

  
**2019**  
**MaPLE**  
亚洲自有品牌贸易展



**NEW  
RETAIL**

**NEW  
MARKET**

**NEW  
TRANSFORMATION**

# MALAYSIA PRIVATE LABEL EXPO (KUALA LUMPUR)

Date:  
**25<sup>th</sup> - 27<sup>th</sup> November 2019**

Venue:  
**Kuala Lumpur Convention Centre**

Host:



**马来西亚国际商会**  
Malaysia International Exhibitors Association



**福建省进出口商会**  
Fujian Chamber of Commerce for Import & Export



## About Private Label

**Concept:** Private label companies provide various kinds of service including retail OEM.

**Cores:** A product with uniqueness and ability to meet customer needs is the core competitiveness

**Procedures:** Factories and retail companies need to develop new products together based on market demand. Then, the OBM provides its brands to the retail OEM to manufacture its commodity. Eventually, the goods are sold in the private-label-owned distributors.

**Vision:** To identify the differentiation among commodity brands, achieve the integration of retail and brands, and to explore the new distribution channels in new retail

**Private Label:** also known as PL and regarded as a distributor-owned brand, large-scale distributors' own brand such as supermarkets, chain stores, and franchisers. It also refers to the retail companies which control the entire process from design, raw material collection, producing, marketing to sales.



## Channel

200,000 quality buyers for 15 years,  
Database point-to-point invitation









**Customer selection:** Precise invitation from South-East Asia professional business association is able to attract tremendous companies and facilitate the cooperation between each other in order to create win-win situation.

Online +Offline- multichannel and multifield promotion, E-commerce platforms cover the South-East Asia market. Also, professional media contribute to promoting the companies' products and service effectively.

## Why You Should Exhibit

-  Leading trade fair in the ASEAN region with an average business sales growth of 27% since it first show in 2007.
-  Focused fair which draws targeted visitors from the giftex, household items & general merchandise, food & beverage manufacturing and services sectors.
-  Offers opportunities in a challenging and competitive international trading environment.
-  Platform for promoting a wide range of products & services.
-  One-stop sourcing centre for products & services that meet international requirements.
-  Provides opportunities to explore new markets, establish contacts and develop strategic alliances.
-  Gears up the business sector to take advantage of opportunities arising both within and beyond Malaysia's borders.
-  Gateway to penetrate ASEAN & the Asia Pacific region.
-  Leverage on the various consultation sessions on the FTAs between Malaysia & FTA partners and explore the various liberalisation initiatives in these agreements.

## Who Should Exhibit

-  **Manufacturers**
-  **Exporters**
-  **Entrepreneurs**
-  **Service Providers**
-  **Agents**
-  **Distributors**
-  **Traders**
-  **Trade Promotion Agencies**

## Who Should Visit

-  **Business Owners**
-  **Importers & Exporters**
-  **Manufacturers**
-  **Distributors**
-  **Retailers & Wholesaler**
-  **Procurement Representatives**
-  **Buying Houses & Departmental / Hypermarket / Supermarket Stores**
-  **Service Providers**
-  **Investors**
-  **Government Agencies**
-  **Government Institutions**
-  **Embassies And Trade Promotion Agencies**
-  **Trade Associations & Chambers**
-  **Media**

## Product Category



### Giftex:

Exquisite gifts, promotional gifts, handicrafts, fine toys, toy gifts, storage boxes and DIY products, stationery gifts, creative items, etc.



### Household items & General Merchandise:

Home furniture, office furniture, leisure furniture, home electronic appliances, household plastic products, bathroom sets, Ceramic /glass/stainless steel products, household textiles, bamboo housewares, household lamps, wooden products, cleaning supplies, kitchen supplies and utensils, tableware, personal health care products, clothing and fabric, suitcases and bag, and leatherware.



### Food and Beverage:

Canned food, rice, pasta, preserved products, milk, egg products, fruits, vegetables, dried fruits, spices, condiments, frozen foods, juice, alcohol, tea, milk and milky drinks, coffee and coffee-made products, cocoa, chocolate and chocolate-made products, biscuits, snacks, preserves, halal food, hotel & catering etc.



