

PalmPulse



The Rise of ASEAN's Foodservice Industry: An Engine for Palm Oil Demand

Palm oil plays a central role in this landscape as a versatile and essential ingredient in a wide range of food products, ensuring its continued relevance in ASEAN's rapidly evolving consumer market.

ASEAN remains one of the fastest-growing regions in the world. In 2024, with a population of 685 million, its nominal GDP reached USD3.84 trillion, led by Indonesia, Singapore, Thailand, Vietnam, and the Philippines. The strongest growth was recorded in the Philippines (6.2%), Vietnam (5.8%), and Cambodia (6.0%). Rising urbanisation, a young demographic, and an expanding middle class continue to drive robust consumer demand across the region.

The foodservice industry has become an integral part of this growth, shaped by evolving lifestyles and increasing demand for convenience and variety. Palm oil plays a central role in this landscape as a versatile and essential ingredient in a wide range of food products, ensuring its continued relevance in ASEAN's rapidly evolving consumer market.

The ASEAN consumer foodservice sector has shown a strong recovery from the impact of COVID-19, growing from USD84 trillion in 2021 to USD123 trillion in 2024—an increase of 46.3%. This rebound was driven by the reopening of businesses, the restoration of consumer confidence, and the rising demand for dining out. Looking ahead, the sector is projected to sustain its momentum and reach USD170.6 trillion by 2029. This represents a five-year CAGR of 6.75%, underscoring the sector's resilience and its key role in shaping ASEAN's consumer market.

Indonesia, Thailand, Vietnam, and the Philippines are the major contributors to the region's consumer foodservice sector. With a population exceeding 280 million, Indonesia naturally leads the region by market size. Thailand follows closely, supported by its strong tourism industry, which sustains a diverse range of dining establishments catering to both locals and international visitors. Notably, both Indonesia and Thailand are major palm oil producers, where domestic consumption accounts for approximately 47% and 75% of total palm oil production, respectively.

ASEAN Consumer Foodservice

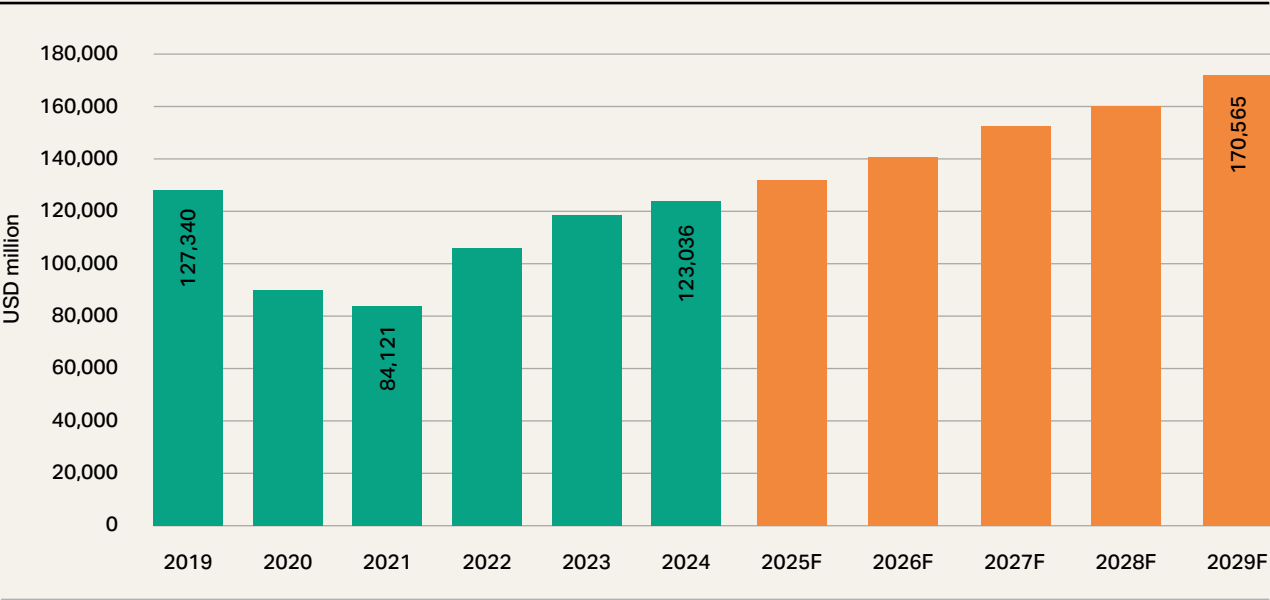


Figure 1: ASEAN consumer foodservice sector, in USD million (Euromonitor, 2025).

ASEAN Consumer Foodservice by Country, 2024

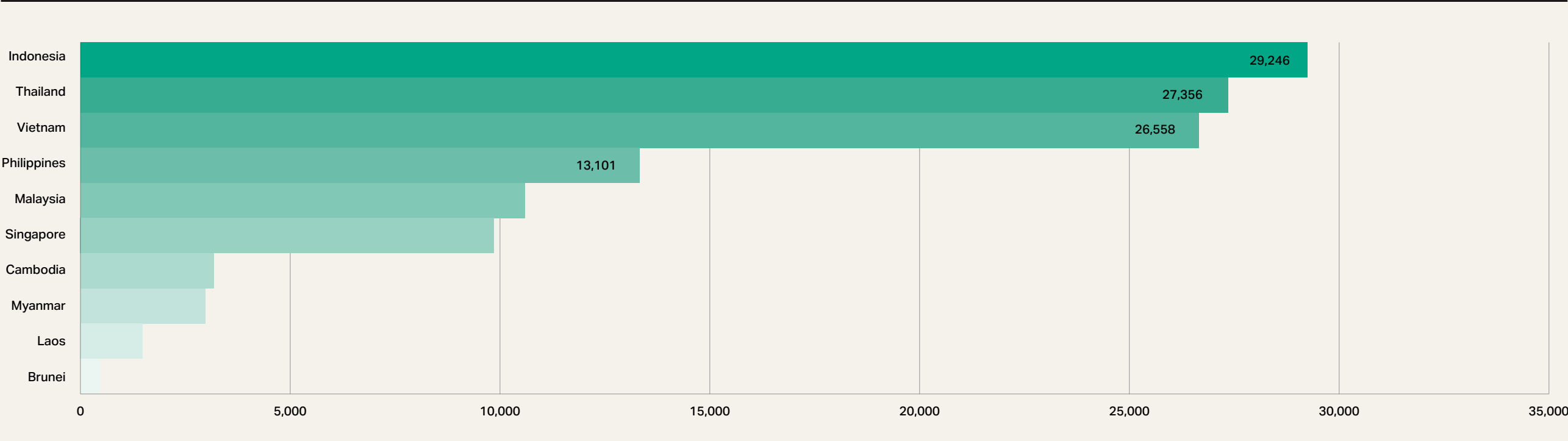


Figure 2: ASEAN consumer foodservice by country as of 2024 (Euromonitor, 2025).

What is particularly noteworthy is the rapid expansion of the consumer foodservice sectors in Vietnam and the Philippines. Unlike Indonesia and Thailand, these two nations are net importers of palm oil. However, they continue to record robust economic growth, with GDP rising by 7.1% in Vietnam and 5.7% in the Philippines. Each country also has a population exceeding 100 million, creating a strong and expanding consumer base. This combination of economic and demographic growth positions Vietnam and the Philippines among the most promising markets in ASEAN—where palm oil plays a vital role in supporting the continued expansion of their foodservice industries.

