

PRESS RELEASE

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PIFF 2025: EMPOWERING ENTREPRENEURS IN THE COFFEE, TEA AND CAFE SECTOR

KUALA LUMPUR, 21 JANUARY 2025 – Perbadanan Nasional Berhad (PERNAS), an agency under the supervision of the Ministry of Entrepreneur Development and Cooperatives (KUSKOP), is delighted to announce the launch of the **PERNAS International Franchise Festival (PIFF) 2025**. The festival will take place **from 7 to 9 February 2025 at Halls 4 and 5 of the Kuala Lumpur Convention Centre (KLCC)**.

With the theme **"Brew Your Success: Empowering Entrepreneurs"** PIFF 2025 is a world-class event bringing together entrepreneurs, industry players, and franchise brands, particularly in the coffee, tea and café sector. This event focuses on equipping entrepreneurs and industry players with knowledge, fostering collaborations, and exploring the potential of Malaysia's franchise and coffee café sectors.

To further develop a dynamic and competitive franchise industry, PIFF 2025 will mark a historic milestone with the launch of the **Dasar Francais Negara (DFN) 2030**. The DFN 2030 outlines five (5) main pillars:

1. Enhancing franchise policies and governance.
2. Promoting franchising as a preferred business model.
3. Strengthening franchise capacity and capabilities.
4. Optimizing access to financial assistance for franchise entrepreneurs.
5. Expanding domestic and international market access.

In line with the fifth pillar of DFN 2030, PIFF 2025 will serve as a platform for entrepreneurs to penetrate global markets. This year's PIFF also embraces ASEAN elements through the participation of exhibitors and events in conjunction with Malaysia's ASEAN Chairmanship. The festival will feature:

1. Participation from local and international coffee, tea, and café brands.
2. Networking and business matching sessions for industry players, new entrepreneurs, and existing businesses.

3. Family-friendly activities, including latte art and barista competitions, e-sports games, mini concerts, and much more.

As Malaysia's Franchise Champion, PERNAS remains committed to advancing the franchise sector. With the branded coffee shop market in Malaysia recording an extraordinary growth of 28% in 2023, PIFF 2025 is set to capitalize on this momentum, providing a platform for knowledge sharing, innovation, and industry collaboration.

Dato' Hazimah Zainuddin, Chairman of PERNAS, expressed excitement about the festival, stating, "PIFF 2025 is more than just an event; it reflects our mission to inspire and elevate entrepreneurship in Malaysia."

Exhibitors and industry players, particularly in the coffee and café sector, will have the opportunity to connect with global partners, explore financing options, network with businesses, access the latest technology, and expand their reach to both local and international markets. PIFF also provides a platform for them to promote their businesses and brands to a larger audience.

For more information about this program or other PERNAS initiatives, please contact:

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PERBADANAN NASIONAL BERHAD (PERNAS)

Perbadanan Nasional Berhad (PERNAS) is a company owned by the Minister of Finance Incorporated (Ministry of Finance) with a mandate to spearhead the development of the franchise industry in Malaysia and support the growth of the nation's entrepreneurial community.

PERNAS is committed to empowering the growth of entrepreneurship and the franchise industry in Malaysia. From mentorship to networking opportunities, financing, and training, we aim to expand knowledge, strengthen the franchise community, and nurture the next generation of franchise talent. Through these efforts, we believe we can drive positive change across Malaysia's entrepreneurial landscape.

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