



MINISTRY OF  
INVESTMENT, TRADE AND INDUSTRY



**MEDIA STATEMENT**



## **OPENING CEREMONY OF ASEAN INTERNATIONAL FAIR FOR TRADE IN SERVICES (AIFTIS) 2025**

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Kuala Lumpur – The Deputy Minister of Investment, Trade and Industry (MITI) today officially inaugurated the ASEAN International Fair for Trade in Services (AIFTIS) 2025 at the Perdana Hall, MITI, Kuala Lumpur. This flagship event held in collaboration with Malaysian Service Providers Confederation (MSPC) and Malaysia Productivity Corporation (MPC), supported by Malaysia External Trade Development Corporation (MATRADE), Malaysia Investment Development Authority (MIDA) and Malaysia Design Council (MRM), marks a pivotal step for Malaysia and ASEAN towards transforming the services sector into a high-value, globally competitive powerhouse.

Over two days, AIFTIS 2025 will convene 535 attendees including government representatives, industry experts, academia and international stakeholders to deliberate on strategic initiatives focused on driving productivity, innovation and export growth across seven critical sectors which are Professional Services, Electrical and Electronics (E&E) Services, Digital Services, Private Healthcare, Tourism and Hospitality, Construction and Built Environment and Sports and Recreation.

The Deputy Minister highlighted that while ASEAN's trade in services reached US\$1.29 trillion in 2024, the region's trade deficit in services underscores the need for enhanced policy coordination and cooperation, which AIFTIS is convened to address through a focus on talent, technology, regulatory reform, and public-private sector collaboration, echoing the goals of Malaysia's New Industrial Master Plan (NIMP 2030) to position Malaysia as a professional services.

AIFTIS features roundtables, panel discussions, and exhibitions that lay the foundation for stronger regional cooperation on digital governance, professional mobility, sustainable services and investment facilitation.

In his welcoming remarks, the President of the Malaysian Service Providers Confederation emphasised that Malaysia's services sector is defined by resilience, innovation and a shared sense of purpose. He highlighted that AIFTIS embodies these strengths by aligning private-sector initiative with public-sector leadership to foster an ecosystem built on trust, technology and talent.

The event will continue through 18 November with focused forums and business matching sessions to accelerate the implementation of strategies developed during the fair.

**MINISTRY OF INVESTMENT, TRADE AND INDUSTRY**  
**17 November 2025**

**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 achieving the country's goal of becoming a developed nation.

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