Star Special

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TRADE SPOTLIGHT: CAEXPO

MATRADE FORGES STRONGER ASEAN-CHINA TIES THROUGH CAEXPO SUCCESS

The Malaysia External Trade Development Corporation (MATRADE) successfully led a delegation of 70 Malaysian companies, including key ministries and agencies, to the 22nd China-Asean Expo (CAEXPO) in Nanning, China. The delegation generated over RM300mil in sales, highlighting Malaysia's commitment to strengthening regional trade, promoting national brands and expanding economic cooperation with China and Asean. This achievement marks a significant milestone in Malaysia's global market expansion.

Deputy Prime Minister Datuk Seri Fadillah Yusof (second from left) officially inaugurated the Malaysia Pavilion at the 22nd China-ASEAN Expo (CAEXPO). He was flanked by key figures, including CPC Guangxi Standing Committee member Fang Lingmin (second from right), Malaysia's Ambassador to China Datuk Norman Muhamad (right) and Matrade China and Northeast Asia section director Mazlan Harun, highlighting strong bilateral ties and Malaysia's growing influence in regional trade.

Over RM376mil in CAEXPO sales

Homegrown innovations and food products capture major attention and awards at event

THE Malaysia External Trade Development Corporation (Matrade) successfully concluded its participation at the 22nd China-Asean Expo (CAEXPO), held from Sept 17 to 21 in Nanning, Guangxi Zhuang Autonomous Region, China by securing impressive sales results.

The Malaysia Pavilion, spearheaded by Matrade and comprising 70 exhibitors, recorded total sales of RM376.14mil. This reflects the strong demand for Malaysian products and services in the China-Asean market.

"Malaysia's achievements at the 22nd CAEXPO reaffirm the competitiveness of our products and services, and Matrade remains committed to opening more doors for Malaysian businesses to thrive in China and the wider Asean region," said Matrade chief executive officer Datuk Mohd Mustafa Abdul Aziz.

"Matrade's participation in this prominent event reflects our unwavering commitment to supporting Malaysian companies in strengthening their foothold with Malaysia's largest trading partner, particularly in fast-growing second- and third-tier cities such as Nanning, despite ongoing global trade challenges," he added.

The Pavilion showcased Malaysia's diverse offerings, spanning education, healthcare, pharmaceuticals, cosmetics and construction materials, as well as high-value sectors such as technology and artificial intelligence.

Signature products namely durian, white coffee, biscuits, and bird's nest also enjoyed strong demand from importers attending the event.

The Malaysia Pavilion was officiated by Deputy Prime Minister Datuk Seri Fadillah Yusof together with CPC Guangxi Standing Committee member Fang Lingmin.

Deputy Prime Minister Datuk Seri Fadillah Yusof (front, centre) with his spouse Datin Seri Ruziah Mohd Tahir Tahir (front, third from left) and CPC Guangxi Standing Committee member Fang Lingmin (front, third from right) officiating the Malaysia Pavilion at the 22nd China-Asean Expo (CAEXPO) in Nanning. They are joined by Matrade China and Northeast Asia section director Mazlan Harun (front, second from right), Matrade Guangzhou trade commissioner Farhana Kamaruddin (front, left) and other members of the Matrade team.

To optimise Malaysia's 22nd participation at CAEXPO, Matrade collaborated with several reputable partners to organise a series of high-impact B2B initiatives.

These included four targeted business matching programmes, product selection programmes, live-streaming engagements with key opinion leaders (KOLs) and interviews with Chinese media outlets, further enhancing visibility and engagement.

The KOL live streaming sessions proved impactful, attracting nearly 340,000 views and 506,000 likes – a clear indicator of the strong resonance and growing appeal of Malaysian products among Chinese consumers.

During the exhibition, more than 30 agreements, including Memoranda of Understanding (MoUs), Memoranda of Agreement (MoAs), joint ventures and Letters of Intent were exchanged. Many of these stemmed from the various B2B initiatives organised by Matrade throughout the event.

Matrade also arranged site visits to key facilities, including the China-Malaysia Qinzhou Industrial Park (CMQIP) and the China-Asean Mercantile Exchange (CAMEX). These visits enabled Malaysian businesses to gain a deeper understanding of how these platforms facilitate entry into the Chinese market.