The Next Frontier: Foodservice Growth in Vietnam and the Philippines

Consumer foodservice in Vietnam and the Philippines continues to demonstrate strong growth, driven by a rising middle class and a growing preference for dining out as both economies strengthen. Between 2024 and 2029, the sector is projected to record a five-year CAGR of 8.45% in Vietnam and 11.29% in the Philippines. The number of foodservice outlets is expected to increase in line with this growth, with Vietnam maintaining a larger outlet base—more than twice that of the Philippines. Furthermore, the steady influx of international tourists to both countries is expected to further bolster industry performance, stimulating higher sales across all segments of the foodservice market.

In Vietnam, Jollibee Foods Corporation and Golden Gate Trade & Services JSC hold the largest shares in the foodservice market. Jollibee’s ownership of Highlands Coffee, the country’s leading coffee chain, has strengthened its position, making Vietnam one of its largest markets outside the Philippines. Golden Gate, on the other hand, leads the full-service restaurant segment with popular brands such as Kichi Kichi, Gogi House, and Manwah. Asian-themed dining continues to resonate with Vietnamese consumers, reflecting both a strong appreciation for local flavours and a growing interest in Japanese and Korean cuisines.

Vietnam & Philippines: Consumer Foodservice Value

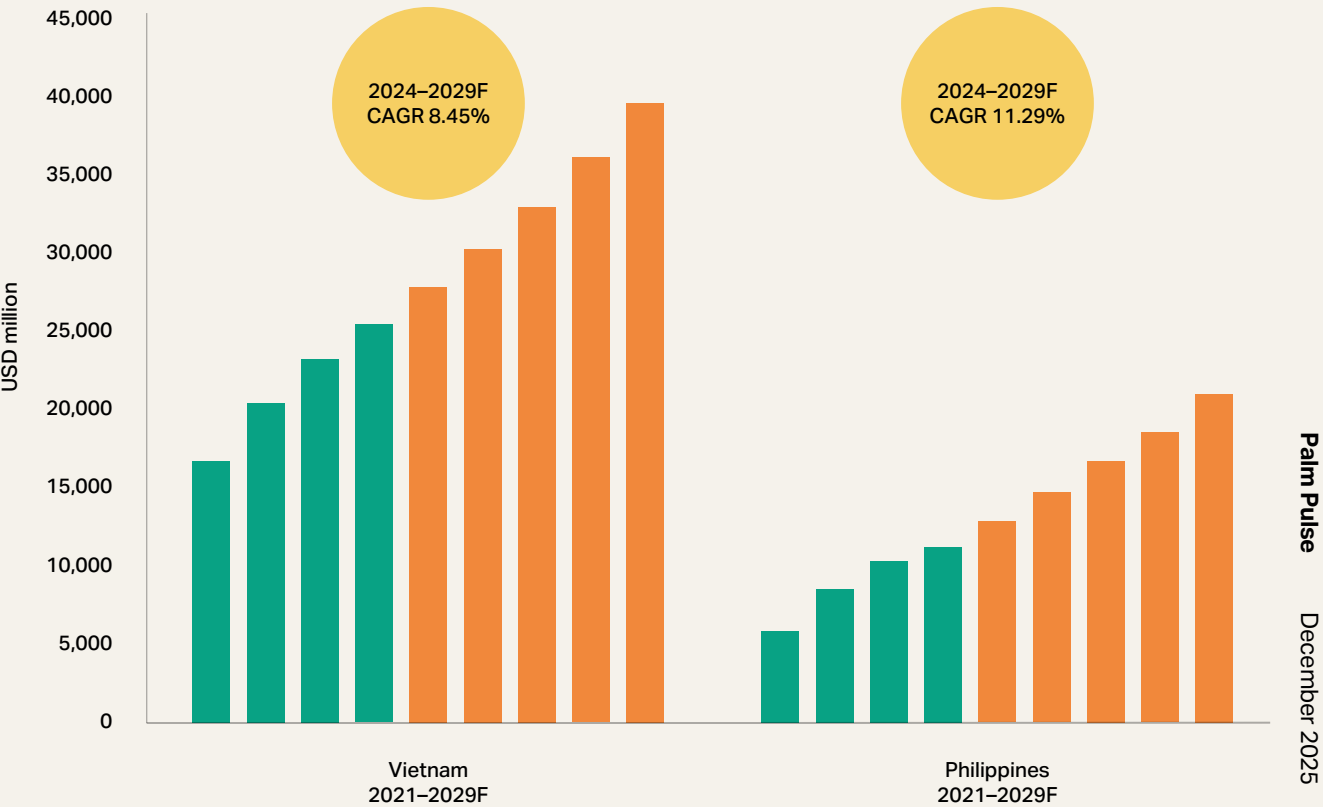


Figure 3: Consumer foodservice sector value in USD million for Vietnam and Philippines (Euromonitor, 2025).

Number of Unit/Outlet of Consumer Foodservice

Table 1: Number of foodservice outlets by category in Vietnam and Philippines (Euromonitor, 2025).

Outlets	Vietnam	Philippines
Cafes/Bar	38,374	16,080
Full-Service Restaurants	121,807	18,593
Limited-Service Restaurants	11,165	21,246
Self-Service Cafeteria	0	0
Streets Stalls/Kiosks	151,976	40,731
Total	323,322	96,650

In the Philippines, Jollibee Foods Corporation remains the dominant force in the consumer foodservice industry, ahead of global competitors such as McDonald's. Its continued success is driven by strong brand loyalty, constant innovation, and the adoption of digital platforms to engage younger consumers. The Philippines remains a promising market for both local and international brands, with newcomers such as Phuc Tea and Ai-CHA expanding rapidly to meet rising demand for diverse and trend-led dining options.

Economic and Lifestyle Trends Shaping ASEAN's Food Future

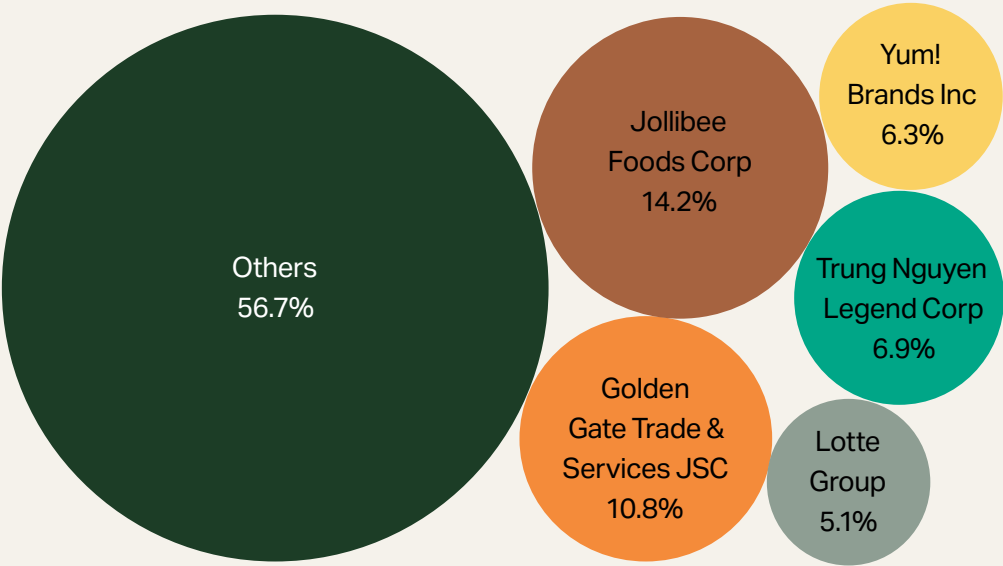
The foodservice sector in ASEAN—particularly in Vietnam and the Philippines—is growing rapidly due to several key factors driving consumer demand and market expansion.

