



CHOCOLATE SHOW

INTERNATIONAL CHOCOLATE
& CACAO FAIR

1 - 3 July 2025 | MITEC, Kuala Lumpur

A Premium Showcase for the World of Chocolate

Proud to introduce the first-ever chocolate show in Malaysia, presented by the global event-organizer Comexposium Sdn Bhd and the world-renowned Salon Du Chocolat. This show will be dedicated to the finest chocolatiers, cocoa producers, and innovators, and will be a premium segment of Food & Drinks Malaysia by SIAL 2025 (FDM2025), taking place from 1 – 3 July 2025 at Malaysia International Trade & Exhibition Centre (MITEC), Kuala Lumpur.

With over 30 years of experience in the industry, Salon Du Chocolat is debuting in Malaysia, recognizing the market potential for growth in the Asian region.

The Origins

It all started with an ambitious idea: to create a new event dedicated to this amazing product that we all love to eat, whether we're 7 or 77: chocolate!

A Salon du Chocolat in Paris? For many, the very idea was heresy. Niche fairs don't yet exist. The food industry doesn't get much attention. Pastry chefs and chocolatiers chefs were unknown: the talents that are now big names were still, at the time, hidden away in their labs.

Although few people believed in the project or wanted to support it, the first Salon du Chocolat opened its doors in 1995, at the Espace Eiffel Branly (now the Musée des Arts Premiers), with just 30 exhibitors.

It was an immediate success with the public and the media. A success that has only grown over time, convincing the entire profession.



Key figures



96,000 chocolate lovers and enthusiasts

220 exhibitors

30 countries represented

17,000 sqm dedicated to chocolate, cocoa & confectionery

11 fashion shows

20 talks

35 demonstrations

25 workshops for children

100,000 Instagram Followers

Salon Du Chocolat Shows Around The World



JAPAN | JANV / FEB 2025

Isetan Shinjuku

SAPPORO, SENDAI, KYOTO, HIROSHIMA, FUKUOKA, TOKYO

PARTNER ISETAN MITSUKOSHI LTD.



FRANCE - Lyon | FEB 14 > 16, 2025

Halle Tony Garnier

TURKEY - Istanbul | FEB 22 > 23, 2025

Istanbul Congress Center

PARTNER SOZEN

UNITED STATES - New York City | MAR 21 > 23, 2025

Javits Center

PARTNER messe frankfurt

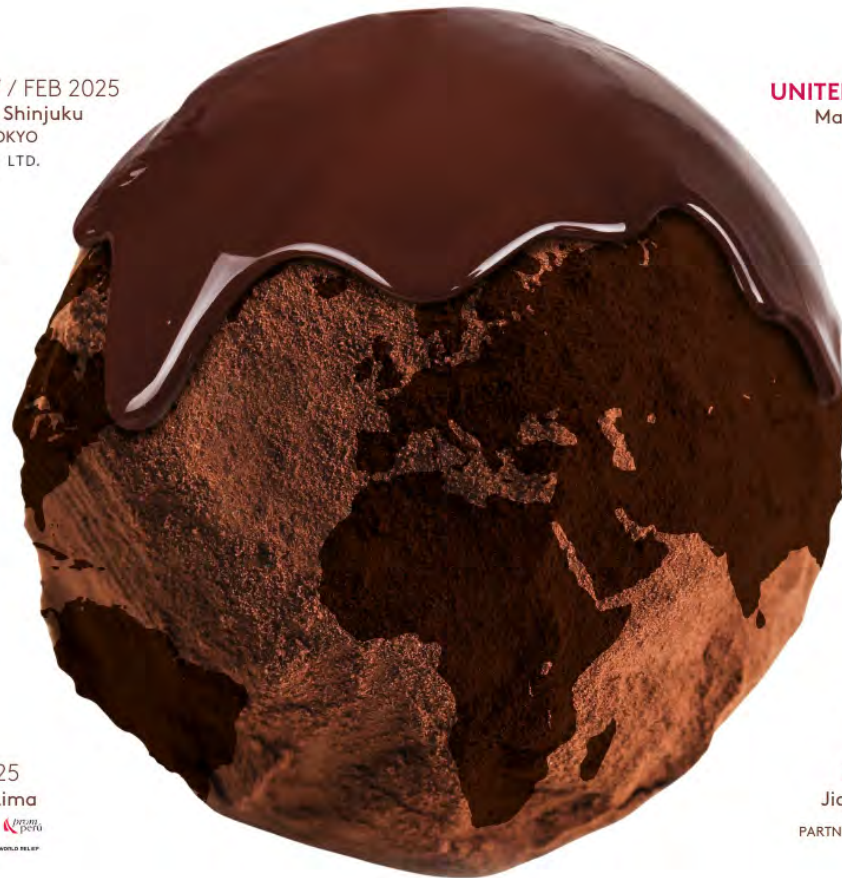
MALAYSIA - Kuala Lumpur | JULY 1 > 3, 2025

Malaysia International Trade & Exhibition Centre (MITEC)

PARTNER COMEXPOSIUM

PERU - Lima | JULY 17 > 20, 2025

Centro de Convenciones de Lima



UNITED ARAB EMIRATES - Dubai | SEPT 30 > OCT 2, 2025

Madinat Arena - Madinat Jumeirah

PARTNER Hospitality

FRANCE - Paris | OCT 29 > NOV 2, 2025

Parc des Expositions de la Porte de Versailles

CHINA - Shanghai | NOV 12 > 14 NOV 2025

New International Exposition Center

PARTNER sinexp
informatics

CANADA - Montreal | NOV 20 > 23 NOV, 2025

Windsor Station

PARTNER

SAUDI ARABIA - Riyadh | NOV 24 > 26, 2025

Riyadh International Convention & Exhibition Center

PARTNER Hospitality

INDIA - Mumbai | JANUARY 2026

JioWorld Convention Center

PARTNER

Event Highlights of Chocolate Show Malaysia



Here's an opportunity for chocolate businesses to:

- Showcase products to a global audience of chocolate enthusiasts and professionals.
- Engage with industry leaders, potential partners, and customers.
- Position brand at the forefront of the premium chocolate market.
- Make an impactful presence at the show for the first time ever.



Who Should Exhibit?

- > Artisanal Chocolatiers & Confectioners
- > Bean-to-Bar Producers
- > Cocoa Suppliers & Farmers
- > Cocoa Processors & Grinders
- > Emerging Chocolate Brands
- > Ingredient & Flavouring Specialists
- > Pastry Chefs & Culinary Experts
- > Sustainability Advocates & NGOs



#ChocolateFact

The global chocolate market is projected to reach USD174 billion by 2025, with a significant increase in demand across the Asia-Pacific region. This growth presents an exceptional opportunity for businesses in the chocolate industry to tap into emerging markets and expand their reach.




Exhibiting at the Chocolate Show will provide businesses with a prime platform to capitalize on this expanding market potential.



1 - 3 July 2025 | MITEC, Kuala Lumpur

Seize the Opportunity to Showcase Your Brand!

Secure your spot at the first-ever Chocolate Show at FDM2025
and connect with industry leaders.

 www.fooddrinksmalaysia.com/the-chocolate-show-fdm2025  [chocolateshowmy](https://www.instagram.com/chocolateshowmy)  [Chocolate Show Malaysia](https://www.linkedin.com/company/chocolate-show-malaysia)

For booth reservations or more information, reach out to us at: thechocolateshow@fooddrinksmalaysia.com