



Hosted By 主办单位:



Co-organised By 承办单位:



# INVITATION LETTER

It is our pleasure in inviting you as a buyer to the **Malaysia Private Label Expo (MaPLE) and China-Malaysia “Belt and Road” Shaanxi Trade Expo – B2B Business Matching Programme**, held at Kuala Lumpur Convention Centre on 25<sup>th</sup> – 26<sup>th</sup> November 2019. 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. By joining our B2B Buyers Programme, you would get your best business matching partner among a lot of great private label companies and make good result out for both. The business matching process as below:

- 40 business appointment slots for the entire 2 days – 20 business appointment slots per day.
- 2 session per day, each business appointment slots is entitled to has a duration of 60 minutes, as below:
  - Session A: 2PM – 3PM; 3PM – 4PM
  - Session B: 4PM – 5PM; 5PM – 6PM

## Event Synopsis

<b>Title</b>	Malaysia Private Label Expo (MaPLE) 2019 and China-Malaysia “Belt and Road” Shaanxi Trade Expo – B2B Business Matching Program
<b>Event Type &amp; Size</b>	Trade Exposition; 400 Booths
<b>Schedule</b>	<p>25<sup>th</sup> November 2019 (Monday):</p> <ul style="list-style-type: none"> <li>▪ 10AM – 12 PM: Attending to our Opening Ceremony in the morning</li> <li>▪ <b>2PM – 6PM: 1:1 Business Matching – Session A &amp; B – Day 1</b></li> </ul> <p>26<sup>th</sup> November 2019 (Tuesday):</p> <ul style="list-style-type: none"> <li>▪ 10AM – 12 PM: Visit to MaPLE Show</li> <li>▪ <b>2PM – 6PM: 1:1 Business Matching – Session A &amp; B – Day 2</b></li> </ul> <p>27<sup>th</sup> November 2019 (Wednesday)</p> <ul style="list-style-type: none"> <li>▪ Open to Public</li> </ul>
<b>Venue</b>	Hall 2 – Hall 5, Exhibit Area, Kuala Lumpur Convention Centre, Malaysia
<b>Website</b>	<a href="http://www.myprivatelabel.com.my">www.myprivatelabel.com.my</a>

**The Application Deadline for MaPLE 2019 – B2B Business Matching Programme is 10<sup>th</sup> November 2019.**