

## **PRESS RELEASE**

*For Immediate Release*

### **MITEC Brings Culinary Excellence to the Skies at LIMA 2025**

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#### ***MITEC elevates its presence at LIMA 2025, redefining service and culinary excellence***

**KUALA LUMPUR, 20 JUNE 2025** – The Malaysia International Trade and Exhibition Centre (MITEC), owned by Malaysia External Trade Development Corporation (MATRADE), and managed by Qube Integrated Malaysia Sdn. Bhd. (QUBE), Known for its world-class events, exceptional culinary offerings, and service, MITEC made a powerful impact at the Langkawi International Maritime and Aerospace Exhibition (LIMA) 2025 by delivering premium catering services for Malaysia's most prominent aerospace event.

Expanding beyond its award-winning venue in Kuala Lumpur, MITEC brought its signature blend of refined service and Malaysian hospitality to Langkawi, delivering memorable dining experiences for dignitaries, delegates, and international guests. From thematic buffets to elegant VIP set-ups, each meal was crafted to reflect the richness of Malaysia's culture while meeting the high expectations of a global audience.

This engagement also marked a strategic milestone in MITEC's evolution as a multidimensional brand capable of delivering hospitality solutions beyond its physical walls. Under QUBE's leadership, MITEC's project and operation divisions collaborated seamlessly, managing complex logistics, curating bespoke menus, and executing elevated service delivery across diverse event formats throughout LIMA 2025.

The engagement in Langkawi presented MITEC with the opportunity to train and nurture hospitality students, aligning with the centre's continuous advocacy of SDG 4: Quality Education and SDG 8: Decent Work and Economic Growth. In collaboration with the Langkawi Tourism Academy (LTA), under the purview of Jabatan Pendidikan Politeknik dan Kolej Komuniti (JPPKK) of the Ministry of Higher Education, MITEC onboarded 120 students, providing them with onsite, hands-on training across service, culinary, and F&B teams under

the guidance of MITEC's expert staff. This initiative not only strengthened the on-ground team's capacity but also offered students invaluable exposure to real-time international event operations.

*"It was a proud moment for MITEC to be part of LIMA 2025," said Mala Dorasamy, CEO of MITEC. "We transformed every plate into an experience and every interaction into a celebration of Malaysian hospitality. Our collaboration with LTA reflects our commitment to building industry talent and leaving a legacy that extends well beyond the event."*

QUBE's Executive Chairman, Richard Teo, added, *"LIMA 2025 was more than an event. It was a statement of what Malaysia can deliver on the global stage. Our team rose to the challenge, combining operational precision with cultural storytelling to deliver an unforgettable experience. With this, we open a new chapter for MITEC's hospitality division, ready to serve the nation's flagship events wherever they may be located."*

This successful offsite activation positions MITEC as a trusted hospitality partner for national and international events, opening new opportunities for strategic partnerships, capacity-building initiatives, and business growth across the country.

This bold step also marks a significant milestone under Qube's stewardship, as it opens new opportunities for MITEC's culinary division, expanding into outside catering services and bringing our distinctive flavours to audiences beyond MITEC's walls.



Showcasing a strong commitment to client satisfaction, the MITEC team ensured a successful and well-supported experience for all attendees at LIMA 2025.



A view of the thoughtfully prepared table settings at LIMA 2025.



Dedicated to culinary excellence, ensuring every plate served at LIMA 2025 is a masterpiece.

For the latest news and highlights at MITEC, visit <https://mitec.com.my/media-press-release.html>

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**About the Malaysia International Trade & Exhibition Centre (MITEC)**

Situated within the expansive 75.5-acre KL Metropolis, MITEC is a key economic hub and gateway to Southeast Asia, nestled in Kuala Lumpur's International Trade and Exhibition District. As one of the region's largest MICE venues and Malaysia's premier trade and exhibition Centre, MITEC offers an extensive range of facilities across 52,000 sqm.

Distinguished by its grand features, MITEC houses Malaysia's largest pillar-less exhibition hall, providing 12,960 sqm of column-free space on a single level. Complementing this are 11 spacious exhibition halls, equivalent in size to eight football fields combined, along with a ballroom, mini ballroom, multi-purpose hall, meeting rooms, VIP suites, lounges, offices, boardrooms, a café, an outdoor garden, and two amphitheaters. Notably, MITEC's Level 1 exhibition halls feature heavy-duty loading capabilities with a maximum floor loading of 50kN/sqm, enabling the accommodation of heavy machinery—a pioneering feature in the country.

Furthermore, MITEC ensures smooth accessibility and operational efficiency with direct 24-hour service ramp access to all floors and designated loading bays on each level to prevent congestion. The venue boasts centrally located 15m-long escalators, among Malaysia's tallest and longest, equipped with energy-saving features and motion sensors to enhance sustainability initiatives.

**About Qube Integrated Malaysia Sdn. Bhd.**

Qube, based in Kuala Lumpur since 2005, excels as a B2B and B2C exhibition and event organiser with a global presence. Known for its venue management, World Expo pavilion creation, and comprehensive event services, Qube leverages its extensive experience to provide end-to-end solutions. Qube specialises in creating impactful event experiences, excelling in design, planning, and management for various events. Qube's award-winning services extend to exhibition management, interior design, and venue management, making it a leader in the events sector.