This year, Malaysia was honoured with multiple recognitions at CAEXPO, receiving awards for Special Supporter for AI Cooperation, Best Organiser of Trade Visitors and Best Organiser of Business Promotional Matching Activities.

In addition, three Malaysian brands received special recognition from the CAEXPO Secretariat: The Smarter Solution Edge Sdn Bhd (Golden Award for Voice for Health – Recording Kit), the Plantation and Commodities Ministry (Silver Award for Red Palm Oil) and Global Premium Resources Sdn Bhd (Best Popularity Award for Cookies and Chocolate).

CAEXPO has proven to be one of the most effective platforms for Malaysian exporters aiming to enter and expand in the China market, offering businesses the opportunity to showcase their strengths, build lasting partnerships and position themselves strategically in one of the world's fastest-growing economies.

Beyond opening doors for strategic partnerships, the event also allows Malaysian exporters to engage directly with consumers in China and across Asean, providing valuable insights into market preferences while enhancing the visibility and appeal of Malaysian products and services.

Malaysia's diverse exports impress at CAEXPO

MALAYSIA'S delegation, led by Matrade and officiated by Deputy Prime Minister Datuk Seri Fadillah Yusof, made a memorable mark at the 22nd China-Asean Expo (CAEXPO) in Nanning, Guangxi. The 70-exhibitor pavilion showcased Malaysia's innovation and diversity, spanning technology, healthcare, education and beloved food products such as durian and white coffee. Through business-matching sessions, live demonstrations and media engagements, Malaysian brands captured the attention of regional partners and consumers. The delegation's efforts were recognised with multiple awards, reflecting effective organisation and product excellence. The event served as a strategic platform to strengthen Malaysia's trade and investment ties with China and Asean markets.

Representing the Science, Technology and Innovation Ministry (Mosti) team are (from left) deputy secretary-general for planning and science enculturation Ruziah Shafei, and principal assistant secretaries Lim You Rang and Liaw Thiam Hin, highlighting Malaysia's commitment to science and innovation.

Port Klang Authority and Malacca Port Authority joined CAEXPO 2025 alongside Westports, Northport and Port Klang Free Zone (PKFZ). The showcase highlighted Malaysia's role as a strategic maritime gateway for China-Asean trade. The delegation also visited the China-Malaysia Qinzhou Industrial Park to explore cooperation opportunities. From left are Port Klang Authority (operations and regulatory) assistant general manager Ahmad Rizal Mohd Yusop, Malacca Port Authority board member Yeo Tung Siong, Port Klang Authority board member Datuk Mohd Roslee Abdul Hamid and Port Klang Authority assistant finance manager Mohd Khairul Izwan B. Mustafa.

Representing Asean member states, Plantation and Commodities Ministry (strategic planning and management) deputy secretary-general Dr Sharifah Adlina Syed Abdullah delivers the keynote address at the 22nd CAEXPO during the welcome dinner organised by the programme secretariat.

Malaysian Pepper Board representatives – research, quality development and innovation department director Zehnder Jarroop (left) and assistant director Dr Khew Choy Yuen – proudly showcasing Malaysia's rich variety of pepper products, reflecting the nation's spice heritage.

Intercontinental Specialty Fats (Shanghai) Co Ltd representatives visiting the Malaysian Palm Oil Board's booth. The delegation included (from left) Yang Yi Ming, Xu Dong Jie and Cui Jia.

Malaysian Sustainable Palm Oil representatives – certification scheme unit and e-MSPO system director Damarisyanti Alias @ Darman (left) and GHG and biomass unit director Tan Chee Yong (right) connecting with Youjiang Medical University School of Languages and Cultures Prof Long Xiang.

AME White Coffee Sdn Bhd brewed up major interest, with its wide range of products capturing the spotlight.

Asia Food & Beverage Sdn Bhd export manager Koh Seet Tee (left) connecting with Malaysia's Consul-General in Nanning Ahmad Phadil Ismail (centre), alongside Entrepreneur Development and Cooperatives Ministry (Kuskop) franchise and vendor development division principal assistant secretary Asmawati Anuar.

