showcasing the Vege Collagen Melt Strip (also known as ODF or Oral Dispersible Films), a fast-dissolving film that is redefining convenient nutrition and highlighting Malaysia's health innovations on the global stage.



The QL Foods Sdn Bhd team connecting with Dubai Matrade trade commissioner Megat Iskandar Ahmad Dassilah (second from left) and assistant trade commissioner Shafiq Nasarudin (right) at Gulfood 2025. With a strong focus on excellence, QL Foods continues to elevate its premium surimi-based products, making a lasting impression on the global stage.



S&P Industries Sdn Bhd (Santan & Cosip House-Brand) highlighting its diverse halal offerings at Gulfood 2025, emphasising innovation while expanding globally. Representing the company's export sales division are Eric Chan (left) and Alven Yee.



The Sajian Ambang Sdn Bhd team warmly welcomes Matrade trade commissioner Megat Iskandar Ahmad Dassilah (right) and Matrade director Yusram Yusup (left) to their booth at Gulfood 2025. Sajian Ambang proudly makes its mark at the event, showcasing its passion for great food that brings people together. With strong connections established and exciting opportunities ahead, Sajian Ambang looks forward to a successful journey in the global food industry.



Serba Wangi Sdn Bhd international business executive Taharim Akmal (left) introducing the company's products to a visitor at Gulfood 2025. With more than 30 years of expertise, Serba Wangi is a trusted leader in premium brown rice and rice-related products such as snacks, instant vermicelli, beverages and vermicelli, upholding the highest global standards of quality and safety.



Shoon Fatt Biscuit area export managers (from left) Thomas Loh, Samuel Loo and Gene Lo proudly showcasing a wide array of the company's products, including delicious crackers, delectable sandwich biscuits, and crispy baked potato snacks, bringing a taste of quality and tradition to the global stage.

The Sydney Cake House (SCH) team proudly presenting their exquisite creations at Gulfood 2025. With over 40 years of bakery excellence, SCH skillfully blends European artistry with Asian flavours. Honoured with multiple accolades, SCH brings Malaysia's finest bakery delicacies to the international stage.



Bestari Food Gabriel Lai (right) and Norhisham Saparmin proudly showcasing Malaysia's favourite fried chicken powder at Gulfood 2025, sharing its signature crispy perfection with global audiences.



Renowned for producing Malaysia's No.1 zero-sugar sparkling drink, The Vida World Sdn Bhd is proudly showcasing its wide range of beverages at Gulfood 2025. Chief executive officer Chan Meng Yang is excited to present the company's refreshing beverages to a global audience while seeking new partnerships at the event.

TM Foods Sdn Bhd, in collaboration with its associate company Phee Brothers Food Product Sdn Bhd, is proudly showcasing Malaysia's finest halal-certified canned foods and jams at Gulfood 2025. Representing the companies are (from left) sales manager Lee Wei Zheng, assistant sales manager Phee Wei Jun, production manager Phee Wei Heng and assistant production manager Khoo Yin Joe.



Tokku Leko sales director Nabila Rashdi (left) and sales executive Salina Mohammad proudly showcasing premium Malaysian products at Gulfood 2025. The brand is excited to introduce its authentic chips to a global audience.



Torto Food is dedicated to crafting delectable cookies while expanding its global presence with premium confectionery. Leading the brand's journey at Gulfood 2025 are (from right) chief executive officer Ang Aik Hwa, executive director Catherine Chow, project executive Teh Yik Lee and business development international manager Daniel Tan.

Trois Continental Sdn Bhd managing director Malliswaran Krishnan (centre) presenting a certificate of appreciation to one of the company's top customers in Africa during Gulfood 2025. This recognition highlights the customer's commitment to sourcing high-quality Malaysian palm oil and strengthens the strong global partnership between both parties.



Representing United Beverage Sdn Bhd at Gulfood 2025 are (from left) director Terence Kuah, R&D manager Siti Azhani, assistant export manager Normala Farouk, and sales & marketing manager Yvonne How. Committed to delivering premium-quality beverage solutions, United Beverage Sdn Bhd sources carefully selected imported ingredients and manufactures its products in a facility with ISO 9001:2015, HACCP, GMP and halal certifications, ensuring the highest standards of quality and safety.



Uni Bio Pharma Sdn Bhd is proud to participate in Gulfood 2025, showcasing its Better brand while exploring global business opportunities to expand its innovative functional foods and health supplements. All Better products are halal-certified and manufactured in facilities accredited with FSSC 22000, HACCP, GMP and Mesti certifications.

Vision Beverage Manufacture sales director Reeve Yong (right) engaging with a potential customer from Saudi Arabia, who shows keen interest in Malaysian coffee. Excitement is brewing as they anticipate placing an order soon.



An MoU exchange took place at Gulfood 2025 between World Prominence Sdn Bhd, led by managing director Jamaludin Adnan (front row, second from left), and their CGG/MENA/Africa partner for Sudee product distribution. The event was witnessed by SME Bank Malaysia acting group president and chief executive officer Datuk Dr Mohammad Hardee Ibrahim (front row, third from left), alongside entrepreneurship ecosystem development division of Entrepreneur and Cooperatives Development Ministry (Kuskop) division secretary Dr Salmah Sathiman (front row, third from right), consul-general of the Malaysian Consulate in Dubai Mohd Fadly Amri Aliaman (back row, second from right), and Matrade trade commissioner Megat Iskandar Ahmad Dassilah.



Love Earth is a leading manufacturer, exporter and market leader in organic and natural food products. The company offers a diverse range of items, including organic baby food and healthy snacks. As a well-established company, Love Earth exports to Singapore, Myanmar, the Maldives, Brunei, Bangladesh, Taiwan and beyond.