



MALAYSIAN INTERNATIONAL COCOA EXHIBITION (MICE) 2025

24 – 27 MAY 2025



SABAH INTERNATIONAL
CONVENTION CENTRE (SICC)
KOTA KINABALU, SABAH



THEME: MYKOKO DELIGHT:
INDULGE, MEET AND CONNECT

INTRODUCTION:

*Sabah Welcomes
Malaysia's Biggest
Cocoa Exhibitions.*



The Malaysian International Cocoa Exhibition (MICE) is the premier exhibition of Malaysian cocoa-based products and the cocoa industry chain.

MICE 2025 presents a fantastic opportunity to exhibit cocoa-based products and highlight premium Malaysian chocolate, while also fostering connections within the cocoa industry chain to enhance business networking across the broader food and beverage industry in Sabah, Malaysia, and beyond.

With 100 exhibitors, enhanced show features, and exciting cocoa-based products on display, MICE 2025 invites visitors to come, taste, sample, and indulge in the delights of Malaysian cocoa, chocolate and confectionery products. We look forward to welcoming everyone to the Malaysian International Cocoa Exhibition.

OBJECTIVES:

*The objectives of
organizing MICE are
based on the
SEDAP concept:*

01

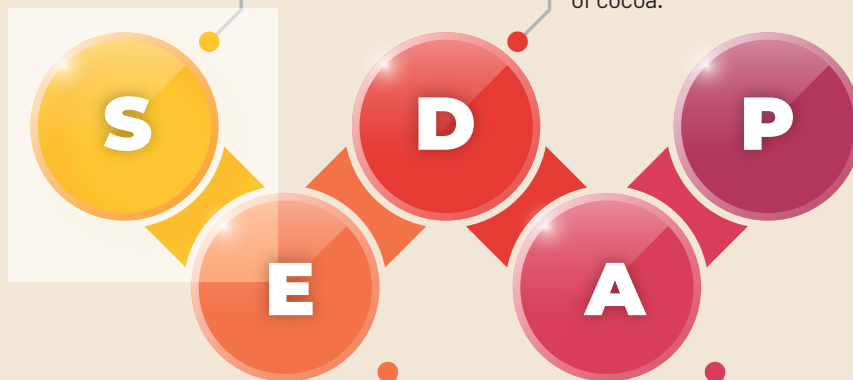
Strengthen existing trading networks and establish new collaborations with potential business partners.

03

Disseminate accurate information to enhance the understanding and knowledge of the public regarding the diversity of health benefits and goodness of cocoa.

05

Promote 'Single Origin Chocolate' products and showcase the 'Bean to Bar' concept to corporate visitors, foreign tourists, and the public through exhibitions, programs, competitions, and demonstrations in conjunction with MICE.



Elevate income for chocolate entrepreneurs, small and medium-sized enterprises (SMEs), local chocolate manufacturing companies, and companies within the associated industry chain.

02

Access to the introduction and promotion of cocoa-based products and the related business chain in the cocoa industry.

04



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GENERAL EXHIBITION INFORMATION



Date :
24 – 27 May 2025



Visiting Hours :
10.00 am to 8.00 pm



Venue :
Kinabatangan Hall 1 & 2
Level 2, Sabah International
Convention Centre (SICC)
Kota Kinabalu, Sabah, Malaysia



Tentative Concurrent Event :
PASTRY AND COCOA
FESTIVAL (PCF) Sabah

ADMISSION TO EXHIBITION

- Free Admission
- Exhibition is open to public and trade visitors

IMPORTANT FACTS & FIGURE

- 35,000 visitors
- 100 booths
- 3,500 sqm expo space

EXHIBITOR'S PROFILE:

- 1) Cacao growers and processors
- 2) Cocoa Grinders
- 3) Chocolate and Confectioneries Manufacturers/ Entrepreneurs
- 4) Bean to Bar / Single Origin / Fine Flavour Chocolate Producers
- 5) Ingredients and Flavouring
- 6) Bakery and Patisseries
- 7) Sweets, Snacks and Ice Creams
- 8) Non Food Cocoa Products
- 9) Culinary Educators specialize in Chocolate
- 10) Chocolate equipments and machineries
- 11) Cocoa / Chocolate Industry Professional (Association / Federation and etc)
- 12) Distributors
- 13) Importers
- 14) Food and Beverages
- 15) Halal Produce
- 16) Packaging
- 17) Hospitality
- 18) Tourism/ Wellness/ Spa
- 19) Financing
- 20) Digital Services & E-Commerce platform
- 21) Government Agencies
- 22) State Pavilions
- 23) Franchise Companies

VISITOR'S PROFILE:

- HORECA industry (Hotel, Restaurant and Café)
- Hypermarket / Supermarket
- Importer & Distributors
- Wholesaler / Retailers / Agents / Dealer / E-Retailer
- Retails/ Grocery/ Convenience Store
- Food and Beverages Management/ Consultancy/Catering
- Agriculturist / Researchers / Academicians / Developers / Government and etc.
- Business Owner
- Investor & Cooperatives
- Chambers of Commerce members
- Franchise Company
- Trade Industry & Media
- Students (Universities/College etc)
- Foodies/Public
- Others



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BOOTHS REQUIREMENTS AND PRICE:

PACKAGE (UNIT 1)	SIZE : 3 METER X 3 METER	PRICE
STANDARD BOOTH Standard shell scheme, 1 table, 2 chairs, 1 power point, 2 fluorescent tubes, waste paper basket, Company name on fascia board, carpeted floor, General cleaning and security services.		RM 3,500
CONNER BOOTH Standard shell scheme, 1 table, 2 chairs, 1 power point, 2 fluorescent tubes, waste paper basket, Company name on fascia board, carpeted floor, General cleaning and security services.		RM 4,000
INTERNATIONAL BOOTH Standard shell scheme, 1 table, 2 chairs, 1 power point, 2 fluorescent tubes, waste paper basket, Company name on fascia board, carpeted floor, General cleaning and security services.		USD 1,000

Note: 1) Booth allocation is on a first-come, first-served basis.
 2) The cost of the bare space, special design or upgraded stand booth required by the exhibitor will be coordinated by our appointed stand contractor.

CONTACT PERSON:

Chairperson: Theodora Sebastian
 Tel: (6088)206419/ 6014-650 6679
 E-mail: theodora@koko.gov.my

Secretariat : Suzyana Binti Omar
 Tel: (6088)206421/6012-211 2314
 E-mail: suzyana@koko.gov.my

Yati Majid
 Tel: (6088)206568/ 6016-312 1585
 E-mail: yati@koko.gov.my



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