B-Crobes Marketing (M) Sdn Bhd showcasing its Nougelle probiotic nougats made with Malaysian fruits. Pictured are B-Crobes Marketing (M) Sdn Bhd sales and marketing manager Brandon Loh (left), business development manager Vincent Teoh (right) with Guang Xi Bai Li Sheng Biotech Pte Ltd distributor Liu Hai Bo.

Bell Food (M) Sdn Bhd, founded by Firzah Puasa, showcased its popular Ubells and Bell Popcorn brands at the event. At CAEXPO, the company's booth – represented by managing director Ahmad Lutfi Mohamad Locman (centre) with visitors – featured flavours such as durian, strawberry, chocolate and caramel, bringing authentic Malaysian tastes to China while strengthening trade partnerships.

Bertambest sales manager Abu Hurairah Aboo Bakar (right) and Matrade Beijing trade commissioner Niqman Rafaee are all smiles while showcasing the brand's hazelnut coffee and teh tarik, alongside a wide range of Bertambest products at the booth.

Bizcofi Sdn Bhd proudly displaying an impressive array of their products at CAEXPO.

Blue Sky Bird Nest Sdn Bhd director Shirley Peing showcasing the company's premium edible bird's nest products from Sarawak, highlighting Malaysia's excellence and competitiveness on the international stage.

Blue Sky Natural Resources director Suy Boon Choon bringing Malaysia's signature quality to CAEXPO with the company's high-quality edible bird's nest products.

From left are Brainchecker Global Group Sdn Bhd dealer Dang Rui Rong, strategic partner Huang QinYing, chief operating officer Loh Aun Nee, chief executive officer Chen Hai Beng, chief executive officer's assistant Huang YongJian, sales representative Mo ShaoHua and administrator Luo Jin Jun. Under Chen's leadership, the BrainChecker Global Group team has championed precise education since 1990. Through innovative intelligence analysis, the company has supported 1.2 million people in 18 countries in their career development and personal growth.

Callabio Manufacturing Sdn Bhd business development head Shahril Shahmiman engaging with visitors as the company's flagship syrup brand, Bariistar, captured international attention. Its innovative, halal-certified formulation impressed buyers, generating strong interest for distribution partnerships across China and South-East Asia from cafes, restaurants and professional baristas.

Chocsvalley Chocolate Sdn Bhd teams up with KOL Live to showcase Malaysia's finest chocolate indulgence to a wider audience.

DSR Daily Fresh Sdn Bhd chief technology officer Ajmain Kasim (left) and chief executive officer Datuk Ng Lian Poh (right) welcoming (second from left onwards) Deputy Prime Minister Datuk Seri Fadillah Yusof, CPC Guangxi Standing Committee member Fang Lingmin and Matrade China and Northeast Asia section director Mazlan Harun to the company's booth.

Eagle & Pagoda Brand Teck Aun Medical Factory Sdn Bhd – led by chairman Oon Kee Tain (second from right) – stands proudly alongside his team: marketing assistants Oon Kheng Yee (left) and Lau Siew Fong (right) and assistant marketing manager Oon Kheng Hock, as they highlight the company's popular products.

Education Malaysia Global Services (EMGS), alongside 11 Malaysian higher education institutions, made a strong presence at CAEXPO. The participation reinforced Malaysia's role as a global education hub, deepened collaboration with Chinese counterparts and highlighted the nation's leadership in higher education and innovation.

Famosa Bio-Tech (M) Sdn Bhd founder Datuk Jimmi Puah (back, right) with his team, including sales and marketing staff Xiao Dai (back, left) and promoters Mo Ruonan (front, left) and Gan Haiying.

Global Premium Resources (GPR Cookies) displaying an impressive range of products at its eye-catching booth, which became a key highlight among international brands. Visitors from across the globe sampled its signature cookies, reflecting strong demand and the brand's growing presence across Asean and China.

Golden Swiflet Enterprise showcasing a wide range of the company's signature products.

Hong Sheng Yan Enterprise Sdn Bhd, a company specialising in edible bird's nest, showcasing its premium products.

