

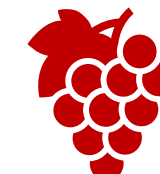
ITALIAN TRADE AGENCY

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 become the **top EU wine exporter** by volume and remains 2nd by value, behind to France.

Upcoming Event

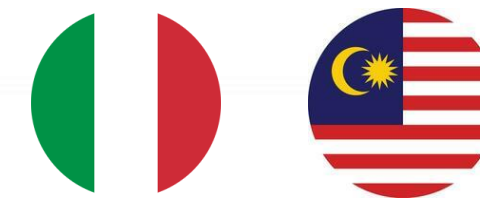


Vinitaly 2026

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 6th supplier globally.

Upcoming Events



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



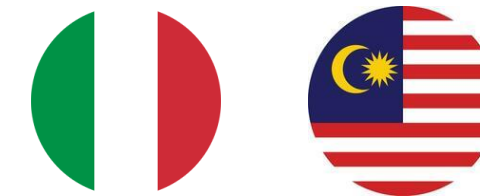
OroArezzo 2026
9 - 12 May 2026
Arezzo



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

Within the EU, Italy remains a **mid-tier supplier**, behind to the Netherlands, Germany, Spain, and France.

The top suppliers in the country are Thailand, Indonesia and India.

€83.5 million
exports in FY 2024

GDO: €250,000

Agreement between Italian Trade Agency Kuala Lumpur & The Food Purveyor (TFP) for a **€2 million Italian food campaign.**

Upcoming Events



SIGEP 2026

16 - 20 January 2026
Rimini



FDM 2026

21 - 23 July 2026
Kuala Lumpur



CIBUS 2027 (Biennial expo)

4 - 6 May 2027
Parma



Food & Hospitality Malaysia

FHM 2027

21 - 24 September 2027
Kuala Lumpur



BEAUTY, SKINCARE AND PERFUME



€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 **3rd largest EU supplier** behind France and Spain. China and Singapore are the largest supplier globally.

Upcoming Events



COSMOPROF WORLDWIDE BOLOGNA
26 - 29 March 2026
Bologna



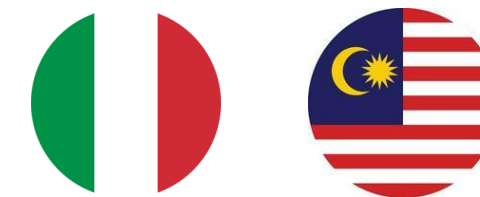
IBE 2026
13 - 16 June 2026
Kuala Lumpur



BEAUTYEXPO & COSMOBEAUTE'
TBC September 2026
Kuala Lumpur



FOOTWEAR



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

4.1%

Market Share

€65.5 million
exports in FY 2024

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



EYEWEAR



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

3.9%



Market Share

€164.8 million
exports in FY 2024

Italy is the **6th 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



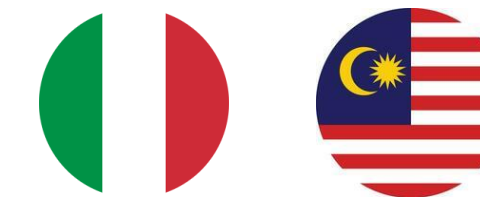
MIDO 2026
31 Jan - 2 February 2026
Milano



MALAYSIA OPTICAL FAIR 2026
10 - 12 April 2026
KLCC



MINERAL FUELS & OILS⁽¹⁾



0.1%



Market Share

€22.1 million
exports in FY 2024

€5.6 million
exports in H1 2025

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

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⁽¹⁾



€357,567
exports in H1 2025

5.4%

Market Share

€6.2 million
exports in FY 2024

Italy ranked **6th largest exporter globally** and **2nd 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

0.8%



Market Share

€6.8 million
exports in FY 2024

Italy ranked as the
2nd largest EU exporter, only
behind Germany. The country
is also Malaysia's **2nd 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