Gulfood
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MALAYSIA RECORDS HISTORIC RM1.76BIL AT GULFOOD 2026

As the world's largest annual food and beverage trade exhibition, Gulfood remains a strategic gateway for global trade. At Gulfood 2026, Malaysia achieved its strongest performance, generating RM1.76bil in export sales, up 5.4% compared with 2025. With 118 companies under a unified pavilion led by the Malaysia External Trade Development Corporation (Matrade), Malaysia reinforced its position as a trusted, competitive and future-ready global sourcing hub for the Middle East and beyond.

Pictured are (from left): Matrade Dubai trade commissioner Badrul Hisham Hilal, Matrade delegation head Idzham Abdul Hamid, Malaysian ambassador to the UAE Tengku Datuk Sirajuzzaman Tengku Mohamed Ariffin, Sajian Ambang Sdn Bhd chairman Faisal Ali, Sajian Ambang Sdn Bhd director Datuk Abdul Shukor Sultan, Malaysia's Consul-General in Dubai Riaz Abdul Razak, Matrade exports promotion & market access division manager Nurul Huda Kamarul Baharin and Matrade Dubai assistant trade commissioner Mohd Shafiq Nasarudin.

Malaysian ambassador to the UAE Tengku Datuk Sirajuzzaman Tengku Mohamed Ariffin (second from left) officially opened the Malaysian Pavilion at Gulfood 2026. Joining him at the ceremony were (from left) Matrade Dubai trade commissioner Badrul Hisham Hilal, Malaysia's Consul-General in Dubai Riaz Abdul Razak and Matrade delegation head Idzham Abdul Hamid.

Record success at Gulfood 2026

Malaysia's Gulfood participation generated RM1.76bil in export sales, surpassing targets, with 118 Malaysian exhibitors driving strong global demand

THE Malaysia External Trade Development Corporation (Matrade) reported that Malaysia's participation in the 31st edition of Gulfood generated a record-breaking RM1.76bil in total export sales, surpassing the initial target of RM1.5bil.

Held from Jan 26 to 30 at the Dubai World Trade Centre (DWTC) and the Dubai Exhibition Centre (DEC), this year's event marked a historic milestone as Malaysia's largest-ever participation.

The total export sales reflect a 5.4% increase from the RM1.67bil recorded in 2025, driven by strong demand for palm oil-based products, beverages, processed foods, sauces and health supplements.

Matrade successfully coordinated the participation of 118 Malaysian exhibitors, a significant increase of 31% from 90 in the previous year.

This effort was bolstered by the collaboration of nine government ministries and agencies, including the Agriculture and Food Security Ministry (KPKM), Entrepreneur Development and Cooperatives Ministry (Kuskop), SME Bank, the Malaysia Co-operative Societies Commission (SKM), Majlis Amanah Rakyat (Mara), the Malaysian Palm Oil Council (MPOC), the Malaysia Pineapple Industrial Board (MPIB), the Ministry of Industrial Development Sabah (MIDS) and the Penang Regional Development Authority (Perda).

This cooperation aligns with the aspiration of the Export Coordination Committee (JK-X), a national platform that brings ministries and agencies to work in sync, pool resources and streamline support for exporters. By presenting a unified country pavilion, the initiative strengthens Malaysia's collective brand presence, creates stronger visibility and greater export opportunities for Malaysian companies.

Tengku Datuk Sirajuzzaman (right) engages with Dr Aishah Solution Sdn Bhd founder Aishah Tul Radziah after officiating the Malaysian Pavilion at Gulfood 2026. Looking on are Idzham, Riaz, Matrade exports promotion and market access division manager Nurul Huda Kamarul Baharin, and other officials.

A key catalyst for this year's exceptional performance was the Malaysia-United Arab Emirates Comprehensive Economic Partnership Agreement (CEPA), which officially entered into force in October 2025. This landmark agreement will be able to enhance the competitiveness of Malaysian products by eliminating or reducing tariffs on substantially all qualifying goods.

Matrade chairman Datuk Seri Reezal Merican Naina Merican congratulated the Matrade team for the success of the participation.

"The success is a result of months of preparations and coordination that require all parties to streamline the strategies to elevate Malaysian brands in a unified manner.

"As Gulfood is the first export promotion programme undertaken by Matrade for 2026, the results will set the tone for the rest of the 52 promotion programmes to be carried by Matrade this year," he added.

Matrade chief executive officer Abu Bakar Yusof said, "The historic sales figure of RM1.76bil is a validation of CEPA's impact on our trade relations although it is still in the early stages.