Introducing a taste of Sabah to China, Tem Tem's plant-based snacks delighted visitors at CAEXPO. Representing Hong Xin Food Sdn Bhd were manager Ariel Chia (left) and director Cerry Ding.

Founder of Horngwell Foodstuff Industries Sdn Bhd, Marcus Yew (fourth from left), is pictured with his team at CAEXPO. Since 2011, the company has been committed to producing quality instant beverages. A key objective for Horngwell is its collaboration with its China partner, aiming to build a sustainable presence in the market through long-term partnerships founded on trust, quality and shared success.

The Iana Corporation Sdn Bhd team welcoming Deputy Prime Minister Datuk Seri Fadillah Yusof (fourth from left) and Entrepreneur Development and Cooperatives Ministry (Kuskop) franchise and vendor development division principal assistant secretary Asmawati Anuar (right) to their booth. Fadillah observed their trade operations and applauded their efforts to promote the iconic Kek Lapis Sarawak Siti Payung.

IOI Palm Wood technical manager Melvin Chia Wee Yeoh (left) and sales executive Tan Wei Kang highlighting the company's innovative palm wood solutions at their booth.

The team from Jag Scoops Sdn Bhd including Izzuddin Sazali (front), Liang Jee Hong (back, left) and Kimberly Teoh in an upbeat mood as they showcase the Frost n Bites range. The company specialises in confectionery, ice cream and gelato, highlighting Malaysia's innovation while exploring China's market and connecting with new audiences.

Headquartered in Kepong, JPRC Trading Sdn Bhd specialises in hand-processed bird's nests that meet strict international safety standards. Sales manager Liang Shu Juan showcasing the company's products, highlighting their meticulous production, cleanliness and quality from harvest to packaging.

The team from Julie's Manufacturing Sdn Bhd presenting their signature biscuits, representing one of Malaysia's most beloved brands with over 40 years of heritage. Each biscuit is crafted with care and passion, spreading Julie's message of love and joy to people around the world.

The Jutawan Agricultural Product (M) Sdn Bhd team sharing a moment with Malaysia Consul-General in Nanning Ahmad Phadil Ismail (second from left), alongside Entrepreneur Development and Cooperatives Ministry (Kuskop) franchise and vendor development division principal assistant secretary Asmawati Anuar (right).

From durian cultivation to edible bird's nest, Kim Dorian Manufacturing showcases its finest products at CAEXPO 2025, gaining strong support and recognition. Pictured are Kim Dorian Manufacturing Sdn Bhd sales director Yin Rong Rong (right), the company's China representative Yin Yapeng (left), Xiang Yan Ge Swiftlets Sdn Bhd founder Ng Miao Xiang (second from left) and director Clement Fong.

Koon Brother Sdn Bhd delighted CAEXPO visitors by showcasing their exquisite cookie collection. Featuring delightful sweet treats in lovely packaging, these cookies are perfectly suited for both sharing and gifting.

Krukkrapmy International Sdn Bhd's mouth-watering Golden Salted Egg Peyek snack was a delight for attendees at CAEXPO 2025, creating a daily buzz as long lines of visitors queued up to taste the egg-cellent halal snack.

A representative from Makeenz Industry Sdn Bhd (centre) posing for a photo with visitors at the company's booth.

Mensilin Green Energy Sdn Bhd chief executive officer Ahmad Luqman (left) sharing a moment with process engineer Ashraf Zulnizam.

MindnRobotics chief operating officer and co-founder Shahid Bakar presenting innovative robotics and AIoT solutions designed for the agriculture and plantation sector at his company's booth.

Ming Feng Marketing (M) Sdn Bhd showcasing its extensive range of premium bird's nest products. The company has a noteworthy corporate history, having originated as Enest Group Berhad upon its incorporation in April 2018. As a fully integrated supplier, Ming Feng Marketing owns and operates its own bird houses and factory. Leveraging these strengths, the company is dedicated to delivering the highest quality and purest bird's nest products.

Neuon AI Sdn Bhd chief executive officer Dr Chai Kok Chin (right) engaging with Malaysia's Consul-General in Nanning Ahmad Phadil Ismail (second from right), alongside Runjian Co chairman Li Jianguo (second from left) and vice-president Zhao Hua.