Rising incomes and the growth of the middle class are major catalysts for this expansion. As people earn more, they are spending more on eating out and exploring new culinary experiences. In Vietnam, an increasing number of young professionals and urban families prefer dining outside the home. In the Philippines, steady income growth and remittances from overseas workers are helping families incorporate dining out as part of their everyday lifestyle.

Tourism and hospitality also play a crucial role in supporting foodservice growth. Vietnam continues to attract a growing number of international visitors, increasing demand for restaurants, cafés, and street food outlets. Similarly, the Philippines is experiencing rising domestic and international tourism, helping foodservice operators expand their reach. Tourists seeking both local and international flavours are creating new opportunities for the food industry to thrive.

Lifestyle changes and global food trends are further shaping eating habits in both countries. Busy working adults and dual-income households are opting for convenient, quick, and affordable meal options. At the same time, international food brands and fusion cuisines are gaining popularity, blending local tastes with global influences. These shifts are helping to make the foodservice industries in Vietnam and the Philippines more diverse, dynamic, and competitive.

Major Players of Foodservice Industry in Vietnam, % Foodservice Value



Major Players of Foodservice Industry in Philippines, % Foodservice Value

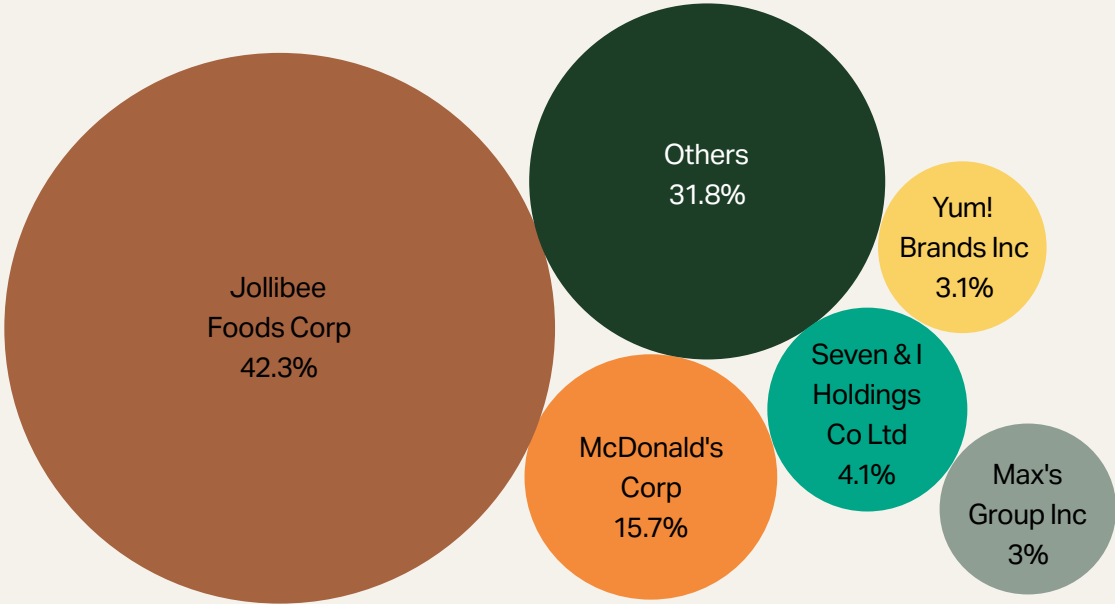


Figure 4: Major players of foodservice industry in Vietnam, Philippines (Euromonitor, 2025).

Feeding the Industry: How Foodservice Expansion Drives Palm Oil Use

The expansion of the foodservice sector in ASEAN is closely linked to the rising demand for palm oil. As the industry grows and more meals are prepared commercially, palm oil usage continues to rise because of its versatility, cost efficiency, and reliability in large-scale food preparation. Restaurants, cafes, and catering services rely on palm oil for a broad range of cooking applications, making it an indispensable part of the region's food economy.

The concurrent expansion of the food manufacturing sector has further reinforced this trend. Many food products, including baked goods and snacks, incorporate palm oil or its derivatives to enhance texture, flavour, and shelf life. As consumer demand for convenient and ready-to-eat options increases, palm-based ingredients continue to play a critical role in supporting production requirements.

In Indonesia and Malaysia, strong domestic consumption keeps palm oil deeply integrated into both household and commercial food use. Meanwhile, in Vietnam and the Philippines, the rapid growth of quick-service restaurant chains and industrial food production has led to higher imports of edible oils, primarily palm oil. This trend underscores how expanding food-related industries continue to drive demand for palm oil across the region.

The strong correlation between palm oil consumption and the growth of the foodservice sector reflects how closely both industries move in tandem. As the region's dining and hospitality markets expand, demand for palm oil is expected to continue rising, supported by its essential role in food preparation and manufacturing. The increasing number of restaurants, cafés, and food outlets—combined with shifting consumer lifestyles and a growing middle class—will further reinforce this upward trajectory.

Sustaining Growth Through Palm Oil

The expansion of ASEAN's foodservice sector reflects the region's broader transformation in consumer lifestyles, income patterns, and trade integration. As Vietnam and the Philippines continue to strengthen their dining industries and attract both local and international players, palm oil remains a vital component supporting this progress. Its versatility, functionality, and accessibility make it indispensable within the food value chain—from small eateries to industrial food manufacturing.

Moving forward, the parallel growth of palm oil consumption and foodservice activities underscores ASEAN's position as a dynamic and interconnected market, where economic development, cultural exchange, and sustainable commodity use will continue to define the region's evolving food future. 🌱

ASEAN Palm Oil Consumption and Consumer Foodservice Value Trends (2020–2029F)

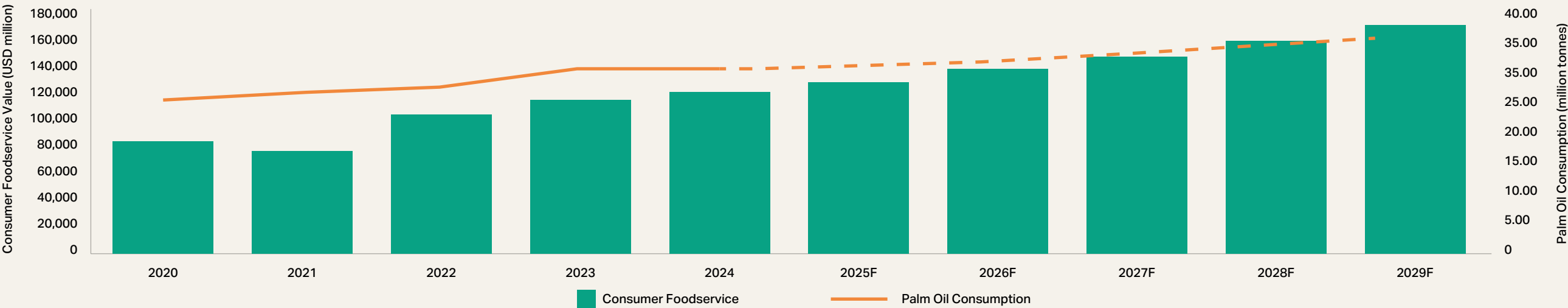


Figure 5: ASEAN palm oil consumption and consumer foodservice value trends from 2020 to 2029F (Euromonitor, Oil World & MPOC Estimates, 2025).

China's Evolving Oils & Fats Landscape: Positioning Malaysian Palm Oil for Growth

China's edible oil market has begun to show signs of shifting dynamics, illustrated by the steady rise in its soybean oil export volumes. According to China Customs data, the country's soybean oil exports have risen from 125,000 tonnes in 2023 to 126,000 tonnes in 2024, and further to 139,000 tonnes in just the first half of 2025—already exceeding full-year volumes recorded in the previous two years.