"By deepening economic cooperation, reducing trade barriers and broadening market access, the agreement has empowered our Small and Medium Enterprises (SMEs) and exporters to offer more competitive pricing and faster delivery to buyers in the UAE as well as the Middle East and North Africa (Mena) region. Malaysian companies are encouraged to leverage this preferential access to secure larger business deals and strengthen their footprint in the region and beyond."

Looking ahead, the 32nd edition of Gulfood is scheduled for March 15 to 19, 2027.

Matrade remains committed to coordinating larger participation to accelerate the nation's F&B exports and ensure Malaysia remains a preferred sourcing hub for the region.

In anticipation of growing interest from Malaysian exporters, Matrade is exploring the expansion of Malaysia's pavilion to accommodate stronger participation, capture rising demand and further accelerate export growth in the region.

Reezal Merican: 'The success at Gulfood 2026 is the result of months of preparation and coordination, requiring all parties to streamline strategies to elevate Malaysian brands in a unified manner.'

Abu Bakar: 'The historic sales figure of RM1.76bil is a validation of CEPA's impact on our trade relations although it is still in the early stages.'

The Ace Canning Corporation Sdn Bhd team highlighted more than 50 years of expertise by presenting its Soyfresh soy milk and Drinho juice drinks, alongside the launch of Drinho Sparkling Tea Zero. The company's international team included (from left) senior export executive Crystal Lau, sales director Andy Toh and senior export managers Javin Liew and Valyn Kuay.

Adabi Consumer Industries Sdn Bhd representative Tuty Animmaisarah (left) and Adabi Frozen Food Sdn Bhd general manager Encik Muhammad Irwan Goh (right) preparing samples and showcasing their tasty offerings to visitors at Gulfood 2026.

Pictured from left are Aduktive Food Sdn Bhd chief executive officer Anif Azami, UK importer Mah Kit Siong, Agriculture and Food Security Ministry officer Irfan Idrus and Aduktive Food export team representative Ariff Azwal. The company showcased its Aduktive ready-to-eat snack range while actively engaging international buyers to broaden its global reach.

AFAA Group Industries Sdn Bhd shines at Gulfood 2026 with its range of value-added food products, delivering competitively priced, halal-certified solutions tailored to evolving consumer demand in global markets.

Agro 19 Berhad expands its global presence at Gulfood 2026 by showcasing its agro-based product portfolio to international buyers, while exploring new distribution partnerships across the Middle East and other key export markets.

The Agym Nutrition team connected with Muhammad Yousaf (sitting, second from left), international partner for United Kingdom markets, at Gulfood 2026. The meeting marked a key step in strengthening strategic collaboration and accelerating Agym Nutrition's expansion into the UK and international markets.

Ajinoriki MSG (Malaysia) Sdn Bhd made a proud debut at Gulfood 2026, unveiling a new range of innovative food seasoning solutions. Building on its success in the MSG market, Ajinoriki continues to deliver world-class food solutions that inspire trust and satisfaction worldwide. Pictured from left are chairman Lim Boon Kiang, managing director Susan Kee Seok Chean, global sales and development director Zuliana Md Sahid and global sales assistant manager Nailim Sulangi.

Ameen Products Sdn Bhd managing director Mohammed Irfan engaging with potential buyer Bemnet Angosom from Rwanda, showcasing the company's offerings while exploring new international market opportunities.

Anramin Industry (M) Sdn Bhd operations director Nabila Amiera showcasing the company's range of premix health and nutrition beverages.

Ayomayo, a nut butter brand known for its range of distinctive flavours, marked a milestone at Gulfood 2026 as Ayomayo Sdn Bhd successfully signed an MOU with interested buyers.

The Bento Food Industries Sdn Bhd team welcoming Matrade representatives and Malaysian ambassador to the UAE Tengku Datuk Sirajuzzaman Tengku Mohamed Ariffin to their booth, showcasing their range of convenient food and drinks.

The Bon Food Industries Sdn Bhd team highlights the company's diverse product range at Gulfood 2026. Established in 2009, Bon Food Industries Sdn Bhd manufactures and markets food coatings, including panko breadcrumbs, seasonings, marinades, sauces and dressings, as well as frozen pastries.

Britz Networks Sdn Bhd showcased its palm-based food ingredient solutions at Gulfood 2026, further supporting the company's expansion into international food markets. On hand to welcome the Malaysian ambassador to the UAE Tengku Datuk Sirajuzzaman Tengku Mohamed Ariffin (second from right), and other dignitaries to the booth were senior business development executive Daniel Lee (third from right) and business development executives Aya Seifulla and Melisa Chua (fourth and fifth from right).

A Bumiputera-owned company, BS Fitness Nutrition Sdn Bhd specialises in high-quality, halal-certified nutritional supplements and protein beverages. Based in two modern facilities at the SME Bank Entrepreneur Complex in Bangi, the company is committed to innovation and food safety, ensuring its offerings meet the needs of both active individuals and professional athletes.

