



MALAYSIA TO HIGHLIGHT MSPO AND GLOBAL COMMODITY PARTNERSHIP AT EXPO 2025 OSAKA

Malaysia seek to further expand footprint in Japan through exports on downstream and value – added palm – based products

OSAKA, Japan, 13 June 2025 – Malaysia is accelerating its position as a global leader in sustainable commodity certification through the implementation of MSPO 2.0, a strengthened standard under the Malaysian Sustainable Palm Oil (MSPO) certification scheme. With its recent spotlight at Expo 2025 Osaka during the Ministry of Plantation and Commodities' (KPK) programme, MSPO 2.0 reinforces Malaysia's intent to position sustainable agriculture as a core pillar of future trade and economic diplomacy.

With this steadfast ambition, Malaysia aims to expand the reach of its downstream and value-added palm-based products into Japan, particularly specialty fats, tocotrienols, red palm oil, and palm biomass-based medium-density fibreboard for housing and furniture applications.

The Malaysian Palm Oil Board (MPOB), an R&D and licensing agency under the KPK inked agreements and deliberated on business opportunities for the oil palm Agri commodity sector at the expo to advance trade development for Japan and Asia region.

Underscoring this national priority, Minister of Plantation and Commodities Datuk Seri Johari Abdul Ghani stated, **"Sustainability is no longer an option in trade; it is a prerequisite. MSPO 2.0 is Malaysia's bold declaration to the world that we are serious about transforming our commodity sector in line with global expectations.** We are embedding sustainability at every level, from smallholder farms to export shelves, and raising the integrity of our entire

ecosystem. Not only that, we aim for that MPSO model can be replicated across all commodities”

Export credibility was further validated this week through a newly formalised collaboration between MSPO and AEON Japan. (For KPK to include details of it). The initiative represents a clear step towards enhancing certified product visibility in consumer-facing retail with MSPO-labelled palm-based products already gaining shelf presence. The move follows support from Japan’s Global Alliance for Sustainable Supply Chain (ASSC), which has committed to advocating MSPO adoption across its Japanese corporate network, including AEON, Meiji, Ajinomoto, and KAO.

The enhanced standard, MS 2530:2022, introduces updated criteria for deforestation safeguards, greenhouse gas mitigation, labour rights, and high conservation value (HCV) protections. These improvements signal Malaysia’s commitment to global best practices and are designed to enhance the credibility of its palm oil sector amid growing ESG demands. With 86% of Malaysia’s palm oil landscape already certified, the country is targeting 95% certification by the end of 2025.

Under Budget 2025, RM50 million has been allocated to support MSPO implementation nationwide, including technical assistance, audit support, and traceability tools for independent smallholders to enhance their adaptation further. These resources are critical in ensuring smaller producers can participate equitably in global supply chains, reinforcing Malaysia’s inclusive sustainability model.

Besides palm oil and palm products, KPK is also putting an emphasis on Kenaf, a fast-growing industrial crop recognised for its high CO₂ absorption and biodegradable properties. Global demand for kenaf-based materials is on the rise, with the market projected to surpass USD 10 billion by 2032, but ensuring credible traceability and sustainability remains a challenge.

During KPK Week at Expo 2025, five strategic Memoranda of Understanding (MoUs) were signed across key commodity sectors, from palm-based biomass to sustainable pepper, kenaf innovation, and cacao exports. These partnerships reflect Malaysia's multi-sectoral push for sustainable, high-value commodity development.

Malaysia's participation at Expo 2025 is led by the Ministry of Investment, Trade and Industry (MITI), with MSPO joining over 21 ministries and 70 agencies under a unified national narrative. Over the 26-week event, the Pavilion will host forums, product showcases, business matching sessions, and MoU signings, positioning Malaysia as a future-ready trade and investment partner.

To date, Malaysia has achieved 68% of its RM13 billion target in trade and investment leads for Expo 2025. These results reflect a whole-of-government approach, one that places certified sustainability, innovation, and inclusive participation at the heart of its economic diplomacy.

MINISTRY OF INVESTMENT, TRADE AND INDUSTRY (MITI)

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About the Malaysia Pavilion at Expo 2025 Osaka

The Malaysia Pavilion at Expo 2025 Osaka spans 2,654.52 square meters across three floors, reflecting the nation's diverse culture and dynamic economy. Designed by renowned Japanese architect Kengo Kuma, the pavilion draws inspiration from Malaysia's weaving tradition and iconic songket, symbolising heritage interwoven with innovation. With the theme "Weaving a Future in Harmony", the Pavilion highlights Malaysia's commitment to a sustainable, inclusive and forward-looking future.

The Pavilion is shaped by three narrative pillars: Human and Human, showcasing Malaysia as a cultural bridge and heritage champion; Human and Technology, positioning the country as an innovation-ready partner; and Human and Nature, emphasising environmental stewardship. These narratives are guided by four core principles: harmony, diversity, progress and sustainability.

Over 26 weeks, the Pavilion will be a hub for international collaboration and dialogue. Business weeks will feature participation from 21 ministries, 70 agencies and 10 state governments, with programmes including pocket talks, product launches, MoU signings and business matching sessions. The Pavilion will also host forums, summits and networking events that position Malaysia as a dynamic global partner. The Ministry of Investment, Trade and Industry (MITI) leads Malaysia's participation at Expo 2025 Osaka, overseeing the Pavilion's design, programming and international engagement. To find out more about the Malaysia Pavilion and its programmes, visit the official website at <https://expo2025-malaysia.miti.gov.my>

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[About MITI:](#)

MITI is the key driver in making Malaysia the preferred destination for quality investments and enhancing the nation's rising status as a globally competitive trading nation. Its objectives and roles are oriented towards ensuring Malaysia's rapid economic development and help achieve the country's stated goal of becoming a developed nation.