

# Registration

PLEASE COMPLETE IN BLOCK CAPITALS and fax/email to the project secretariat

### Yes! We are interested in

- Exhibiting
- Visiting
- Attending Conference / Seminar / Workshop
- Please send me more information

Name \_\_\_\_\_

Designation \_\_\_\_\_

Company Name \_\_\_\_\_

Address \_\_\_\_\_

Postcode \_\_\_\_\_ Country \_\_\_\_\_

Tel \_\_\_\_\_

Fax \_\_\_\_\_

Mobile No \_\_\_\_\_

Email \_\_\_\_\_

### Standard Booth

Size: 9 sq. meter (3m x 3m)  
MYR 5,800.00 per booth

### Corner Booth

Minimum size: 18 sq. meter (6m x 3m)  
MYR 11,900.00 per booth

\* For corner lot space, minimum booking of two booths. Includes fascia board with exhibitor name and booth number, needle punch carpet, 2 nos. spotlights, 1 no. information desk, 2 nos. chairs.

### Bare Space

Minimum size: 18 sq. meter  
MYR 550.00 per sq. meter

Bare space refers to rental of SPACE ONLY and the Exhibitor will be responsible for their own designs, construction and furnishings. Exhibitors should note that all electrical requirements and installation must be undertaken by the official contractor appointed by the organiser.



## World Class Venue

Malaysia Agro Exposition Park Serdang (MAEPS)

MAEPS is Asia's largest and most comprehensive showground and exposition facility. Owned by the Ministry of Agriculture and Agro-based Industry, it was conceived on the same platform which the Ministry has used to successfully rebrand the agriculture sector as evidenced by its motto "Agriculture is Business". This 100 hectare suite is strategically located on the northern end of Malaysia's Administration Capital, Putrajaya, midway between Kuala Lumpur International Airport and the City Center.

## The Showground



# MAHA INTERNATIONAL 2012

Malaysia Agriculture, Horticulture & Agrotourism International Show

## & HPPNK

Hari Peladang, Penternak & Nelayan Kebangsaan

**23 Nov - 2 Dec 2012 | 10 am - 10 pm**  
Malaysia Agro Exposition Park Serdang (MAEPS), Selangor, Malaysia.



# Agricultural Transformation Through INNOVATION

Hosted by the Ministry of Agriculture & Agro-Based Industry Malaysia

**Register your interest now**  
Marditech Corporation Sdn Bhd  
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"MAHA International 2010 was recorded as the largest expo of its kind in the region."

- ✓ Promoting local produce in the local and international market
- ✓ Promoting the 1Malaysia's Best concept
- ✓ Promoting Malaysia as a developing agro hub in the region

**YB Datuk Seri Noh bin Omar**  
Minister of Agriculture & Agro-Based Industry Malaysia

## Overview

The MAHA Exposition biennial series is Malaysia's leading agricultural show. Hosted by Ministry of Agriculture and Agrobased Industries, it certainly is amongst the largest and most comprehensive of its kind in the region, if not Asia.

MAHA International 2012 is expected to build on the success of MAHA International 2010. A must for all industry stakeholders! This year's show promise novel and technology centric exhibitions and activities that interest trade visitors as well general public. It is a show that flaunts Malaysia's best producers, farmers, fishermen and stockman.

MAHA International 2012 is themed "Agricultural Transformation Through Innovation". This underlines Malaysia's intent for its producers and industry players to boost up their capacities and competencies through adoption of technology and best practices.

International and local exhibitors are invited to participate once again to this exposition. It can be expected with the possible presence of at least 25 countries the synergistic interactions would lead to possible exploitation of the lucrative South East Asian Regional marketplace.

It is also a platform to pitch the regions' best agro-food companies.

## Visitors' Profile

- Academics and researchers
- Bankers and investors
- Business owners
- Consultants and professionals
- Distributors and wholesalers
- Franchisors
- Government Ministries, agents and policy markers
- Importers and Exporters
- Manufacturers and producers
- Supermarkets and hypermarkets
- International trade offices and associations
- General public

## Event Highlights

- Thematic shows at the Province/State Pavilions
- Business Seminars and Workshops
- Product Presentations & Launches
- Agriculture Technology and Innovation Competitions
- Agro Bazaar
- Field Demonstrations
- Agro-tourism activities
- Agro-product promotion
- Cultural performance
- Malaysian Popular and traditional cuisines
- Other thematic highlights: Well-being, fishing, pet shows, Wellness programmes, Agro-challenge and many more.....

## Concurrently Held

- Conference on Technology Transfer (CONFER TECH II)
- Walk-in-Seminar
- Farmers, Livestocks Producers and Fishermen's Day

## Exhibitors' Profile

- Agriculture (fresh produce - from farm to table)
- Agrobio products and technology
- Aquaculture, fish and seafood based products
- Bakery & Confectionery
- Beverages
- Biotech Products
- Canned Products
- Convenience Food
- Cereals and grains
- Floriculture and landscape products
- Food Ingredients
- Forestry products
- Fresh & Processed Seafood
- Frozen Food
- Fruits and vegetables
- Grocery Products
- Halal products
- Handicrafts
- Herbs and spices product
- Horticulture
- Livestock & animal feeds products
- Meat, poultry and dairy products
- Nutritional food supplements
- Organic products
- Palm-based products
- Preserved Products
- Specialty products - seaweed and swiftlet nests
- Seeds & planting materials
- Root based products
- Research & development institutes
- Plant materials
- Pharmaceutical products from medicinal plants

### Services

- Franchise development
- Financial services
- Marketing logistics, trading and distribution
- Trade promotion
- Marketing communication services, e.g. advertising
- Consulting services
- Quality assurance services
- Tourism e.g. farm visits, homestays, orchard tours
- Intellectual Property Management, e.g. trademarks, patents

### Technology Demonstration and Displays

New innovation and technology in agriculture and agro-based production

- Mechanization and automation
- Agro-environmental management
- Nano technology
- Molecular and biotechnology
- Agro waste management
- Postharvest technology
- Crop, livestock and fishery management

## Objectives

- To showcase and promote the new technologies and latest innovation on agriculture, horticulture, agro-based and related products and services;
- To complement Government's efforts in transforming agriculture into agribusiness, leading to enhanced productivity, food security, market-centricity, value chain integration and higher income generation;
- To position Malaysia as a center of excellence for agriculture and the agro-based industry in order to attract private and foreign investment;
- To explore global trade opportunities and expand business horizon;
- To promote agriculture and horticulture as a promising career / lucrative business in order to attract aspiring entrepreneurs and young generation;
- To establish and forge networks with international industry players, while deepening linkages with other sectors.

## Why Participate?

MAHA 2012 is a dynamic platform to:

- Showcase latest agriculture and agro-based products and services
- Generate trade and investment opportunities
- Expand business horizon
- Develop export markets
- Launch new and innovative products and services
- Explore career and entrepreneurial opportunities
- Deepen relationships with existing customers
- Forge international alliance and strategic partnerships
- Get exposed to the latest market trends and boost your market competitiveness
- An opportunity to reach 2.6 million visitors

## Why MAHA?

- Proven track record  
"Malaysian Book of Records" holder for the largest international participation in agro-based exhibition, the largest orchid display and the largest visitorship in an exhibition
- Resounding success of MAHA 2010:

- Total Numbers of Booths: 2,500
- Total Numbers of Visitors: 2.66 million
- Total Numbers of Country Pavilions: 22 countries
- Total Sale Transacted by Exhibitors: RM23.58 million
- Total Sales Enquiry: 184,331
- Participants of Walk-in Seminars: 7,575