Bumimas Marketing Sdn Bhd showcased its frozen halal products, including pastries, mantou, kunafa and kataifi, at Gulfood 2026. Business development director Kelvin Lim (centre) engaged with clients during the exhibition to explore potential collaborations and strengthen business relationships.

Calla Mom Milk is a functional nutritional milk created for women at different stages of the motherhood journey, including TTC (trying to conceive), pregnancy, breastfeeding and postpartum. Designed as a daily nutritional drink, it offers added dietary support alongside regular meals. Made with carefully selected ingredients, Calla Mom Milk provides a convenient source of nutrients for women preparing for pregnancy, expecting a baby or adjusting to early motherhood.

A Callabio Manufacturing and Bariistar representative highlighting the company's offerings at Gulfood 2026, reflecting its strong commitment to driving export growth and strengthening Malaysia's presence in the global halal beverage industry.

Coffeeland Sdn Bhd, a halal premium beverage innovator since 1997, unveiled its biotech-driven Dr Arafitco healthy beverage range at Gulfood 2026. Chief innovation officer Dr Ray Wong (left) and export director Jacqueline Lim (right) are pictured with potential UAE distributor Ateeq Almuhairi. Coffeeland is seeking distributors and partners to expand collaborations across the Gulf region.

Continental Resources made a strong showing at Gulfood 2026, led by chief executive officer Mohd Aizat Mohd Yusoff (centre), as the team showcased an impressive range of products. From premium edible oils and rich vegetable ghee to high-quality milk products, the display drew strong interest, reflecting the company's commitment to excellence and innovation in the global food industry.

DCare Sdn Bhd, a leading producer of baby food and kelulut honey, secured its first export of pure kelulut honey to the UAE market during Gulfood 2026. Pictured are DCare director and certified honey sommelier Ng Dian Ching (left) alongside Jameel Holding representatives Abdullah and Mohammad, celebrating their new partnership under the Hugging Love brand.

Representatives of FGV Holdings Berhad (FGV), through its subsidiary Delima Oil Products Sdn Bhd, showcased Malaysia's well-known consumer culinary brands at Gulfood 2026. Leading the delegation was FGV group chief executive officer Datuk Fakhrunniam Othman (standing, third from left). The lineup included popular brands such as Saji, Seri Pelangi, Adela and Premeo, highlighting the company's commitment to quality in the food industry.

Doluvo Sdn Bhd unveiled Olimere, its latest fruit infusion product at Gulfood 2026. The launch was officiated by Entrepreneur Development and Cooperatives Ministry (Kuskop) Under Secretary Dr Salmah Sathiman, marking a milestone for the brand.

Dr Aishah Solution Sdn Bhd founder Aishah Tul Radziah (second from left) at a signing ceremony between her company and Sarte Project Management Services, witnessed by Matrade exports promotion and market access division manager Nurul Huda Kamarul Baharin (left) and Matrade Dubai assistant trade commissioner Shafiq Nasarudin (right).

Eezdee Intrade Sdn Bhd managing director Izdiharuddin Sulaiman highlighting his company's products at Gulfood 2026. This year's participation provided a valuable opportunity for the company to foster camaraderie among local and international exhibitors, while also establishing business relationships with potential prospects from various continents around the globe.

EF Store Sdn Bhd and Avomilk by Xiao Healthy formalised an MOU with ME Fresh Agricultural Ltd of the Republic of Korea at Gulfood 2026, appointing ME Fresh as their distributor. Following the MOU exchange, EF Store director Leng Ong and business development director Janette Lim (second from right and right, respectively) presented a token of appreciation to ME Fresh chief executive officer Chanyang Joo and business development manager Rachael Joo.

Representing Efferty International Sdn Bhd are (from left) general manager Hisyamuddin Mansor, digital marketer Akmal Mohamad, public relations executive Zulaikha Zahran and chief executive officer Farabi Ahmad. Together, the team showcased Efferty's wellness and nutritional products to the global market, marking a milestone in expanding the company's international presence, strengthening global partnerships and introducing Malaysian-developed wellness innovation worldwide.

Emzi Care made a notable debut at Gulfood 2026, celebrating the launch of its instant cupcake tailored for the Gulf Cooperation Council (GCC). The product was officially unveiled by Malaysian ambassador to the UAE Tengku Datuk Sirajuzzaman Tengku Mohamed Ariffin, highlighting Malaysia's innovation and Emzi Care's commitment to delivering value-added functional food solutions to the global market.