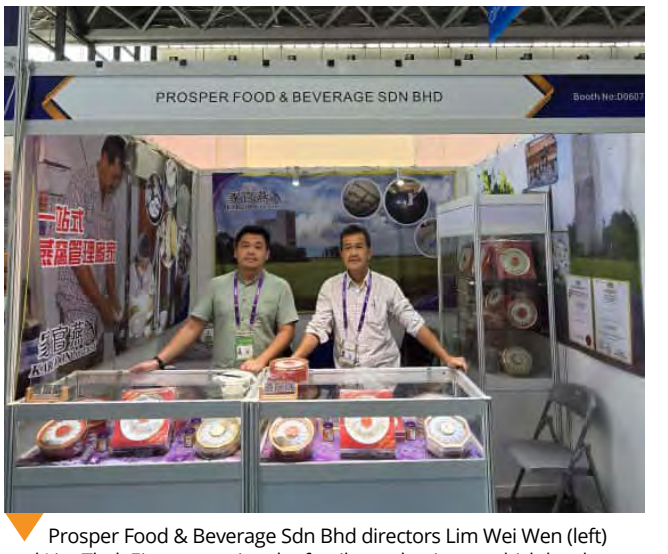
Nims Adeliciousz showcasing its Crispy Chocotub, a delicious blend drawing major interest from international buyers. The company's general manager Tengku Nurhaiza Tengku Othman and marketing manager Siti Nur Abidah Ramli present a token of appreciation to Malaysia's Consul-General in Nanning Ahmad Phadil Ismail (centre) as Entrepreneur Development and Cooperatives Ministry (Kuskop) franchise and vendor development division principal assistant secretary Asmawati Anuar looks on.

Pak Man Industries Sdn Bhd managing director Erni Yuslinah showcasing the company's extensive product range at its booth.

PHG Ever Fresh Food (M) Sdn Bhd captivated CAEXPO visitors with its premium Malaysian durians, including the renowned Musang King. Highlighting Malaysia's authentic flavours to China and strengthening trade ties across Asean, the company was represented by chief executive officer Kentson Lye (left), sales and business development manager Lydia Soo (third from left) and their team.

Visitors exploring a diverse showcase of Malaysian-made delights at Pristine Food Stuff Sdn Bhd's booth.

Pro-Chem Industrial Sdn Bhd managing director Datuk Robin Chong (left) and sales manager Tyra Tan showcasing their OEM and ODM portfolio. This impressive range includes skincare, personal care, cosmetics and cleaning solutions, all meticulously crafted in the halal-certified facilities of Pro-Chem Industrial Sdn Bhd and Qemrich Sdn Bhd.



Prosper Food & Beverage Sdn Bhd directors Lim Wei Wen (left) and Lim Thek Ei representing the family-run business, which has been showcasing Malaysian raw edible bird's nest at CAEXPO since 2012.

New partnerships were forged between Qemrich Sdn Bhd and Weihai Zhiwang International Trade Co Ltd during an Original Equipment Manufacturer (OEM) and Original Design Manufacturer (ODM) showcase, strengthening Malaysia–China collaboration through innovation and halal-certified solutions. The official signing ceremony took place between Weihai Zhiwang International Trade Co Ltd general manager Miao Song Tao (second from left) and Pro Chem Industrial Sdn Bhd and Qemrich Sdn Bhd managing director Datuk Robin Chong (second from right).

The Rasa Suri Malaya Sdn Bhd team, comprising (from left) chief executive officer Ahmad Nazli Zulkifli, senior sales and marketing executive Norazlina Ibrahim and executive officer Lokman Abdullah, highlighting Malaysia's culinary heritage and Malay culture at CAEXPO by showcasing authentic Malaysian dishes prepared with their signature cube paste.

Revolucion Technology Sdn Bhd presenting its cutting-edge sustainable solutions at CAEXPO 2025. The team is represented by (from left) robotics engineer Kristine Tan, chief administration officer Apple Chew and chief financial officer Wong Wai Yee.

Rui Xuan International Sdn Bhd founders Xiong Xuezheng and ChenPeiPei (front, second and third from right) alongside their strategic partner, the R&F Princess Cove Sun team.

