



# 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 Brandy (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



**256** Trade Fairs

**11.5** Million of Visitors

**20** Country

**34,000** Participants

**15** Fairs Per Year On 4 Continents

**33** Host Cities

**92,500** Instagram Followers



# Salon Du Chocolat Shows Around The World



Paris



Shanghai



Tokyo



Istanbul



Lima



Montreal



Dubai



New York





# 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.***



**Seize the Opportunity to Showcase Your Brand!**

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

For booth reservations or more information, reach out to us at: [thechocolateshow@fooddrinksmalaysia.com](mailto:thechocolateshow@fooddrinksmalaysia.com)