The Etika Dairies (halal export) team showcasing the company's diverse range of halal products, featuring Dairy Champ Sweetened Creamer, Dairy Champ Evaporated Creamer, Goodday UHT Milk, Goodday Cultured Milk Drink, Goodday Carbonated Cultured Milk Drink and Wonda Coffee. From left are head of sales Tay W.C., general manager J.C. Chang, head of sales Isaac Yap and export manager Renato Chai.

F&N International Market Sdn Bhd managing director Lai Ming Kong and international market development manager Patrick Heng (second from left and left, respectively) pictured with Orontes Dairy Manufacturing LLC representatives Berj Boyadjian (second from right) and Ankit Dubey, highlighting the companies' strategic engagement at Gulfood 2026.

FGV IFFCO Sdn Bhd showcasing its integrated palm-based oils and fats solutions at Gulfood 2026, highlighting Malaysia's strengths in sustainable edible oils, specialty fats and value-added food ingredients. The company engages international buyers seeking reliable supply and innovative solutions for food manufacturing and global distribution markets.

G&R Foods Sdn Bhd managing director T. Gunalan (centre) is pictured alongside company representatives showcasing the brand's wide range of products.

Co-owned by Global Brandy Synergy Sdn Bhd, BlackMo is the world's first molasses-based beverage and has earned international acclaim at major industry exhibitions. Representing the company were (from left) business development manager Geraldine Cheong and assistant general manager Mint Chin. They are pictured with Matrade oil and gas director, chemical & energy section and lifestyle & life science section, Idzham Abdul Hamid, along with Matrade Dubai trade commissioner Badrul Hisham (right).

The late Saravanan Nagarajoo, sales and marketing regional manager of Global Specialty Ingredients (M) Sdn Bhd, showcased the company's innovative product range at Gulfood 2026.

Making its exhibition debut, Gokigen (MY) Sdn Bhd, a Japanese company based in Malaysia, took the opportunity at Gulfood 2026 to showcase its innovative roasted coconut products. Representing the brand are general manager Shuhei Kondo (left) and director Tei Seiun.

Gold Choice Food Industries Sdn Bhd managing director Wincent Cheah (centre), flanked by sales and marketing representative Lim Zhao Hern (left) and assistant marketing manager Khaw Theng Chai.

GSP Biotech & Marketing Sdn Bhd managing director Tay Weih Tong (centre) connecting with international partners at Gulfood 2026. The company showcased its biotechnology-driven health and wellness products while strengthening connections with global buyers to support expansion into new export markets.

Hernan Corporation, Malaysia's leading durian exporter since 1996, supplies premium whole durians, frozen pulp, and durian-based products to customers worldwide. Representing the company at Gulfood 2026 is business development manager Caylie Chan (centre), joined by representatives from its Hong Kong distributor, Wilson International Frozen Foods (HK) Ltd.

Hialia Food & Beverage Sdn Bhd manager Tang Min showcased the brand's signature instant beverage range, highlighting Hialia's growing presence in the global food and beverage industry.

The Imperia Asia International Sdn Bhd team showcasing its products at Gulfood 2026. Specialising in performance-driven solutions, the company highlights its commitment to innovation and export-ready offerings, engaging partners, connecting with buyers, and exploring opportunities across the Middle East and other key markets.

IOI Group highlighting its palm oil products at Gulfood 2026, presenting its esteemed portfolio and engaging with global buyers. This participation reaffirmed the company's commitment to quality, reliability and long-term growth partnerships.

Joeyees Trading Sdn Bhd founder Nang Ori Awaeang Kwasin, dressed in traditional Sabah attire, and export director Jerry Wong showcasing Sabah-inspired delicacies, celebrating Malaysian heritage on the global stage.

From classic favourites to exciting new creations, Julie's Biscuits delighted visitors at Gulfood 2026 with a taste of its delicious, halal-certified range – further demonstrating its growing global presence. Pictured from left are Julie's Manufacturing Sdn Bhd business development executive Desmond Bong, general manager Bosco Ng and business development manager Lim Teck.

Jutawan Agriculture Products (M) Sdn Bhd director Datuk Dr Sih Huay Heng showcased the company's offerings. In collaboration with Jutawan Enterprise, it cultivates and exports pineapple varieties such as MD2, N36, and Josapine, producing fresh and value-added products—pineapple coffee, jam, puree, and juice—while providing processing, manufacturing and product development for Middle East and Asian markets.

Kawan Food Manufacturing Sdn Bhd export sales head Raymond Khoo (third from right) and export sales manager Reeve Yong (right) engaging with key business partners during their visit to the Kawan Food Manufacturing booth at Gulfood 2026.

Kerupuk Lelek Enterprise managing director Edmund Liew Jeck Vui showcasing the company's signature halal-certified Sabah fish crackers, reflecting the brand's dedication to preserving Sabahan food traditions while innovating to meet global consumer tastes.

