

MIFB 2025 hosts MNCC in collaboration with MSCA

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The Malaysian International Food and Beverage Trade Fair (MIFB) announced its partnership with the Malaysia Specialty Coffee Association (MSCA) to host the Malaysia National Coffee Championship (MNCC) from 2025 to 2027. This collaboration highlights MIFB's commitment to fostering the country's café culture while introducing the Malaysia Café Expo, a dedicated platform for coffee and tea innovations.

Aligned with the theme "Future-Ready F&B: Serving the Evolution of Trends," MIFB 2025 focuses on speciality coffee, Ready-To-Eat (RTE) and Ready-To-Cook (RTC) products, and digital advancements in the F&B industry. Scheduled for 30 July–1 August 2025 at the Kuala Lumpur Convention Centre, the event will feature local and international exhibitors, alongside the semi-finals and finals of the MNCC. This prestigious competition celebrates Malaysia's speciality coffee talent, bringing baristas, brewers, and coffee tasters to the forefront.

Kelvin Ngow, President of MSCA, remarked, "Our café culture has undergone a robust evolution, driven by a new generation of coffee enthusiasts. Through the MNCC and our partnership with MIFB, we aim to elevate local talent and showcase Malaysia as a global coffee player."

The café sector's growth reflects Malaysia's ability to blend global trends with local flavours. Brands like Boncafé and Da Di Coffee exemplify this harmony, combining speciality coffee with the traditional Kopi culture. The Malaysia Café Expo, co-located with MIFB 2025 and MyFoodTech 2025, aims to amplify these efforts, offering a platform for exhibitors in coffee, tea, and related industries.