



新零售
New Retail

新绿洲
New Market

新转型
New Transformation

MALAYSIA PRIVATE LABEL EXPO (KUALA LUMPUR)

亚洲自有品牌贸易展(吉隆坡)MaPLE

25th - 27th November 2019 | Hall 2 - Hall 5, Kuala Lumpur Convention Centre

Concurrent Event 同期活动:



Hosted By 主办单位:



Co-organised By 承办单位:



Supported By 支持单位:



Collaboration Partner 合作伙伴:



Official Media Partner 合作媒体:

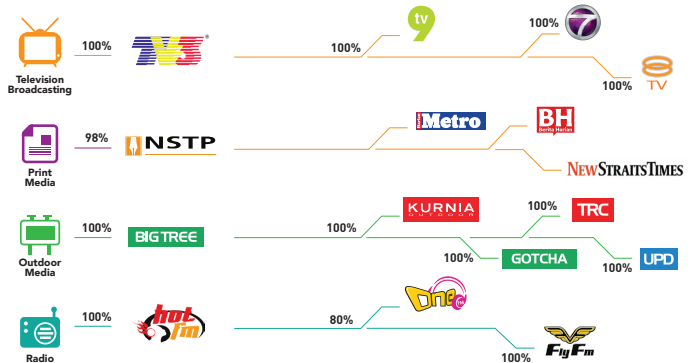


Potential Buyers



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



Congregation 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



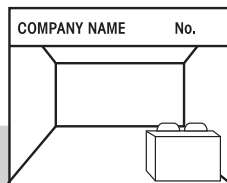
Exhibitor Participation

1. Shell Scheme

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

Minimum booking: 1 booth / 9sqm

*** For Any Booth 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)

Hotline: +6010-215 0760



Contact Us

**Malaysia and International Exhibitors Contact:
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BE PART OF MaPLE 2019. BOOK NOW!

www.myprivatelabel.com.my



Malaysia Private Label Expo



MaPLE 亚洲自有品牌贸易展



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 Categories



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, egg products, fruits, vegetables, dried fruits, spices, condiments, frozen food, juice, alcohol, tea, milk, dairy products, coffee, coffee-made products, cocoa, chocolate, chocolate-made products, biscuits, snacks, preservatives, halal food, hotel & catering, etc.



Services:

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