Kingway Foods Industry Co export manager Ng Liang Sheng (centre) welcomed Iraqi visitors Abbas (left) and Saad to the company's booth. During the engagement, the visitors expressed an interest in introducing the company's signature nacho cheese sauce to the Iraqi market.

The team from KLK Alami Edible Oils Sdn Bhd, part of Kuala Lumpur Kepong Berhad, showcasing high-quality edible oils, emphasising the sustainability, traceability and global competitiveness of Malaysian palm oil.

Konsortium Mygrak Internasional Sdn Bhd (KaMie) aims to be the premier organisation facilitating international trade and enhancing export potential through innovation, strategic alliances and expert guidance. KaMie supports local businesses, especially SMEs, by providing the knowledge, tools, and networks needed to compete successfully in the global market.

Kopetro chairman Ahmad Nizam Abdul Latif (back row, standing, right) pictured with Malaysian ambassador to the UAE Tengku Datuk Sirajuzzaman Tengku Mohamed Ariffin (third from left) at the Kopetro booth. He is joined by Matrade Dubai trade commissioner Badrul Hisham Hilal (left), Malaysia's Consul-General in Dubai Riaz Abdul Razak (second from left), as well as Malaysian Cooperative Societies Commission (SKM) director Dr Zainab A. Raman and deputy director Siti Noorimi Abdul Khlil (second from right and far right, respectively).

Koperasi Penternak Burung Walit Malaysia Berhad (Kowalit) chairman Datuk Ng Siew Lai (centre) presenting Kowalit bird's nest products to Malaysian ambassador to the UAE Tengku Datuk Sirajuzzaman Tengku Mohamed Ariffin (right), as Malaysian Cooperative Societies Commission (SKM) director Dr Zainab A. Raman (left) looks on.

Fruttose, under La Fruta Food Industries Sdn Bhd, showcasing its halal-certified fruit fillings, spreads and purée mixes at Gulfood 2026, exporting Malaysian-made solutions to over 18 countries. From left are sales director Richard Low, director Emily Siew Teen and sales and marketing manager Kelvin Lee. The team highlighted the brand's reputation for quality and customisable flavours.

Linaco Ingredients Sdn Bhd sales head Stanley Ng (left) and regional sales manager Mohamed Hrir highlighting Rasaku and Cowa premium coconut-based products to the global market, including coconut milk, coconut powder, coconut sugar and coconut water, delivering quality and innovation from the brand to customers worldwide.

Linghams & Sons (M) Sdn Bhd drew strong interest, with visitors eager to sample the brand's signature products. The bold and distinctive flavours earned positive feedback from international buyers and attendees, reinforcing the brand's enduring global appeal.

Lioco Food Industries Sdn Bhd factory manager Teh Poh Wei (left) and sales manager Teh Poh Liang highlighting the company's product offerings at Gulfood 2026. Based in Penang, Malaysia, Lioco Food Industries is a halal-certified manufacturer of shelf-stable ready meals (retort food), with a range that includes rice, pasta, porridge, soups, vegetarian options and more.

Madam Sun Sdn Bhd executive chairman Dr Madeline Lau (second from right) and chief executive officer Steve Lau (second from left) standing alongside their business partners Muhammed Duereh Fatani (left) and Alex Tee (right). The company showcased its premium syrup range, captivating international buyers and distributors as it broadens its export footprint across the Middle East and other global markets.

The Malaysian Pavilion was officiated by Malaysian ambassador to the UAE Tengku Datuk Sirajuzzaman Tengku Mohamed Ariffin. The ceremony also marked the official launch of Dr Aishah Solution's products, representing entrepreneurs from Mara's Gate to Global (GTG) programme as they expand into international markets.

The Malaysian Palm Oil Council (MPOC), working alongside 13 Malaysian co-exhibitors – IOI Group, SOP Foods, Southern Edible Oil, Oilnco, Naturz Industries, Chef Direct, Eezdee Intrade, Purity International, Trois Continental, Britz Network, Global Speciality Ingredients, Wilee Vegetable Oils and Tristar Global – facilitated meaningful exchanges that strengthened mutual understanding and reinforced Malaysia's position in the global palm oil market.

Established in 1987, Mascorn is a leading corn producer with farms across the Central, Northern and Eastern regions. Its product range includes frozen fruits, vegetables and snacks. Having exhibited in Dubai for three consecutive years, Mascorn has built a strong presence in the Gulf, with distribution in the UAE, Oman and Qatar.

Maxmaster Industry Sdn Bhd's founder Khor Bean Chong (left), executive director Khor Ooi Gee (centre) and international market assistant manager Aiden Koay showcasing the company's ready-to-drink range. Produced in Malaysia, the Soymaster and Jusmaster beverage lines are designed for the global export market.

