



MINISTRY OF
INVESTMENT, TRADE AND INDUSTRY



MEDIA STATEMENT



MALAYSIA MARKS EXPO 2025 OSAKA CONCLUSION WITH RM24.45 BILLION IN POTENTIAL TRADE AND INVESTMENT

OSAKA, Japan, 13 October 2025 – Over six memorable months, the Malaysia Pavilion became a home for connection and collaboration, welcoming millions, showcasing our culture and creativity, and reaffirming Malaysia’s role as a trusted partner in the region and beyond. Under the theme “Weaving a Future in Harmony”, the Malaysia Pavilion embodies the concept of *Interwoven*, recapping a reflection of the MADANI philosophy. As a testament of a whole-government-approach, a total of 183 Government offices, covering federal ministries, state governments as well as agencies from both levels of administration, work hand-in-hand to deliver a unified and high-impact presence on the world stage.

As a clear indication of success, the Malaysian Pavilion received 3.51 million visitors, way above the 1.5 million visitors initially targeted. Well executed attractions and culturally rich programmes such as heritage performances, culinary showcases, and innovation-led exhibitions have highlighted both Malaysia’s roots and forward-looking ambitions. The Malaysian Pavilion managed to portray Malaysia’s soul as a unified, multicultural nation with wide-ranging partnerships.

Malaysia’s agenda at the Expo includes facilitating trade and investments, ensuring that our participation has measurable and tangible outcomes. In this context, MITI is proud to announce that RM24.45 billion in potential trade and investment leads were recorded, dwarfing earlier estimates of RM13 billion. This achievement was contributed by the participation of a staggering 461 Malaysian companies, using the Malaysian Pavilion as a platform to conduct deals and businesses in strategic sectors such as Green Technology, Construction & Professional Services, Chemical & Chemical Products, ICT & Services, and Halal Products & Services.

A total of 1,555 business meetings were conducted translating into RM5.62 billion potential exports, RM12.79 billion potential investments. Deal worth RM6.04 billion was also recorded based on over 70 Memoranda of Understanding, Agreements and Cooperation signed between Malaysian entities with their international partners, reflecting Malaysia’s ever expanding global partnerships. These potential exports and investment will be followed through and monitored by MITI and its agencies, in close coordination with related stakeholders.

As a diplomatic platform, Malaysia’s participation at the Expo 2025 Osaka, Kansai, reaffirmed Malaysia–Japan friendship and beyond. At this Expo, Malaysian hospitality has been well extended to all visitors including the international dignitaries from across the globe. In this context, Malaysia’s presence at the Expo provides a glimpse of the Malaysian experience, adding greater interest and momentum for Visit Malaysia Year 2026.

The Malaysia Pavilion draws its curtain today, marked by an official closing and singing of the *Negaraku*, led by Dato’ Hairil Yahri Yaacob, Secretary General, Ministry of Investment, Trade and Industry (MITI) who is also the Commissioner General of Section for Malaysia for Expo 2025 Osaka, Kansai. MITI as the coordinating ministry, extend its deepest gratitude to all parties that have contributed directly or indirectly towards Malaysia’s success at the Expo 2025 Osaka, Kansai.

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.

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>

For media enquiries, please contact:
Malaysia Pavilion Communications Team
Email: pr@expo2025malaysia.com

 603-80008000  www.miti.gov.my  webmiti@miti.gov.my



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