



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



Supported By 支持单位:



Collaboration Partner 合作伙伴:



Official Media Partner 合作媒体:



MALAYSIA PRIVATE LABEL EXPO (KUALA LUMPUR)

亚洲自有品牌贸易展(吉隆坡)MaPLE

25th - 27th November 2019 | Kuala Lumpur Convention Centre

FACTSHEET: MALAYSIA PRIVATE LABEL EXPO 2019 (MaPLE 2019)

展会信息: 亚洲自有品牌贸易展 (吉隆坡)

Event Type : Trade Exposition

展会类型 : 贸易展

Date : 25th – 27th November 2019

日期 : 2019 年 11 月 25-27 日

Venue : Hall 2, 3, 4 & 5, Kuala Lumpur Convention Centre, Kuala Lumpur.

展会地点 : 马来西亚吉隆坡国际会议展览中心 2-5 号馆

THEME 主题

'New Retail, New Market, New Transformation.'

新零售、新绿洲、新转型

The theme expresses the retail revolution that is underway everywhere across the globe. It represents fast turnaround time from Manufacturer to Consumer (M2C), where consumer insights are rapidly transformed into products and services, formulated specifically under a retailer's brand for sale to targeted consumers.

该主题表达了全球各地正在进行的零售革命。它代表了从制造商到消费者的快速周转时间(M2C)，在M2C中，消费者的洞察力被迅速转化为产品和服务，这些产品和服务是在零售商的品牌下专门为目标消费者制定的。

POSITIONING 定位

Malaysia Private Label Expo 2019 core objective is to promote private label offerings including manufactured goods and services. It brings together international players who leverage on each other's strengths to produce a competitive output which commands value and demand globally. MaPLE 2019 offers a platform for networking, business matching, innovation, exchange of ideas and knowledge amongst business communities from different backgrounds and geographical origins.

2019 年亚洲自有品牌贸易展 (Malaysia Private Label Expo, 简称: MaPLE) 主要围绕着推广 “自有品牌” 制成品及服务为核心。MaPLE 展汇聚来自海内外自创品牌的各业内人士，并借助参展商间其内生性的商业优势来创造并增加全球范围内的产品价值及市场需求。MaPLE 不仅为 “自有品牌” 带来发展和商业契机，也为广大 “自有品牌” 的参展商提供许多企业网络推广、商务配对匹配、创新交流和咨询共享平台。



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MRCA
Malaysia Retail Chain Association



MALAYSIA MACAU
CHAMBER OF COMMERCE
马来西亚澳门总商会



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MaPLE 2019 can be broadly divided into four categories:

MaPLE 2019 共有四大类:

● GIFT PRODUCT AREA 礼品展区

- Exquisite & Unique Gifts, Promotional Gifts, Handicrafts & Collectibles, Fine Toys, Adult & Children Games and Toys, Decorative Boxes, DIY Craft & Leisure Products, Stationery Gifts, etc.

精美礼品、促销礼品、工艺品及收藏品、精美玩具、成人及儿童游戏及玩具、装饰盒、DIY 工艺品及休闲用品、文具礼品等。

● HOUSEHOLD, GENERAL MERCHANDISE, BEAUTY & WELLNESS EXHIBITION AREA

家居用品、日用消费品、美容健康展区

- Home Furniture, Office Furniture, Leisure Furniture & Decoratives, Home Electronic Appliances, Household Plastic Products, Bathroom & Bath Products, Ceramics, Glass Products, Stainless Steel Products, Household Textiles & Decoratives, Bamboo Housewares, Lamps & Lighting, Wooden Products, Cleaning Supplies, Kitchen Supplies, Cookware & Utensils, Tableware, Personal Health Care Products, Cosmetics, Health & Beauty Products, Textiles & Clothing, Laundry Products, Lawn & Garden Products, Hardware & Auto Aftercare Products, Suitcases and Bags, Leather Products etc.

民用家具、办公家具、休闲家具及装饰品、家用小电器、各类家居塑料用品、浴室用品、陶瓷\玻璃\不锈钢用品、家用纺织品、竹制家品、家居灯具照明、木制用品、清洁用品、厨房用品及用具、餐桌用具、个人健康护理用品、化妆品、保健美容产品、服装面料、干洗产品、草坪及园林用品、五金及汽车护理用品、箱包及皮革制品等。

● FOOD & BEVERAGE EXHIBITION AREA 食品饮料展区

- Fresh, Frozen, Dried & Canned Foods, Rice, Pasta, Preserved Products, Egg Products, Fruit & Vegetable Produce, Dried Fruits, Spices, Condiments, Juices, Alcoholic Beverages, Tea & Coffee, Milk & Dairy Products, Coffee-Based Products, Cocoa & Chocolate, Chocolate-Based Products, Biscuits & Confectionery Products, Snacks, Halal Food & Beverage, Hotel & Catering Products, Food Ingredients, Petfood, etc.

生鲜、冷冻、干货及罐头食品、稻米、面制品、腌制品、奶蛋制品、水果、蔬菜、干果、香料、调味品、果汁饮料、酒类、茶叶咖啡、牛奶及奶饮料、咖啡及咖啡制品、可可、巧克力及巧克力制品、饼干及糖果、零食、清真食品、酒店餐饮食品、食品添加剂、宠物食品等。

● SERVICE EXHIBITION AREA 服务展区

- Packaging & Labeling, Sales Support, Digital Marketing Services, Reputation Management, Emerging Technologies, Service Outsourcing, Creative Design, Cultural Education, Financial Services, Tourism, Transportation & Logistics, Insurance Services, etc.