Miaow Miaow Food Products Sdn Bhd, a leading Malaysian snack maker, exports high quality snacks to nearly 40 countries. Leading the international business team are commercial manager Ong Wing Peng (second from left) and international business manager Kenny Lee (second from right), joined by assistant international business manager Lim Chin Teng (left) and senior international business executive Sim Kai May (right), who drive Miaow Miaow's global growth and partnerships.

Mitra Food Industries Sdn Bhd managing director Asharuddin Arifin (right) speaks with Patrick, a potential buyer from Mauritius, who expressed interest in placing an order with Akifcafé following a product discussion.

Morning Arch Sdn Bhd and Hello M'arch marked a key milestone with the signing of an MOU with Sarte Holdings. Pictured (from left) are Sarte Holdings group general manager Faisal Maqbool, Morning Arch Sdn Bhd sales and marketing director Kelly Eng, business development director Kian Tan, Sarte group chairman Dr Hasan Rasheed, Morning Arch Sdn Bhd brand ambassador Soh Wai Ching, also the World Champion tower runner, and Dr Aishah Solution Sdn Bhd founder Aishah Tul Radziah—capping the occasion with Soh's celebrated double victory on the international stage.

My Bizcuit Sdn Bhd, a trusted confectionery manufacturer, continues to strengthen its global presence by showcasing premium biscuits, wafers and spreads. Representing My Bizcuit are (from left) export sales coordinator Cynthia Wee, international marketing development manager Thian Hock Bu, managing director Steven Yeo and export sales coordinator Yanqi Kee. Together, they drive the company's vision of elevating Malaysian confectionery expertise on the global stage.

A representative from Nab Food Industries Sdn Bhd (left) successfully engaged with a buyer from India, AL Naas General Trading LLC, which has committed to purchasing one container of *peneram* annually for the next year. The meeting concluded with a joint document-signing session to formalise the agreement.

Naturz Group Sdn Bhd strengthens its international presence at Gulfood 2026, presenting export-ready food ingredient solutions while engaging distributors and partners across the Middle East and other high-growth markets.

Naturz Industries Sdn Bhd managing director Ravi Kumar engaged with existing and potential buyers from around the world at Gulfood 2026, discussing current market trends and exploring new business opportunities.

Nova Laboratories Sdn Bhd highlighting its expertise in Low GI health products designed to support healthy lifestyles and balanced nutrition. The company was represented by sales manager Yeo Yoong Hwa and assistant sales manager Patrick Chiang.

Nurrul Best Food Sdn Bhd (Nurcuits), a Malaysian biscuit manufacturer, blends authentic heritage flavours with innovative recipes to deliver biscuits enjoyed both locally and internationally. Pictured from right are director Siti Affiza Mohammad, manager Meor Mohd Bahrin and business development manager Nur Insyirah Yusri.

Oilnco Industries showcasing its finest flavours on a global stage at Gulfood 2026, connecting with international partners, sharing its commitment to quality and striving to bring out the best in every dish.

Optastar Protein chief executive officer Muhamad Zulfadhli Halim giving prospective buyers a detailed overview of the OPI product, engaging those interested in the brand's protein solutions.

Origins Food Industries, a rice-based baby food manufacturer, showcasing its premium line of organic baby food products for infants aged six to 12 months at Gulfood 2026. Representing the company at the exhibition are (from left) Sasha Rahman, Colene Teoh and Zhorifa Roslan.

Pawa Canning Corporation (Malaysia) Sdn Bhd showcasing its flagship Pawada range of corned meats and sauces. Chief executive officer Azaliza Safarida Wasli introduced the company's halal-certified, canned food innovations to international buyers, highlighting Pawa Canning's dedication to expanding Malaysian-made FMCG products into global markets.

Perak Duck Food Industries Sdn Bhd halal executive Haziq Hashim and chef marketing executive Kuan Tai Eng (second from right) are pictured with Matrade Dubai assistant trade commissioner Shafiq Nasarudin (centre), Sharief Odvancad and two representatives from The Hub Trading-UAE.

PG Lean Hwa Trading executive director Tan Soon Leang and personal assistant to executive director Syaiful Syazly showcased the company's premium halal frozen poultry and duck products, highlighting its commitment to quality, international standards and expanding Malaysia's presence in the global halal food industry.

Pinnacle Foods (M) Sdn Bhd marketing head Tyler Taseen and sales head Abu Bokkor Siddik represented the company at Gulfood 2026, where they secured several confirmed orders from the African market. Pinnacle Foods, together with Mutu Tinggi, is the official manufacturer of the globally recognised Pran product line in Malaysia.

