



ITALIAN TRADE AGENCY

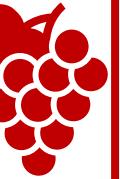


## Italy and Malaysia Major Trade Sectors

(updated November 2025)



# WINE AND SPARKLING WINES



**€5.6 million**  
exports in H1 2025  
**+8.1% vs H1 2024**

**6.5%**  
  
**Market Share**

**€9.9 million**  
exports in FY 2024

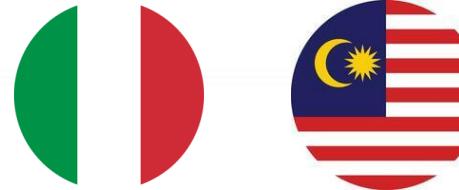
In H1 2025, Italy became the  
**top EU wine exporter** by  
volume and remains 2<sup>nd</sup> by  
value, behind to France.

## Upcoming Event



**Vinitaly 2026**  
12 - 15 April 2026  
*Verona*

# JEWELLERY, GOLD AND STONES



**€218.3 million**  
exports in H1 2025  
**+49.7%** vs H1 2024

**4.8%**



Market Share

**€231.1 million**  
exports in FY 2024

Italy is the **European leader** in the sector, ahead of France and Germany, contributing for nearly half of the EU's exports to Malaysia. Italy ranks as the **6<sup>th</sup>** supplier globally.

## Upcoming Events



**Vicenzaoro 2026 A/W**  
16 - 20 January 2026  
*Fiera di Vicenza*



**OroArezzo 2026**  
9 - 12 May 2026  
*Arezzo*



**Vicenzaoro 2026 S/S**  
4 - 8 September 2026  
*Fiera di Vicenza*



## FOOD PRODUCTS



**€53.4 million**  
exports in H1 2025  
**+18.0%** vs H1 2024

**0.7%**  
Market Share



## Upcoming Events



## SIGEP 2026

16 - 20 January 2026  
Rimini



## FDM 2026

21 - 23 July 2026  
Kuala Lumpur



## CIBUS 2027 (Biennal expo)

4 - 6 May 2027  
Parma



## Food &amp; Hospitality Malaysia

**FHM 2027**  
21 - 24 September 2027  
Kuala Lumpur



**€36.7 million**  
exports in H1 2025  
**+51.9%** vs H1 2024

**1.6%**

Market Share



**€47.2 million**  
exports in FY 2024

Italy is the **3<sup>rd</sup>** largest EU supplier behind France and Spain. China and Singapore are the largest supplier globally.

**Upcoming Events**



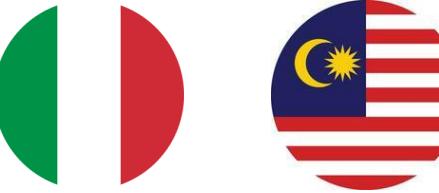
**COSMOPROF WORLWIDE BOLOGNA**  
26 - 29 March 2026  
*Bologna*



**IBE 2026**  
13 - 16 June 2026  
*Kuala Lumpur*



**BEAUTYEXPO & COSMOBEAUTE'**  
TBC September 2026  
*Kuala Lumpur*

FOOTWEAR

**€35.4 million**  
exports in H1 2025  
-14.5% vs H1 2024

**€65.5 million**  
exports in FY 2024

**4.1%**  
Market Share

Italy is the EU undisputed leader in footwear exports to Malaysia. Its global competitiveness is squeezed by Asia's dominant producers, ranking 5<sup>th</sup> overall.

**Upcoming Events****MICAM 2026 A/W**

 22 - 24 February 2026  
Milano

**Milano Fashion & Jewels**

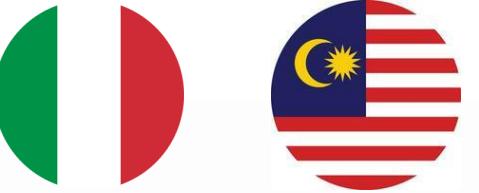
 TBC September 2026  
Milano

**MICAM 2026 S/S**

 TBC September 2026  
Milano

**Pitti Immagine 2026**

 21 - 22 January 2026  
Firenze



**€175.2 million**  
exports in H1 2025  
**+103.9% vs H1 2024**

**€164.8 million**  
exports in FY 2024

**3.9%**  
Market Share

Italy is the **6<sup>th</sup> largest global supplier**. With exports increasing by more than double, the country strengthened its role as a **key EU supplier**, second only to Germany.

#### Upcoming Events



**MIDO 2026**  
31 Jan - 2 February 2026  
*Milano*



**MALAYSIA OPTICAL FAIR 2026**  
10 - 12 April 2026  
*KLCC*

# MINERAL FUELS & OILS<sup>(1)</sup>



0.1%  
  
Market Share

€5.6 million  
exports in H1 2025

Italy ranked 46<sup>th</sup> globally and 4<sup>th</sup> among the top EU suppliers in this category for Malaysia, behind to Greece, the Netherlands and Germany.

€22.1 million  
exports in FY 2024

## Upcoming Events



**MIMOX 2025**  
29 - 30 October 2025  
Sarawak



**OTC Asia 2026**  
31 Mar - 2 April 2026  
Kuala Lumpur



**SOGCE 2026**  
25- 26 June 2026  
Sabah



**Oil & Gas Asia (OGA) 2026**  
2 - 4 September 2026  
KLCC



DEFENSE<sup>(1)</sup>



€357,567  
exports in H1 2025

€6.2 million  
exports in FY 2024

5.4%



Market Share

Italy ranked **6<sup>th</sup> largest exporter globally** and **2<sup>nd</sup> among the European suppliers**, a meaningful place within the EU supplier set, behind to Spain and ahead of other EU producers.

Upcoming Events

DEFENSE SERVICE AREA DSA 2026



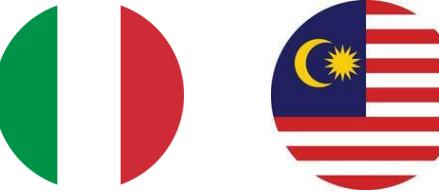
20- 23 April 2026  
Kuala Lumpur

Langkawi International Maritime and Aerospace  
Exhibition LIMA 2026  
TBC 2026, Langkawi





# MOTORCYCLES



**€6.6 million**  
exports in H1 2025  
>50% vs FY 2024

**€6.8 million**  
exports in FY 2024

**0.8%**  
Market Share

Italy ranked as the  
**2<sup>nd</sup> largest EU exporter**, only  
behind Germany. The country  
is also Malaysia's **2<sup>nd</sup> largest  
exporter** of motorcycle  
accessories globally.

## Upcoming Events



**Sepang MotoGP 2025**  
24 - 26 October 2025  
*Sepang*



**EICMA 2025**  
4 - 9 November 2025  
*Milano*



**AUTOPROMOTEC 2026**  
26 - 29 May 2026  
*Bologna*