Ryverra Chocolate & Confectionery founder Sharil Omar engaging with Plantation and Commodities Ministry strategic and international planning division senior assistant secretary Kamarul Izam Jalani.

Sacha Inchi Marketing Sdn Bhd manager Way Zhi Long showcasing the company's products and introducing the plant-based Omega 369 to a global audience.

Secret Barn Sdn Bhd directors Mahmudah Aunudin (left) and Zuyati Yahaya representing the company, showcasing its innovative products to an international audience.

Serai Malaya Sdn Bhd, a subsidiary of Star Medik Group, made its debut at CAEXPO 2025, showcasing a diverse range of innovative lemongrass-based products. Representing Serai Malaya and Star Medik respectively are head of corporate relations Muhammad Izzuddin Asamiaun (right) and head of corporate Leanna Fong.

Soon Yen Long Sdn Bhd director Ng Lai Soon introducing the company's wide product range, featuring premium-quality bird's nest.

The SPD Tech Valley team unveiled their vision for South-East Asia's first LEED Gold-certified smart, sustainable and fully managed industrial park.

The Standard Nawson team showcasing their innovations at their booth, led by founder and managing director Dr Alfred John Prem Raj (back row, right) and product development manager Pang Sock Fue (front row, second from right).

The Sumber Petroleum Cemerlang Sdn Bhd team – (from left) quality management assurance senior executive Khafizah Hassan, assistant sales manager Vivien Kuang, head of growth Josephine Lee and chief executive officer Norman Kum – connecting with Simatec-Globiz Techworks auto lubrication managing director Lim Kyik Nam.

Swiftlet City Resources Sdn Bhd China marketing director Zhang Qi (centre) showcasing the company's prized edible bird's nest products at CAEXPO, flanked by Matrade China and Northeast Asia section deputy director Nur Azni Aziz (left) and assistant manager Siti Nursyameen Shamsul Kamal.

Syilis Food Manufacturing chief executive officer Shahrol Annaz (right) engaging with wholesale clients from China, who expressed great appreciation for the authentic taste of Sambal Syilis from Malaysia.

Taluwang Sdn Bhd director Vincent Lau (right) presenting a token of appreciation to Deputy Prime Minister Datuk Seri Fadillah Yusof.

The creative minds representing Tanggam Design Centre at CAEXPO are (from left) Nor Hamizah, Ezran Zainal, Shahrul Anuwar and Shahril Faisal.

The Basixe Sdn Bhd founder and director Alice Lau with Malaysia's Consul-General in Nanning Ahmad Phadil Ismail (centre) and Entrepreneur Development and Cooperatives Ministry (Kuskop) franchise and vendor development division principal assistant secretary Asmawati Anuar (right). The company's one-stop private brand solutions for the beauty and health industry have garnered strong interest from local businesses and its innovative products were also a hit with customers.

The team from Voice For Health – advocate advisor Larry Lee (left), advisor Dr Michael Tan (second from right) and chief executive officer Brandon Chua – connecting with Science, Technology and Innovation Ministry (Mosti) deputy secretary-general Ruziah Shafei.

Tinkson Corp is showcasing its wide range of products, marking over two decades of influence in China's imported food market. With more than 25 years of hands-on expertise, the company combines local insight, strategic planning and a results-driven approach.

Ummul Mursyida Enterprise is putting Malaysia on the global chocolate map, bringing a sweet taste of Malaysia to CAEXPO with its homegrown cocoa goodness.

Valley Manufacturing Sdn Bhd finance director Chong Kong Lan (left) and managing director Benny Yoh presenting the company's high-quality Malaysian bird's nest.

Xin Shan Food Sdn Bhd founder Lilin Anak Costa (second from right) and her team – consultant Goh Hui Hwang (left), China marketing director Tan Tong Choon (second from left) and sales assistant Lim Wie Wie (right) – connecting with Deputy Prime Minister Datuk Seri Fadillah Yusof.

Yanxiangyu Birdnest (M) Sdn Bhd director Tian Xing Quan showcasing the company's meticulously sourced, high-quality Malaysian bird's nest.