Proliv Life Sciences Sdn Bhd chief executive officer Norhayati Saad (left) and director Nasharuddin Abdul Majid (right) hosted potential partners Azmi Mustapha of Dreiha Handels (second from left) and Dr Hamdan Al Murshidi of Almurshidi Medical Tourism at Proliv Life Sciences' booth at Gulfood 2026, showcasing the company's latest wellness innovations.

Purity International Sdn Bhd participated in Gulfood 2026 as a co-exhibitor alongside the Malaysian Palm Oil Council, reflecting Malaysia's continued commitment to delivering high-quality, reliable and sustainable palm oil solutions to global markets.

QL Figo (Johor) Sdn Bhd sales manager C.C. Choong (second from left) and executive director Jasper Liew (second from right) showcasing their company's range of frozen food products to Malaysia's Consul-General in Dubai Riaz Abdul Razak (left) and Matrade Dubai assistant trade commissioner Shafiq Nasarudin.

The Ryverra Chocolate & Confectionery team connecting with a potential buyer from Baniyas Spike, led by executive director Rashid Abdu Rahman (second from left) and chief executive officer Shakkir P. Aliyar (right).

A Sajian Ambang Sdn Bhd representative promoting the company's products and services, highlighting its end-to-end OEM food manufacturing capabilities, including ready meals, frozen products and retort processing for both domestic and international markets.

SD Guthrie International, the downstream arm of SD Guthrie Berhad, marked its presence at Gulfood 2026 by showcasing a wide range of solutions to a diverse international audience. The participation reinforced the organisation's leadership as a Certified Sustainable Palm Oil (CSPO) producer and its top ranking in the Sustainability Policy Transparency Toolkit (SPOTT) assessment.

Serai Malaya Sdn Bhd made a notable impression at Gulfood 2026, with its operations head Noor Izra Jamaludin (left) showcasing Malaysia's lemongrass-based specialty food products under the Mara Gate to Global initiative, supporting the company's strategic export market expansion and international business development.

A rice-based FMCG company, Serba Wangi Sdn Bhd showcases the rich flavours and quality of Malaysian products while expanding its global reach. Pictured are company representatives engaging with World Foods Inc of the Philippines to explore potential market opportunities.

SKS Food Industries (M) Sdn Bhd business development manager Calvin Lim and marketing manager Jason Lim showcasing the OMyPop popcorn, delighting snack lovers in more than 30 countries and spreading crunchy joy, one kernel at a time.

Marking the company's debut at Gulfood 2026, Snowberry (Malaysia) Sdn Bhd export director Khoo Choon Yee (left) and R&D director Winnie Yim (right) present their J-Vital Calamansi puree drink to Imago Masr Limited general manager Mahmoud El-Shafey.

SOP Foods made a strong impression at Gulfood 2026, showcasing its palm oil products alongside the Malaysia Palm Oil Council (MPOC) and Matrade. Led by marketing head E.T. Ong and international marketing senior manager Robby Wong, the team presented its best selections to buyers and partners from around the world.

Gulfood 2026 served as a dynamic platform for Southern Edible Oil Industries Sdn Bhd to present its palm and palm kernel oil range to an international audience. The event also created valuable opportunities to connect with global buyers, while reinforcing the company's commitment to quality, trust and sustainable long-term partnerships.

Starkiss Food Corporation Director Daniel Yong (left) pictured with a customer from England who expressed surprise and delight at the high quality of frozen jackfruit during Gulfood 2026. This positive reception has sparked interest and opened new opportunities to explore the EU market for frozen fruit.

With over 40 years of expertise, Malaysia's Sydney Cake House showcased its authentic baked goods at Gulfood 2026. Offering a unique blend of European craftsmanship and rich Asian flavours, the company was represented by chief executive officer Christine Chuang (right) alongside her team (from right to left): key account manager Raymond Thien, business market analyst and commercial representative Syamimi Ainaa Tukimin and senior sales executive for export and local Amanda Soo.