### Services:

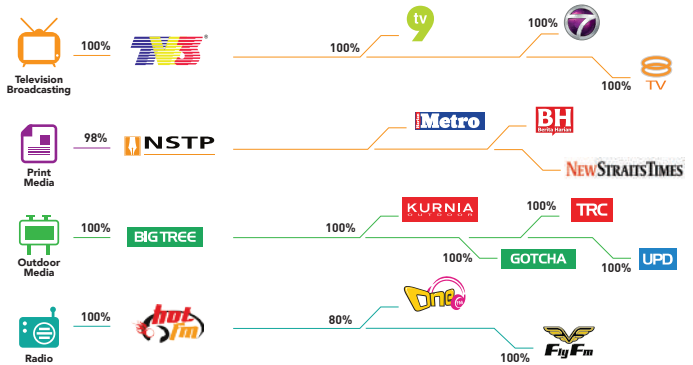
Emerging technologies, service outsourcing, creative design, cultural education, financial services, tourism, insurance services, etc.

## Potential Buyers



## Media Coverage

Malaysia's local multichannel media can assist the event participants to promote their products and service and share the promotional resources, brands and new products of hundreds of Malaysia's media towards tens of millions of potential buyers effectively.



## MaPLE Strategic



Asia Private Label Cross-Border E-commerce Conference



New manufacture, new retail, new e-commerce, new trade



Retail Manufacture + Cross-Border E-commerce




Accumulate a group of professional South-East Asia Cross-Border E-commerce experts.



## Why MaPLE

The MaPLE show is transforming into a new form compare to earlier time, adapting to the ever-changing trends in the market and the needs of enterprises, committed to create a professional platform for the Southeast Asian Market, create an environment for the zero-distance supply of its own brands.

This new business model has emerged in developed countries in the West, but it is now becoming even more popular in Southeast Asia and other regions, and the market share of private label products in other parts of the world is also rising yearly. According to the latest survey, more than 60% of shoppers are now buying private branded products. While this data was still 40% back to three years ago. 80% of consumers believe that the quality of private label products is equal or even better than the national big brands and nearly 20% said they will continue purchase more private label products in the coming year.



## Why Choose Malaysia



**Population**  
31,180,000



**45 years**  
of diplomatic relations between  
Malaysia and China



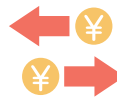
**GDP**  
30.98 billion dollar  
(2017)



**GDP growth rate**  
The 2nd most wealthy country  
in South-East Asia



**19.6%**  
of import products  
from China



Trade amount reached  
**RMB 71.66 billion**



A country with countless  
festivals and events offer  
great potential market  
for gift and food



**25% families'**  
**annual income >\$ 50,000**  
Uprising demands for brands



# Exhibitor Participation

## 1. Shell Scheme

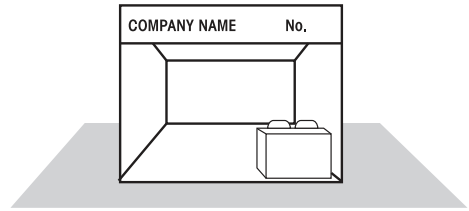
Size per booth: 9sqm (3m x 3m)

Minimum booking: 1 booth / 9sqm

Cost per booth: USD 2,300

Upgrade Shell Scheme Package: USD 3,950

\* Bare Space Package Please Contact The Organiser



- 1 table & 2 folding chairs
- 2 fluorescent tube lights
- Fascia board with company name & booth number
- Wall partitions
- 1 PowerPoint (13 amp)

**Early Bird Exclusive Offer** \* Offer is limited to Malaysian and International Exhibitors

- ▶ Optional on bare space or standard booth
- ▶ Enjoy 15% early bird discount
- ▶ Promotion date ended on 30th June 2019

▶ There is a 15% additional levy on all corner booths



## Contact Us

**Malaysia and International Exhibitors Contact:**  
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Malaysia Private Label Expo



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