Exports of "other soybean oil and fractions" dominated shipments in the first half of 2025, accounting for 121,000 tonnes, while crude soybean oil contributed 18,000 tonnes. Notably, India has emerged as a significant new buyer, importing approximately 150,000 tonnes in 2025 alone.

Inside China's Soybean Oil Advantage

China now leads global soybean oil production, holding nearly one-third of the world's crushing capacity—equivalent to around 190 million tonnes annually. Major crushers have improved cost efficiency through smart plant upgrades, industrial clustering, and enhanced value recovery from by-products such as soybean meal and lecithin.

These structural advantages, combined with the "duty-free processing with imported materials" policy, have significantly boosted export competitiveness. Logistics further strengthen this edge: shipping routes to India take only 14–21 days compared with 45–60 days from South America.

At the same time, the domestic feed is transforming China's soybean utilisation patterns. Leading livestock and poultry enterprises have successfully reduced soybean meal inclusion in feed formulations from about 15% in earlier years to just 7% today. This strategic adjustment has reduced dependence on imported soybeans and in turn, moderated domestic crushing demand.

Market Outlook: Balancing Gains and Risks

While rising soybean oil exports are helping to relieve China's inventory pressure, several uncertainties persist. Export activity through September and October may help crushers manage high stocks, while a sustained export pace could lead to firmer domestic prices from November onwards.

However, the broader supply outlook remains abundant. Substantial soybean imports continue to feed high crushing volumes, keeping inventories elevated. Unless exports to India remain strong and sustained, downward pressure on the domestic market may continue.

Chinese Soybean Oil Stocks (tonnes)

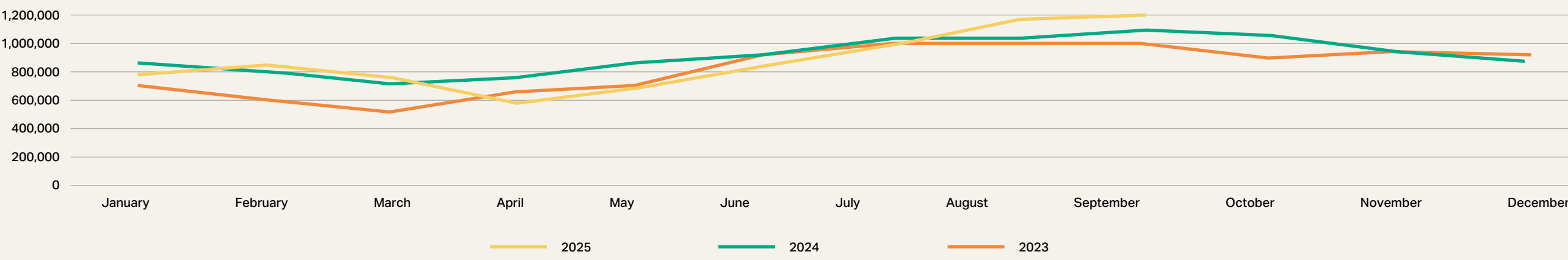


Figure 6: Chinese soybean oil stocks (www.epansun.com, 2025).

Policy Shockwaves in China's Rapeseed Market

Rapeseed—China's second-largest feedstock for vegetable oil—has entered a volatile phase. On 12 August, 2025, the Ministry of Commerce imposed a preliminary anti-dumping duty of 75.8% on rapeseed products from Canada, effective immediately.

- The policy shift triggered a pronounced “supply substitution” effect. Since June 2025, China's import composition has shifted towards reduced rapeseed imports but higher rapeseed oil imports.
- 2024: China imported 6.39 million tonnes of rapeseed, of which Canada supplied 96% (6.13 million tonnes).
 - January–September 2025: Imports totalled 2.45 million tonnes, down 1.79 million tonnes year-on-year (–42.2%).
 - September 2025: Monthly imports fell sharply to 115,270 tonnes, down 53.23% month-on-month and 85.71% year-on-year.

Conversely, rapeseed oil imports surged —reaching 156,600 tonnes in September 2025, up 13.83% month-on-month and 6.97% year-on-year. Cumulatively, from January to September 2025, rapeseed oil imports reached 1.6 million tonnes, up 22.2% year-on-year.

In response, COFCO Group swiftly secured 50,000 tonnes of new-season rapeseed from Australia. However, Australia's limited production capacity raises concerns over whether it can sufficiently offset the shortfall left by Canada.

Malaysia's Strategic Opportunity: Strengthening Palm Oil's Role in China's Market Shift

China's edible oil landscape is clearly evolving. Two simultaneous shifts — the diversion of soybean oil for export and a tightening rapeseed supply chain — are creating new opportunities for Malaysian palm oil.

Between September and October, China's soybean oil exports may help ease crusher inventories. From November onwards, potential price firming could influence the soybean–palm oil price spread. The overall market impact will depend largely on the continuity and volume of exports, particularly toward India.

The recent surge in soybean oil exports has been driven by favourable crushing margins, abundant soybean arrivals, and short-term duty-free export policies. Meanwhile, seasonal demand recovery and holiday stockpiling for the Mid-Autumn and National Day festivals are further supporting domestic consumption.

For Malaysia, however, relative pricing remains the decisive factor. In China's highly price-sensitive market, the soybean–palm oil spread will continue to determine competitiveness. As long as palm oil maintains a meaningful discount to soybean oil, it will retain a strong foothold across both industrial and consumer applications—positioning Malaysian palm oil as a key beneficiary of China's shifting oils and fats dynamics. 

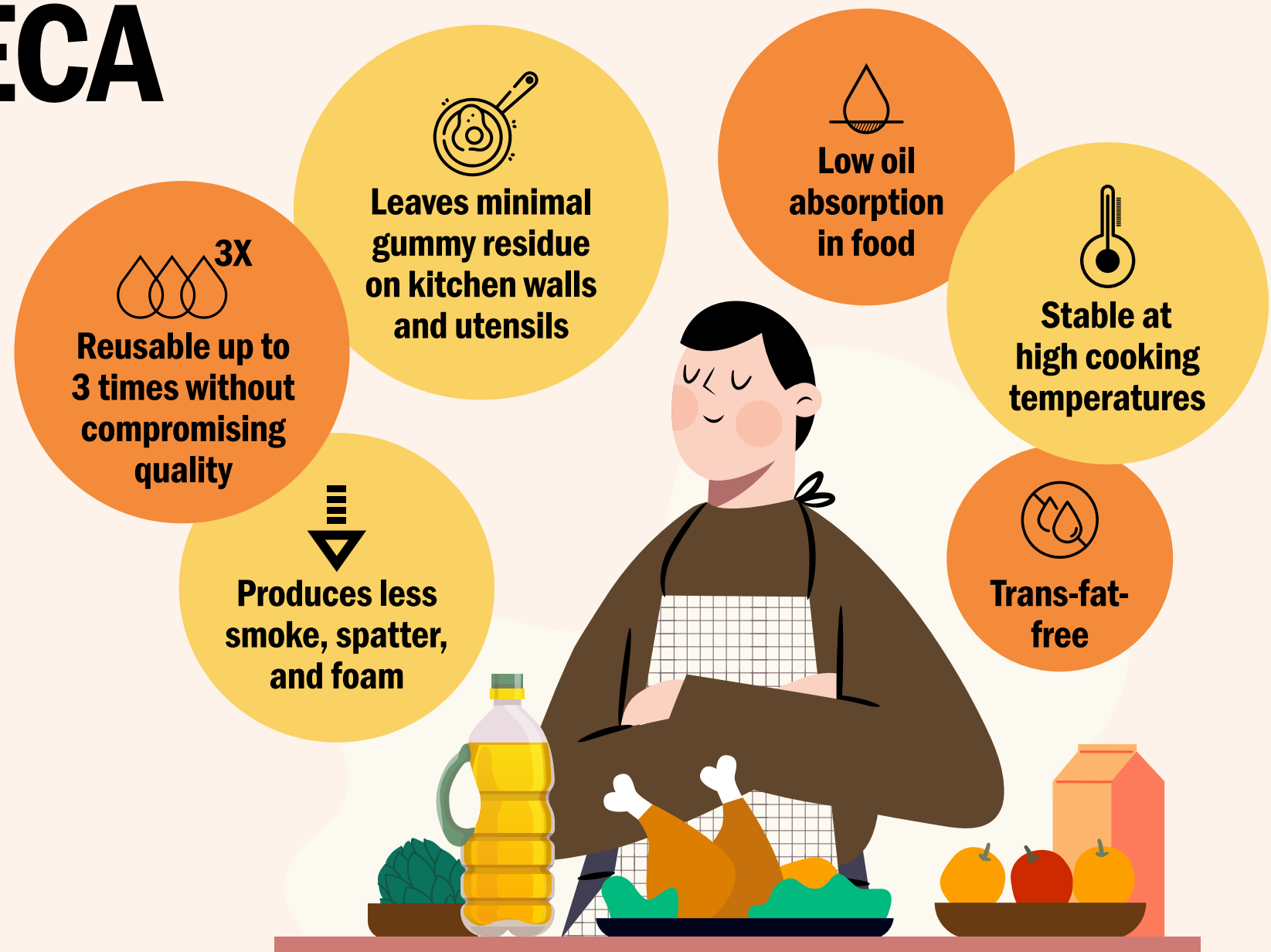
Did you know?

