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## **Proposed Malaysia Pavilion @ Shanghai International Food Fair 2011, Shanghaimart**

Date	:	24 – 26 November 2011 (3 days)
Venue	:	1F, Shanghaimart, No.2299 Yan'an Road West Shanghai
Target Categories	:	All type of bottled/packed/canned/preserved and non-perishable imported food and beverages products (ready-to-serve food products) for the retail market
Organized by	:	Shanghaimart
Co-organized by	:	Borneo International Expo Sdn. Bhd. (BiE)
No of Booth	:	20 Standard booths (3mx3m)

***(Shanghaimart welcomes and would be glad to receive a bigger group delegation)***

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Shanghaimart, a trade centre is the gateway for international products entering China market. Our goal is to connect Malaysian businesses to the potential partners in China and maintain long-term relationships.

### **Objectives :**

- To create a platform for Malaysia enterprises to promote its unique and quality food & beverage products for expansion of trade activities into China retail market especially in Shanghai and Eastern China.
- To create interest, generate sales and launch new products to the fastest growing Chinese market and international buyers.
- To develop business opportunity with enterprises such as dealerships or agents for Malaysia food & beverage products and brands in China and internationally

### **Proposed Participation Package for Malaysia Delegation**

- 1) Booth Exhibition (3 days exhibition)
- 2) B-Match (Business Matching)  
To build a platform for Malaysia exhibitors in meeting Chinese and China based international buyers.
- 3) Malaysia Products Promotion/Launching  
Create a platform for Malaysia event in the overall trade fair events & activities plan
- 4) Media Promotion
  - Event promotions through our venue advertisement space, EDM and newsletter
  - Media partners invitation for coverage and promotion of pavilion

## Participation Fee

Booth Type	Price	Space	Specification
<b>Intermediate Booth</b>	MYR10,000/booth (for Malaysian Exhibitors only)	9sqm (3mx3m)	Carpet x1, fascia board x1 (2 for corner booth), information counter x1, foldable chair x2, waste paper basket x1, spotlight x2, socket x1
<b>Corner Booth</b>	MYR15,000/booth (for Malaysian Exhibitors only)		

## Targeted Malaysia Exhibitor Profile

- 1) Malaysia food & beverage products importer/marketer/distributor/agent based in China
- 2) Malaysia food & beverage exporters

Exhibitors recruited shall have Malaysia characteristics, which can be blended into “Malaysia Pavilion” and subject to Shanghaimart approval. Shanghaimart shall have the final say in accepting any exhibitor’s application.