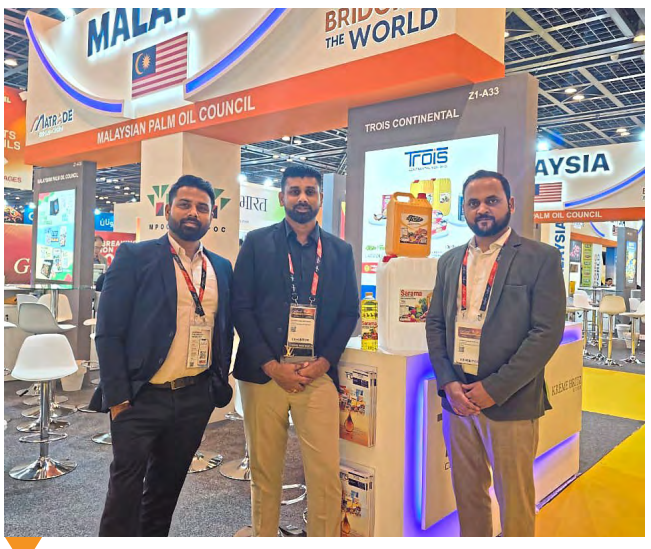
Takahari Marketing Sdn Bhd brought five decades of Malaysian manufacturing excellence to Gulfood 2026, with the team showcasing innovative Sabah-made local snacks to the international market. Pictured from left are manufacturing director Jackie Chan, export specialists Vanessa Wong and Wendy Wong and executive director Nicole Chan.

Representing Tastiway Sdn Bhd are (from left) international trade executive Chew Zhi Wei, regional manager Eunice Eu, international trade manager G.H. Ong and chief executive officer Lim Beng Lee. The team showcased Tastiway's signature Alor freeze-dried fruits and functional snacks, highlighting the company's commitment to quality, innovation and expanding Malaysia's presence in the global food and beverage market.

Under the DIDR Sabah initiative, local companies are expanding abroad to showcase Sabah products globally. From left are KFI Distribution Sdn Bhd export executive Cheah Yin Hui, general manager Sonia Huang, export executive Elayna Edmond, TM Foods Sdn Bhd director Andreas Louis Jasary, Kerupuk Lelek Sdn Bhd managing director Edmund Liew, Yuly Global International Sdn Bhd export manager Rashidi Murshid and chief executive officer Jalina Johari.

Showcasing their product versatility, the Tokku Leko team introduced their fish cracker varieties to Azmi, a buyer from Germany, at Gulfood 2026.

Tristar Global bolstered its leadership in sustainable palm-based solutions at Gulfood 2026, engaging international delegates and showcasing its portfolio of specialty ingredients. Pictured in the booth are (from left to right), are marketing senior manager Beh Huai Jun, marketing director Divakaran Nadarajan and marketing executive Alysha Badrul. Interest in the company's products matched new partnerships, reaffirming its commitment to quality plant-based solutions worldwide.



The Trois Continental team at Gulfood 2026, highlighting the company's drive for global excellence. Pictured from left are sales manager Prakash Singh, director Malliswaran Krishnan and marketing manager Sujeet Kumar Pathak, representing Trois Continental on the international stage.

(From left) TSK Beverages (M) Sdn Bhd managing director Saraswathy Supramaniam and director T.S. Kumar are joined by Agiliss Ltd chairman Rajesh Ramdenee and credit manager Goree Ramdenee, as TSK Beverages (M) Sdn Bhd showcased its expertise in producing high-quality fruit drink concentrate and cordial for export to multiple countries, meeting diverse market needs and consumer preferences.

The Vida World Sdn Bhd team showcasing the company's wide range of zero-sugar sparkling drink, highlighting a vibrant range of fruit-flavoured beverages and character-themed editions. The brand continues to attract strong international interest and remains focused on expanding its global reach by connecting with new distributors and partners across key export markets.

Vit Makanan (KL) Sdn Bhd, a leading Malaysian instant noodle manufacturer established in 1975, boasts an extensive portfolio of instant noodle products. At Gulfood 2026 in Dubai, the company's representatives engaged with international buyers and industry partners, actively advancing its global expansion strategy.

The West Malayan Group Sdn Bhd team proudly showcasing the company's diverse product range, highlighting the Rasto sauce brand. The product reflects the nation's strong commitment to developing globally competitive, world-class brands.

Wilee Vegetable Oils Sdn Bhd highlighted its products at Gulfood 2026, with representatives pictured from right: Bowmen Yap, Tan Heng Yee, C.Y. Tan, and Shanks Liew, showcasing the range to international visitors.

Yakin Sedap Sdn Bhd marketing director Chan Ken Seng (right) secured an international distribution deal for Yakin Sauce, representing a significant milestone in the brand's expansion into new markets.

IKO Biscuits reaffirms its commitment to delivering premium-quality, healthier biscuit options without compromising on taste. At Gulfood 2026, sales director Chong Chen Hsiang (right) and export sales executive Lee Syu Fern connected with global buyers to strengthen market presence and expand distribution worldwide.

Zinon Food Industry Sdn Bhd showcased its spices, condiments and instant noodles ramen at Gulfood 2026, engaging international buyers and industry partners under the Mara Gate to Global initiative.

(From left) Zuspresso International regional senior executive franchise Nur Humaira stands alongside Zus Commerce for FMCG Products business development manager Lau Chai Yee and product development techonologist Chew Wai Sim.