Palm Oil: The Stable & Versatile Staple for ASEAN HORECA

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Malaysian palm oil remains an exceptional choice for the hotels, restaurants, and catering services (HORECA) sector across ASEAN, owing to its remarkable versatility and stability in both frying and baking applications. Nutritionally, it is naturally free of trans fats and rich in antioxidants, particularly Vitamin E tocotrienols. Its outstanding oxidative stability helps maintain food quality even under demanding kitchen conditions, making it a cost-effective and reliable staple for a wide range of culinary uses throughout the region's professional foodservice industry.



Analysis and Outlook for December 2025:

CPO Prices Poised for Rebound toward RM4,400 (USD1,057) as Supply Tightens and Festive Consumption Rises



Crude palm oil (CPO) prices eased to RM3,968 (USD954) in November as Malaysia’s palm oil stocks rose to a six-year high, signalling a temporary easing in supply tightness. Market sentiment continues to be shaped by expectations surrounding Indonesia’s B45 or B50 biodiesel mandate, due for rollout in 2H 2026. Exceptionally strong production between July and October 2025 suggests output may decline more sharply than usual in December and into Q1 2026, as oil palm trees enter their biological resting phase. The onset of the monsoon in mid-November is also expected to hinder harvesting activities.

Heading into December, palm oil prices will be influenced by several key factors:



Firm Export and Domestic Demand

Recent price weakness is expected to sustain export demand in the near term. Domestic consumption is set to strengthen in January and February 2026, with both Chinese New Year and Ramadan falling in February.



India’s Rising Reliance on Palm Oil

India’s dependence on palm oil is poised to increase as domestic soybean production is forecast to fall by 1.5 million tonnes (-13.5%) this season. Elevated sunflower oil prices and an anticipated decline in soybean oil exports from Brazil, Argentina and the United States in 2026 will further support higher Indian palm oil imports.



Policy Uncertainty in Indonesia

Potential adjustments to export duties and the timeline for raising the biodiesel mandate represent key uncertainties for Indonesia’s palm oil export outlook. These policy variables will remain important market swing factors in the months ahead.

The month-on-month improvement in export performance was driven primarily by Sub-Saharan Africa, with shipments reaching a record 577,000 tonnes in October—accounting for 34% of Malaysia’s total exports for the month.

A Brief Market Recap

The Ringgit has strengthened by more than 8% against U.S. dollar year-to-date in 2025, supported by Bank Negara Malaysia’s decision to maintain interest rates—reflecting confidence in the domestic economic outlook. Analysts expect the currency to remain within its current trading range for the time being.

Indonesia has announced plans to open 600,000 hectares of new land for oil palm cultivation over the next four years to meet rising food and energy demand, according to remarks by the Agricultural Ministry at the GAPKI conference (13–14 November). Of the total, 400,000 hectares will be allocated to plasma plantations and 200,000 hectares to state-owned enterprises.

China lifted most retaliatory tariffs on U.S. imports effective 10 November, however, it has retained the 13% duty on U.S. soybean imports even as purchases resume. This keeps U.S. supplies uncompetitive relative to South American origins.

Malaysia's Palm Oil Supply and Demand for October 2025

Table 2: Monthly statistics of Malaysian palm oil for October 2025 (MPOB, 2025).

	October 2025 (in million tonnes)	September 2025 (in million tonnes)	Monthly Changes (%)	October 2024 (in million tonnes)
Opening Stocks	2.359	2.202		2.011
Production	2.043	1.840	11.02	1.797
Palm Oil Imports	0.036	0.078	(53.73)	0.016
Exports	1.692	1.427	18.58	1.744
Local Disappearance	0.282	0.333	(15.32)	0.196
End-Month Stocks	2.464	2.359	4.44	1.885

Palm Oil Supply and Demand Dynamics in December:
Key Changes and Trends

Malaysia's palm oil production surged by 203,000 tonnes (+11.0%) in October, reaching its highest monthly output in a decade. Sabah led the month-on-month increase with an additional 72,000 tonnes (+19.5%), followed by Sarawak at 61,000 tonnes (+14.6%) and Peninsular Malaysia at 68,000 tonnes (+6.5%). The strong production performance was driven by the late arrival of the monsoon, improved fertilisation practices, and favourable rainfall patterns throughout 2024.

Exports in October also performed strongly, rising 265,000 tonnes (+18.6%) to 1.69 million tonnes. Sub-Saharan Africa contributed the most to this improvement, with shipments reaching a record 577,000 tonnes—equivalent to 34% of Malaysia's total exports that month. Exports to China also increased, reaching a five-month high of 110,000 tonnes.

Malaysia's palm oil stocks rose to 2.46 million tonnes in October, the highest level since April 2019 (see Figure 7), despite exports outpacing production. This indicates that the rise in stocks was driven by softer domestic consumption rather than production or export shifts. Moreover, Malaysia imported 708,000 tonnes of palm oil from Indonesia between January and October 2025—a 266% jump compared with 193,000 tonnes in the same period last year.

