

# Korea Import Fair 2025 boosts trade opportunities for Malaysian exporters

MALAYSIA made a notable debut at the Korea Import Fair 2025, held from July 7 to 9 at COEX, Seoul. Spearheaded by the Malaysia External Trade Development Corporation (Matrade), the Malaysia Pavilion showcased 12 companies and one government agency, securing over RM120mil in exports prospects. Malaysia recorded the highest participation among Asean nations, highlighting its commitment to strengthen its foothold in the Korean market. The participation followed a strategic collaboration between Matrade and the Korea Importers Association (Koima), supporting efforts to boost exports under the Look East Policy and ahead of the anticipated Malaysia-Korea Free Trade Agreement (MKFTA).



F&N International Market's commercial strategy and marketing manager Jaynie Lai (right) showcasing the brand's halal-certified product range to visitors.



Malaysia's ambassador to South Korea Datuk Mohd Zamruni Khalid (centre) and Matrade Seoul trade commissioner Leany Mokhtar (fourth from right) receiving a warm welcome from the Mumtaz Jaya Sdn Bhd team during their visit to the company's booth.



The People & Pixel team connecting with Matrade officer Ainul Zahra Ahmad Razei (left) at the Korea Import Fair 2025. Following its successful ventures into Germany, Indonesia, Brunei and Thailand, the company is now looking to expand into South Korea.

Chocofac (Malaysia) Sdn Bhd purchasing manager Alicia Joanne Dass (left) and business development manager Clifford Dass proudly presenting their wide range of halal-certified, Malaysian-made chocolate products at the Korea Import Fair 2025.



MND Success Enterprise (M) Sdn Bhd Datin Maziah Omar highlighting her company's products at the Korea Import Fair 2025. MND is proud to be one of the first Malaysian exporters of frozen J33 jackfruit pulp.



N.K.R. Company founder Neng Kho Razali (left) extending a warm welcome to (second from left onwards) Malaysia's ambassador to South Korea Datuk Mohd Zamruni Khalid, Matrade Seoul trade commissioner Leany Mokhtar and Green Natural Co Ltd chief executive officer and president Bo Sang Seo at her company's booth, highlighting Malaysia's innovative design and cultural craftsmanship on the global stage.



Seafood Valley Enterprise Sdn Bhd director Calvin Heong (left) with Young Heung Groceries Co Ltd representative Goo Hee Youn. During the Korea Import Fair 2025, the company secured a deal with the prominent Korean food distributor, marking the start of a promising new venture. Seafood Valley is excited to introduce its premium Malaysian halal frozen food to the Korean market and looks forward to a fruitful partnership.



Wirdora products by Amishary Sdn Bhd were featured in a prominent Korean newspaper during the Korea Import Fair 2025 — marking a proud milestone in the brand's journey toward international recognition for modest fashion accessories. Pictured are Amishary Sdn Bhd director Wirdalina Tauhed (centre), alongside (from left) Matrade Seoul marketing officer Yoon Min Kwon, Amishary Sdn Bhd sales executive Solieha Aziz and Koima members: BK Corporation president Bong Ku Kim and Global Energy Support president Sunny Kim.

The Fipper Malaysia team together with Matrade Seoul trade commissioner Leany Mokhtar (second from left), stepped up in style at the Korea Import Fair 2025. The Fipper Malaysia team proudly showcased their eco-friendly natural rubber slippers and vibrant lifestyle products — reinforcing the brand's mission to bring Malaysian innovation and everyday comfort to global markets, one step at a time.



MTDC took part in the Korea Import Fair 2025 together with three of its portfolio companies — Hexa Food Sdn Bhd, Fatihah Frozen Food Sdn Bhd and Deligateux (M) Sdn Bhd — as part of its efforts to support Malaysian companies in expanding their global presence. The MTDC booth served as a platform for both exhibition and business matching, allowing these companies to explore new markets, engage with international buyers and enhance their presence in the regional food industry.