MINISTRY OF PLANTATION AND COMMODITIES

M A L A Y S I A

PRESS RELEASE

MALAYSIA CHARTS COCOA REVIVAL PATH AT MICF 2025: MINISTER JOHARI OUTLINES VISION FOR SUSTAINABLE, HIGH-VALUE INDUSTRY

KOTA KINABALU, SABAH, 26 MAY 2025 – The Malaysian cocoa sector is set for a renewed era of growth and innovation, as YB Datuk Seri Johari bin Abdul Ghani, Minister of Plantation and Commodities, officially launched the Malaysian International Cocoa Fair (MICF) 2025 at the Sabah International Convention Centre (SICC) today.

In his keynote address titled "Cocoa Outlook: Opportunities and Challenges", the Minister outlined Malaysia's strategic vision to **strengthen both upstream and downstream segments of its cocoa industry** amid rising global demand and sustainability imperatives.

Malaysia is committed to **reviving our cocoa plantatio**ns to boost bean production, while also reinforcing our position as one of the world's top five cocoa grinders. This is not just about production — it's about sustainability, innovation, and capturing value across the entire supply chain.

Key highlights from the Minister's speech included:

i. National Cocoa Traceability System: covering 40% of domestic production to date, the system is part of Malaysia's regulatory readiness for the EU Deforestation Regulation (EUDR) and aligns with the national Malaysian Standard Premium Cocoa (MSPC) framework.

ii. Premium Cocoa Focus: Malaysia is shifting toward high-value beans — including fine-flavor, single-origin, and organic varieties — to tap into the growing global market for premium, health-conscious products.

iii. Support for Farmers and SMEs: Initiatives such as cocoa cluster programs and cooperatives aim in elevating incomes, especially in rural areas.

iv. R&D Excellence: With over 500 scientists and academics participating in MICF 2025, Malaysia is set in reinforcing its leadership for cocoa research and innovation.

MICF 2025 is organised by the Malaysian Cocoa Board (MCB), from 24-27 May 2025, featuring exhibitions, conference, cultural dinner as well as business matching and business talk. The conference which is held on the 26-27 May 2025, attended by 1,000 participants from about 16 countries of continents. MICF 2025 gathers industry leaders, researchers, investors, and government stakeholders to explore the latest trends and technologies in cocoa — from premium chocolate and traceability systems to smart agriculture.

As MICF is held in Kota Kinabalu, the ministry recognised the role of Sabah, a key cocoa-producing region, and thanked the Sabah State Government for its unwavering support towards Malaysian Cocoa Board (MCB) in hosting the event and the development of cocoa sector for its contribution to national GDP.

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