Malaysian Palm Oil Inventories ('000 tonnes)

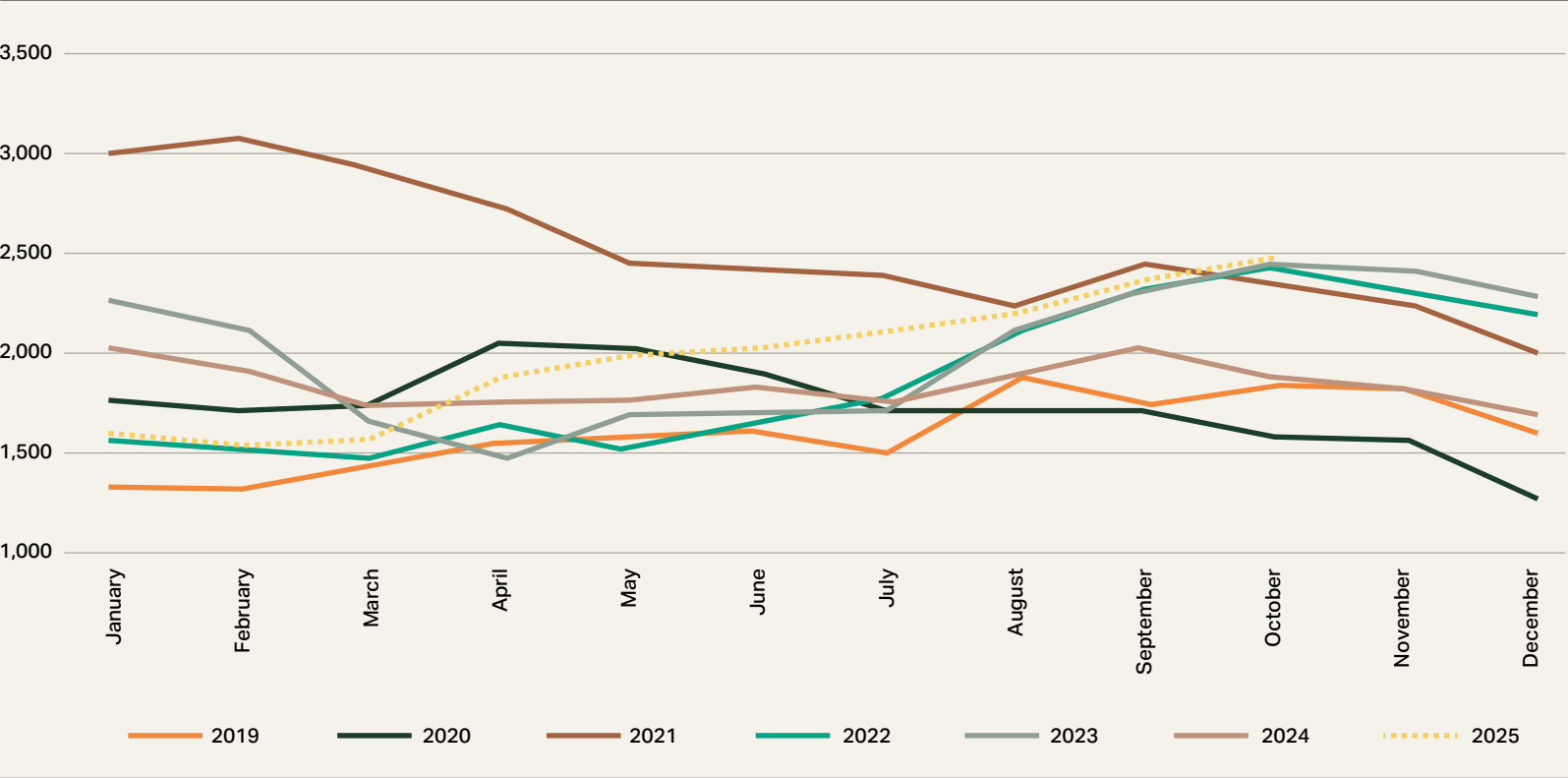


Figure 7: Malaysian palm oil inventories, from 2019 to 2025 (MPOB, 2025).

Production slowdown in Indonesia is already visible, with Malaysian imports from Indonesia falling to their lowest level of the year in October, down 53.7% month-on-month. Indonesia’s exports also fell to a five-month low of 1.7 million tonnes in September. The arrival of the seasonal low-production window typically strengthens palm oil fundamentals, as stocks are drawn down over the subsequent three months.

Palm Oil Price Outlook:
Navigating Supply Recovery and Volatile Global Edible Oil Markets
Global palm oil prices softened by 4% in November amid continued inventory accumulation, while sunflower, soybean, and rapeseed oil prices held largely steady—widening palm oil’s discount to soft oils. As of mid-November, palm oil traded at a USD120 discount to sunflower oil, and USD48 and USD34 below soybean oil and rapeseed oil respectively.

This temporary widening of the discount is expected to stimulate import demand, especially in markets preparing for Ramadan. In 2026, Chinese New Year and Ramadan will coincide in February—a period when production is typically at its seasonal low due to reduced harvesting days. Historically, Ramadhan begins around a month after Chinese New Year, providing a buffer for stock building. The overlap is likely to drive domestic consumption in Malaysia and Indonesia higher than usual in January and February.

Throughout 2025, palm oil traded at either a premium or a narrow discount to soybean oil, limiting India’s palm oil imports. As a result, India’s vegetable oil stocks fell to 1.7 million tonnes in October 2025, significantly below the 2.4 million tonnes recorded a year earlier. Pipeline stocks remain sharply lower than port stocks, suggesting limited incoming shipments (see Figure 8). Indian refiners are therefore expected to take advantage of recent palm oil price weakness to replenish domestic inventories.

India’s reliance on palm oil is likely to rise further in 2026. Sunflower oil prices are set to remain elevated, while exportable supplies of soybean oil from Brazil and the United States are expected to shrink amid stronger domestic biofuel demand. Argentina’s soybean oil exports will also be constrained as higher soybean shipments to China reduce crushing activity. Compounding these pressures, India’s domestic soybean production is projected to fall by 1.5 million tonnes (-13.5%) due to adverse weather and reduced planting as farmers shift to more profitable crops such as maize.

Meanwhile, policy uncertainty in Indonesia continues to lend support to palm oil prices. Market reports suggest potential adjustments to export duties, while the timing of the shift to a higher biodiesel mandate—whether B45 or B50—remains a key determinant of exportable supplies in 2026.

Palm oil prices are expected to find strong support at RM4,000 (USD961)—RM4,100 (USD985) in December and could trend toward RM4,400 (USD1,057), driven by rising import demand ahead of Chinese New Year and Ramadan. Exceptionally strong production from July to October 2025 signals a sharper-than-usual seasonal decline in December and into Q1 2026, compounded by monsoon-related disruptions to harvesting.

Exchange Rate: USD1 = RM4.16

Indian Vegetable Oil Stocks at Port & Pipelines ('000 tonnes)