销售包装标签、销售支持、数字营销服务、名誉管理、新兴技术、服务外包、创意设计、文化教育、金融服务、旅游、交通物流、保险服务等。

Concurrent Event 同期活动:



Hosted By 主办单位:



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Malaysia International Exhibitors Association



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

Co-organised By 承办单位:



Supported By 支持单位:



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EXHIBITOR PROFILE 参展商简介

400 exhibition booths targeted from Malaysia, China, Thailand, and other countries. These will include:

400个展位来自马来西亚、中国、泰国等其他国家，其包含：

- Manufacturers 制造商
- Exporters 出口商
- Entrepreneurs 企业
- Service Providers 服务供应商
- Agents 代理机构
- Distributors 分销商
- Traders 贸易商
- Trade Promotion Agencies 贸易推广机构

VISITOR PROFILE 买家简介

- Business Owners 自营业主
- Importers and Exporters 进出口商
- Manufacturers 制造商
- Distributors 分销商
- Retailers and Wholesalers 零售商和批发商
- Procurement Representatives 采购代表
- Buying Houses and Departmental Stores 采购商铺和百货商店
- Hypermarket / Supermarket Stores 大型商场和超市连锁
- Pharmacies & Drugstores 药房和药店
- Hotel and Catering Establishments 酒店及餐饮场所
- Service Providers 服务供应商
- Investors 投资者
- Government Agencies & Institutions 政府机构和协会
- Embassies, High Commissions and Trade Promotion Organisations 大使馆、高级专员公署及贸易促进组织
- Trade Associations and Chambers of Commerce 贸易协会和商会
- Media 媒体

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HOSTED BY 主办单位

Malaysia International Exhibitors Association (MIEA) 马来西亚国际商会
Fujian Chamber of Commerce for Import & Export 福建省进出口商会

CO-ORGANISED BY 承办单位

Pinnacle Concepts Sdn Bhd 巅峰概念私人有限公司
Fujian Huiyuan International Exhibition Co., Ltd 荟源国际展览有限公司

SUPPORTED BY 支持单位

Ministry of Tourism, Arts & Culture Malaysia 马来西亚旅游艺术与文化部
Malaysia Convention & Exhibition Bureau 马来西亚会议展览局
Visit Truly Asia Malaysia 2020 马来西亚亚洲魅力所在2020观光年
Malaysia External Trade Development Corporation (MATRADE) 马来西亚对外贸易发展局
Malaysia-China Business Council (MCBC) 马来西亚-中国商务理事会
Malaysia Retail Chain Association (MRCA) 马来西亚连锁协会
Malaysian International Chamber of Commerce and Industry (MICCI) 马来西亚国际总商会
China-Asean (Malaysia) Entrepreneurs Association (CAMEA) 中国-东盟(马来西亚)企业家协会
Malaysia Macau Chamber of Commerce 马来西亚澳门总商会
Fujian Provincial Department of Commerce 福建省商务厅
Xiamen Municipal Bureau of Commerce 厦门市商务局
China Council for the Promotion of International Trade Shaanxi Sub-Council (CCPIT-SHAANXI) 陕西省贸促会
Fujian Provincial Chamber of Commerce for Home Decorations 福建省家居装饰用品进出口商会
Zhangzhou Chamber of Commerce of Import and Export 漳州市进出口商会

COLLABORATION PARTNER 合作伙伴

Advanced Real Time Systems Sdn Bhd (ARTSYS)
InQBay Berhad (meGO EVENT)

OFFICIAL MEDIA PARTNER 合作媒体

Nanyang Siang Pau 南洋商报
SBS Media Group Sdn Bhd 数码商业媒体

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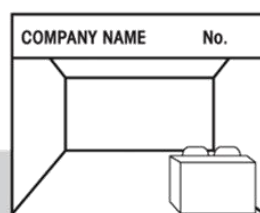
Exhibitor Participation

1. Shell Scheme

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

Minimum booking: 1 booth / 9sqm

*** For Any Booth Package Please Contact The Organiser**



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

Hotline: +6010-215 0760



Contact Us

Malaysia and International Exhibitors Contact:

PINNACLE CONCEPTS SDN BHD

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www.myprivatelabel.com.my



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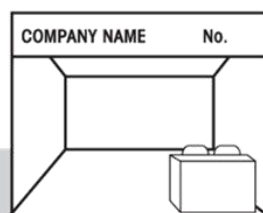
展位摊位配套

1. 展位

每个展位的尺寸: 9平方米 (3米x3米)

最低预订: 1个展位/9平方米

* 任何展位配套请联系主办单位



- 1张询问台和2张折叠椅
- 楣板, 公司名称和展位号
- 插座 (13安培)
- 2个荧光灯管
- 隔墙

热线: +6010-215 0760

联络我们

Malaysia and International Exhibitors Contact:

PINNACLE CONCEPTS SDN BHD

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成为2019年亚洲自有品牌贸易展(吉隆坡)的一份子。现在就预约!

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