



## MIFT PRODUCT INNOVATION AWARD 2025

### INTRODUCTION

The Malaysian Institute of Food Technology (MIFT), a professional organization body representing food scientists and technologists was established in 1974. The primary objective of MIFT is to promote the advancement of food science and technology for the benefit of our society and country.

Towards achieving our objective, MIFT initiated its “BEST PRODUCT AWARD” in 1983.

This award has been renamed as the **MIFT PRODUCT INNOVATION AWARD** and is now more prestigious as

- **The Ministry of Health Malaysia** has allowed the winners to incorporate the award logo onto the product label



- The Platinum Award winner may stand a chance to showcase and gain further recognition at the ASEAN Food Conference 2025, Philippines from 23<sup>th</sup> – 25<sup>th</sup> September 2025 and at the 23<sup>rd</sup> World Congress of Food Science and Technology, in Kaohsiung from 25<sup>th</sup> – 29<sup>th</sup> October 2026.
- Winners will be invited to an award ceremony and the results will be shared on MIFT website, newsletters and social media.

Entries for the Award are open to all Malaysian food processors, manufacturers and entrepreneurs. The rules and conditions of entry are stated in this brochure.

The Award by itself is to recognize and honor our local food processors and manufacturers for their efforts towards producing outstanding food products. It is our intention and aspiration that the Award serves as an incentive for our local food processors, manufacturers and entrepreneurs to innovate and introduce new food products and to reward their contributions to the development of food science and technology, not only in the country but in the region.

Please submit your entry/entries on the official form by **30<sup>th</sup> May 2025**. We look forward to your participation. Further information and additional entry forms are obtainable from:

Administration Executive  
**MIFT PRODUCT INNOVATION AWARD 2025**  
Malaysian Institute of Food Technology  
No. 45B, Jalan SS15/4B,  
47500 Subang Jaya, Selangor

Tel: (03) 5631 8928, (011) 55038928  
Or [mift1974@gmail.com](mailto:mift1974@gmail.com)

## CONDITIONS AND RULES OF ENTRY

1. Entry is open to all locally incorporated companies manufacturing packaged ready-to-use food products for retail marketing.
2. Each entry is charged an administration fee (non-refundable) of **RM400 for SME's** and **RM600 for non-SME's**. *SME's are defined as enterprises with full-time employees not exceeding 200 or with annual sales turnover not exceeding RM50 million.* Payment can be made via deposit cheque or online transfer in favour of **Malaysian Institute of Food Technology** (Maybank Account No.: **5122-2263-9555**) Kindly email payment advice to MIFT Administration Executive as proof of payment
3. Products must be manufactured in Malaysia and sold in the Malaysian or export market. Products must have been sold in the market after January 2021.
4. Each entry must be accompanied by a minimum of six (6) samples with the completed questionnaire and entry form (see also Rule 9).
5. Any false or incorrect information will disqualify the entry.
6. Enquiries relating to eligibility of entry as well as any other aspect can be directed to the MIFT Committee, MIFT Product Innovation Award 2025 (Address as above).
7. In all decisions regarding eligibility of entry the Committee's decision is final.
8. Entry forms together with the completed entry questionnaire and fee must reach us by **30<sup>th</sup> May 2025**. (Address as in the entry form).
9. A minimum of six (6) samples for each product are to be submitted to the following address on **17<sup>th</sup> or 18<sup>th</sup> June 2025**. The Committee will not be held responsible for any damage or loss of samples during transit.

Samples are to be submitted to:

**Attn: Ts Dr Wendy Lim Pek Kui,  
Food Innovation Center (FIC)  
(Lower Ground of Syopz Mall - next to Jom Tarik Bistro restaurant)  
No. 1, Jalan Taylor's University,  
47500 Subang Jaya,  
Selangor.  
012-4532030**

10. All samples submitted are non-returnable. The entrant will be responsible for all costs involved when submitting samples.
11. Entries will be evaluated by a panel of judges made up of professionals from public institutions, trade and manufacturing organizations and consumer bodies. The decision of the judges is final and no correspondence thereafter will be entertained. The panel of judges reserves the right not to

award any "Product Innovation Award" if entries do not meet expectations.

12. Judging will be based on the following criteria:
  - a) Technological innovation
  - b) Nutrition and wellness
  - c) Consumer appeal
  - d) Sensory attributes
  - e) Success in market and global reach
  - f) Appropriate packaging, material and design
  - g) Compliance to regulations
  - h) Achieving third party certification eg HALAL, HACCP, ISO etc.
  - i) Demonstrates environmental sustainability practices
  - j) Pricing
13. The results of the MIFT Product Innovation Award 2025 will be announced in July 2025. Platinum Award winner will be invited to display their winning entries at the ASEAN Food Conference 2025, Philippines from 23<sup>th</sup> – 25<sup>th</sup> September 2025 and 23<sup>rd</sup> World Congress of Food Science and Technology, in Kaohsiung from 25<sup>th</sup> – 29<sup>th</sup> October 2026 if host holds the Best Product in ASEAN Showcase. Expenses to Philippines and Taiwan are to be borne by the respective companies. Should there be no representative from the company to the exhibition, winners will provide brochures and samples to MIFT for display at the event.
14. For more information, please contact any of the following committee members:

### MIFT PRODUCT INNOVATION AWARD 2025 Committee Members

#### MIFT Administration Executive (Ms Ain)

H/P : 011-55038928  
Email : mift1974@gmail.com

#### Ts Dr Wendy Lim Pek Kui

H/P : 012-4532030  
Email : wendylim.mift@gmail.com

#### Ts Dr Seow Eng Keng

H/P : 018-4639880  
Email : ekseow.mift@gmail.com