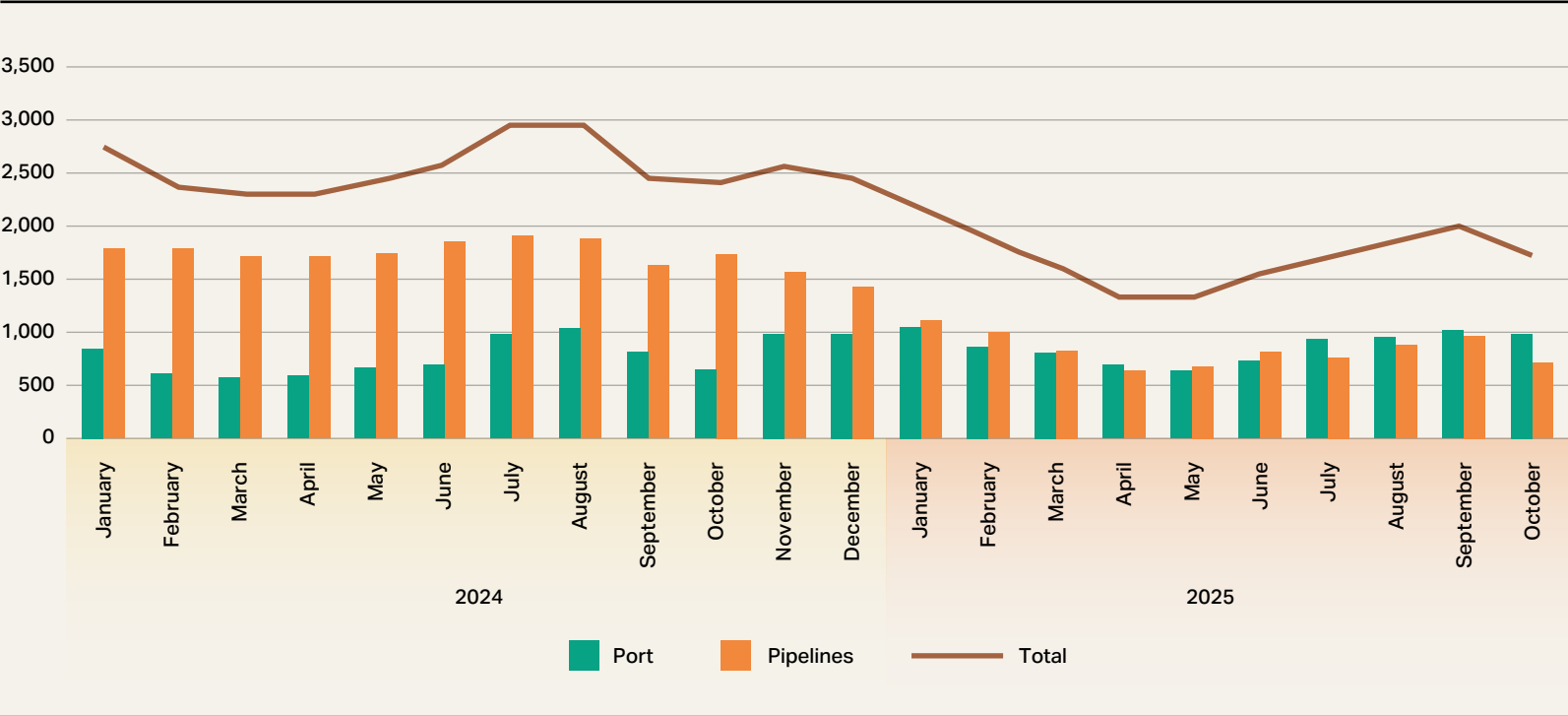


Figure 8: Indian vegetable oil stocks at port and pipelines, from 2024 to 2025 (SEA, 2025).

From Field to Forest: EU & UK Delegates Witness Malaysia's Sustainability in Practice

11–16 November 2025 ● Jerantut and Lanchang, Pahang; Putrajaya; Bangi and Carey Island, Selangor, Malaysia



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1–8 The EU and UK delegates began their visit at PPPTAR, where they observed how data-driven research enhances yields, optimises land use, and strengthens long-term sustainability. Meetings with representatives from the National Association of Smallholders Malaysia (NASH) further highlighted how independent smallholders are adopting certified best practices, demonstrating their active contribution to Malaysia's broader sustainability journey.

At FELDA plantations and mills, the delegates witnessed real-time digital traceability and estate monitoring systems in action. The visit provided an opportunity to understand Malaysia's structured smallholder model and governance framework firsthand—moving beyond assumptions to see how transparency is implemented from field to mill.

The delegation then explored Malaysia's biodiversity efforts through visits to PERHILITAN's Biodiversity Institute, the Malayan Tiger Conservation Centre (MTCC), and the National Elephant Conservation Centre (NECC). Here, they learnt about wildlife protection initiatives, habitat corridor development, and human-wildlife conflict mitigation. They also saw how conservation efforts coexist with productive landscapes, reinforcing Malaysia's commitment to safeguarding tigers, elephants, and other endangered species.

Engagement sessions with government agencies, industry players, and smallholders further deepened their understanding of MSPO certification, traceability mechanisms, and Malaysia's alignment with the EU Deforestation Regulation (EUDR). Visits to MPOB's Galeri Sawit, SD Guthrie's technology-driven plantations, Wild Asia Group Scheme (WAGS) smallholders, and the Mah Meri community showcased how innovation, responsible farming, and cultural heritage collectively shape Malaysia's sustainability ecosystem.

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Palm Oil Phytonutrients in Focus: Nutrition Satellite Symposium @ PIPOC 2025

17 November 2025 ● Kuala Lumpur Convention Centre, Kuala Lumpur, Malaysia



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9–11 The Nutrition Satellite Symposium, co-organised by MPOC and MPOB in conjunction with the International Palm Oil Congress and Exhibition (PIPOC) 2025, highlighted the latest advancements in lipid nutrition and the expanding body of scientific research surrounding palm oil phytonutrients. Throughout the day, experts discussed how bioactive components such as tocotrienols, squalene, and phytosterols support health, and examined ways to strengthen communication of these benefits to both consumers and the scientific community.

The programme concluded with a dynamic panel session moderated by Dr. Kanga Rani Selvaduray, bringing together five distinguished experts to explore key topics including public nutrition literacy, trans-fat concerns, evolving market needs, and emerging breakthroughs in palm-based bioactive research.

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Advancing Conversations on Sustainability and Nutrition at PIPOC 2025

18– 20 November 2025 ● Kuala Lumpur Convention Centre, Kuala Lumpur, Malaysia



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12–14 PIPOC 2025 has concluded, with MPOC participating as an exhibitor at Booths 389 and 390 in Hall 5. The event drew strong engagement from visitors, who explored a range of informative displays and materials highlighting the nutritional benefits and sustainability commitments of Malaysian palm oil. An interactive game further attracted enthusiastic participation, adding to the lively atmosphere at the booth.

Throughout the exhibition, meaningful conversations underscored Malaysia's ongoing efforts in sustainability, the growing scientific recognition of palm oil's nutritional value and its evolving role in the global market. The positive response from delegates and industry stakeholders reflected the sector's continued momentum towards innovation, responsible practices and strengthening Malaysia's position within the global palm oil landscape.

4

MPOC Expands Malaysian Palm Oil Continuous Tourism-Related Education (MPO CTRE) Programme in Sabah

22 October 2025 ● Kota Kinabalu, Sabah, Malaysia



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15–17 MPOC held its MPO CTRE Programme at the MPOB office in Kota Kinabalu for 35 members of Sabah's tourist guide associations. As the programme expands across East Malaysia, it continues to equip guides with accurate, first-hand knowledge of Malaysia's sustainable palm oil practices. Through expert briefings, practical demonstrations and field visits, participants gained deeper insight into the environmental, economic and social importance of the palm oil industry in Sabah. This enhanced understanding enables them to convey more informed, credible and meaningful narratives to visitors, strengthening sustainability storytelling across the tourism sector.

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CTRE Programme Engagement in Sandakan

23 October 2025 ● Sandakan, Sabah, Malaysia



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18–20 MPOC continued its MPO CTRE Programme in Sandakan, engaging 25 local tourist guides at Bukit Belian Estate, TH Plantations Berhad. Participants received in-depth briefings and toured the estate to observe sustainable cultivation, as well as learn about the nutritional attributes and health benefits of Malaysian palm oil.

The initiative strengthens the capacity of tourist guides to serve as informed ambassadors for Malaysia's sustainable palm oil industry. It further supports a clearer understanding of the sector's economic, environmental and social contributions, enabling guides to share credible and meaningful narratives with visitors.

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Celebrating World Orangutan Day 2025: Sustainability in Action

1 November 2025 ● Taiping, Perak, Malaysia



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21–22 A meaningful World Orangutan Day 2025 celebration was held at Taiping and Night Safari Zoo with participation from MPOC. Organised by the Malaysian Palm Oil Green Conservation Foundation (MPOGCF), the event highlighted ongoing efforts to promote sustainability and conservation within the Malaysian Palm Oil industry, showcasing that economic growth and environmental protection can go hand in hand.

7

MPOC—Egypt Launches Celebrity Cooking Show to Promote Palm Oil

Aug–Nov 2025 ● Cairo, Egypt



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23–25 MPOC-Egypt has launched a cooking show with celebrity chefs promoting palm oil on Ten TV and Al Mehwar TV as part of its consumer education initiatives. The campaign integrates televised cooking segments, expert interviews, and influencer collaborations to raise awareness of palm oil's benefits and culinary versatility. Featuring renowned chefs such as Sara Samir and Sara Sakr, the show presents a range of palm-oil-based recipes across popular programmes including Aklah & Hekaya, Healthy Life, and Matbakhak Andana, supported by prominent branding and endorsements.

Complementing the televised segments, expert discussions and influencer-led reviews by personalities such as Mohamed Hamed and Tota Morad amplify the campaign's reach across social media platforms, ensuring a broader and more engaging audience.

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Building Informed Narratives: Final MPO CTRE Programme 2025

6 November 2025 ● Carey Island, Selangor, Malaysia



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26–28 The final MPO CTRE Programme of 2025 was held at SD Guthrie Carey Island, bringing together more than 30 tourist guides for hands-on exposure to sustainable palm oil practices. Participants observed key stages of oil palm cultivation and harvesting, and visited both the Biodiversity Park and the Plantation Museum, gaining direct insight into the industry's heritage, environmental initiatives, and on-ground operations. The programme continued at the SD Guthrie Academy, where MPOC delivered detailed industry briefings to deepen participants' understanding of Malaysia's sustainability efforts.

By equipping tourist guides with credible, science-based knowledge, MPOC strengthens their ability to communicate accurate and compelling sustainability narratives. This initiative supports a more informed public perception of Malaysia's palm oil industry and reinforces the role of tourism professionals as ambassadors for responsible and sustainable palm oil production.

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Festive Flavours Made Easy: Malaysian Palm Oil Shines in South Africa

13 November 2025 ● Johannesburg, South Africa



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29–31 The 8th edition of the Malaysian Palm Oil Culinary Series spread festive cheer at the South African Chefs Association Centre for Culinary Excellence, with Chef Pinky Maruping leading a holiday-themed masterclass on Festive Baking & Cooking with Malaysian Palm Oil.

Attended by over 40 chefs, caterers, and HORECA professionals, the session showcased the consistency, versatility, and cost-efficiency of Malaysian palm oil in elevating Christmas menus. Through live demonstrations, festive recipes, and hands-on baking techniques, participants observed how palm oil enhances texture, prolongs shelf life, and ensures reliable results in high-volume kitchens. The masterclass highlighted how certified sustainable Malaysian palm oil makes festive cooking simpler, more affordable, and more flavourful for South African kitchens this holiday season.

Expo

Malaysia Highlights Palm-Based Ingredient Solutions at Fi Europe 2025

Date & Venue

2–4 December 2025 ● Paris Expo Porte de Versailles, France

Summary

MPOC will participate as an exhibitor at the 30th edition of Food Ingredients (Fi) Europe 2025, the world's premier gathering for the food and beverage ingredients industry. Located at Booth 73N18, the event provides a strategic platform to connect with manufacturers, R&D specialists, product innovators, and global buyers seeking cutting-edge, high-quality ingredient solutions. MPOC's participation underscores Malaysia's commitment to supporting innovation and sustainability across the global food supply chain, while enhancing market visibility for Malaysian palm oil in Europe and beyond.

MPOC will feature three leading integrated Malaysian palm oil producers—Unitata Berhad, KLK OLEO, and Sarawak Oil Palms Berhad—each showcasing a diverse portfolio of high-value palm-based ingredients. These offerings cater to fast-growing segments such as snacks, confectionery, plant-based applications, halal solutions, and vegan formulations. Throughout the three-day event, MPOC will engage with key industry stakeholders, highlight the functional and nutritional advantages of Malaysian palm oil, and distribute informative materials to support buyers and formulators in exploring new product opportunities and applications.

[Learn More](#)

Programme

MPOC Outreach and Biz-Match Programme—West Africa (Nigeria & Senegal)

Date & Venue

3 December 2025 ● Radisson Blu, Lagos, Nigeria

5 December 2025 ● Hotel Ngor Diarama, Dakar, Senegal

Summary

This programme aims to strengthen Malaysia's palm oil trade presence in West Africa by facilitating direct engagement between Malaysian suppliers and buyers in Nigeria and Senegal. Organised by MPOC with support from Malaysian Missions, MATRADE, and local trade associations, the initiative will feature presentations and B2B matching sessions to highlight palm oil's nutritional benefits, functional versatility, and sustainability attributes. MPOC will be joined by four Malaysian companies—Naturz Group, Global Specialty Ingredients, Delima Oil Products (FVG), and Macworld Industries—with the programme targeting an estimated potential sales value of USD 10million.

The events in Lagos and Dakar will gather trade professionals from the oils and fats industry, food manufacturing, HORECA, ingredient sourcing, and relevant government agencies. Designed as focused one-day sessions, the programme will provide networking opportunities and showcase Malaysian palm oil solutions tailored to West Africa's growing market needs. By fostering strategic partnerships and enhancing product awareness, the Outreach and Biz-Match Programme aims to strengthen Malaysia's industry footprint and support long-term market development across the region.

Programme

Expanding Horizons: MPOC Strengthens Market Engagement in Morocco

Date & Venue

15 December 2025 ● New Administrative Capital, Egypt

Summary

MPOC Egypt will participate as a Bronze Sponsor at the Chamber of Food Industries' Annual "Egypt's Food" Conference 2025, taking up a small booth to showcase Malaysian palm oil and engage directly with industry stakeholders. This platform provides a strategic opportunity to strengthen Malaysia's visibility in Egypt's expanding food industry by positioning Malaysian palm oil as a reliable, sustainable, and versatile ingredient. Through the conference's strong industry following and extensive media coverage, MPOC will highlight the nutritional, functional, and economic advantages of Malaysian palm oil, supporting its wider adoption within Egypt's rapidly growing food manufacturing sector.

By leveraging CFI's extensive network of senior government officials, major buyers, and leading food producers, MPOC aims to deepen relationships with key decision-makers and expand collaboration with both policymakers and private-sector players. The booth presence will also enable MPOC to promote Malaysia's sustainability commitments, share technical knowledge, and identify new partnership opportunities. Overall, the participation is intended to reinforce the strategic relevance of Malaysian palm oil in Egypt while supporting long-term growth in value-added food applications.

Programme

MPO Workshops in Professional Kitchens—Vietnam & South Korea

Date & Venue

18 December 2025 ● Ho Chi Minh City, Vietnam

20 December 2025 ● Seoul, South Korea

Summary

MPOC will conduct two specialised culinary workshops in Vietnam and South Korea to enhance the understanding and acceptance of Malaysian palm oil among chefs, culinary educators, and foodservice professionals. In Ho Chi Minh City, MPOC will collaborate with Calofic Corporation—a subsidiary of Wilmar International and one of Vietnam's leading cooking oil suppliers—to demonstrate how Malaysian palm oil's superior frying stability, neutral aroma, and nutritional attributes elevate performance in professional kitchens. Through technical presentations and live cooking demonstrations, participants will gain insights into how palm oil enhances texture, colour, crispness, and flavour retention across a range of Vietnamese dishes, while delivering consistent results in high-heat applications and modern culinary techniques.

In Seoul, MPOC will partner with APRO Foodtainment to highlight Malaysian palm oil's versatility, sustainability credentials, and wide-ranging functionality in the Korean food industry. Led by Chef Aiden Ahn, the session will showcase palm oil's applications in frying, baking, sautéing, confectionery, and fusion cuisine, offering hands-on opportunities for participants to explore its extensive culinary potential. Both workshops aim to strengthen Malaysia's presence in two rapidly growing markets, deepen appreciation for palm oil's technical advantages, and promote the use of sustainable, high-quality Malaysian palm oil across diverse professional culinary settings in Asia.

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