

21-23 NOV 2018
AsiaWorld-Expo, HK



03-07 JAN 2019
PWTC Expo, GZ

ABOUT THE EVENT

HEAL Expo - Smart Green Food Chain & Lifestyle Trade Fair aims to assist SMEs from SMART TECHNOLOGY and GREEN industries that have developed innovative products and services using sustainable business model and principles in launching their finished goods and services through a global scale event while increasing their brand awareness among the professional traders and consumers.

WHY EXHIBIT IN HEAL EXPO

- Connect to China market through Hong Kong and reach out to worldwide market at this strategic global sourcing centre for your green supply source.
- Sell cross-border in Guangzhou—the centre of the new China Greater Bay—new development region populated by 66 million people with HIGH purchasing power with highest average household income of HKD 28,000 (approx. USD 3,600).
- With the opening of new Zhuhai-Macau-Hong Kong bridge & Hong Kong-Guangzhou high speed railway within 2018, 9 cities and 2 Special Administrative Region will be connected WITHIN 1 hour traveling time by railway, road and ports.

EXHIBITION SCHEDULE

| Venue | Date | Activities |
|---|-------------------------------|---|
| Hall 3 & Hall 6 AsiaWorld-Expo Hong Kong | <u>2018</u> November 21-22 | Exhibition *Open to TRADE only* |
| Hong Kong Skycity Marriott Hotel Chek Lap Kok Hong Kong | <u>2018</u> November 23 | Cocktail Reception *For Sponsors/Exhibitors/Buyers ONLY* *Admission via Entry Ticket* |
| Poly World Trade Centre (PWTC) Guangzhou | <u>2019</u> January 3-6 | Exhibition *Open to TRADE only - Jan 3 & 4* *Open to TRADE & CONSUMER - Jan 4-6* |
| | <u>2019</u> January 7 | HEAL Star Award Ceremony (Appreciation Dinner) *For Exhibitors ONLY* |

EXHIBIT PROFILE

- Poultry & Agricultural Products
- HALAL Food & Beverage
- Health Food & Drinks
- FMCG Eco Packaging and Clean Energy Technology
- Food Processing Technology and Food Science
- Eco Farming & New Eco Trend Products
- Eco Lifestyle Products
- Electric Transportation or other solutions for food industry
- Internet of Things
- Certification Body and Testing Laboratory (for HALAL, Certified Organic, ISO, FDA, CFDA)
- Government Institution & Chamber of Commerce

VISITOR PROFILE

FMCG WHOLESALE



FMCG RETAILERS



CAFES/CLUBS/BAR /RESTAURANT



FOOD DELIVERY COMPANIES



ONLINE SHOPPING STATIONS



FMCG TRADING FIRMS



TRADE CHAMBERS & ASSOCIATIONS



THEME PARK



HOTELS & RESORTS



E-COMMERCE PLATFORM



FOOD CHAIN STORES



GOVERNMENT PROCUREMENT



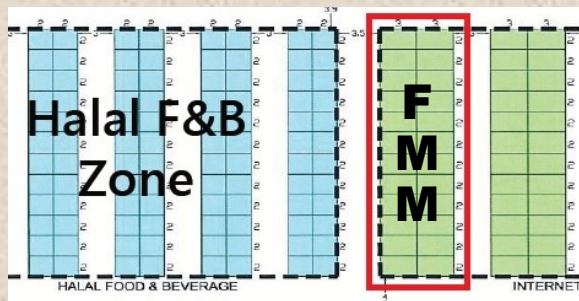
FOOD DISTRIBUTORS



BUY 1 FREE 1 BOOTH PACKAGE

| Booth | Package | Hong Kong | | Guangzhou (9sqm Booth ONLY) | | TOTAL | | |
|--------------------|--------------|----------------------|-------------------|--------------------------------|-------------------|---------------|----------------------|-------------------|
| | | Actual Rate (USD) | FMM Rate (USD) | Actual Rate (USD) | FMM Rate (USD) | Booth(s) | Amount | |
| | | | | | | Specification | Actual Rate (USD) | FMM Rate (USD) |
| Standard (9sqm) | Buy 1 Free 1 | 4,500 | 4,200 | 2,250 | FREE | 9sqm + 9sqm | 6,750 | 4,200 |
| | - | 4,500 | 3,900 | - | - | 9sqm | 4,500 | 3,900 |
| Halal (4sqm) | Buy 1 Free 1 | 2,500 | 2,440 | 2,000 | 2,000 | 4sqm + 9sqm | 4,500 | 4,440 |
| | - | 2,500 | 2,440 | - | - | 4sqm | 2,500 | 2,440 |

FLOOR PLAN & BOOTH ALLOCATION



- <Buy 1 Free 1> package is limited to FMM Pavilion only.
- First-come-first-served basis regardless of package or non-package.
- HALAL F&B companies are NOT RESTRICTED to Halal Zone, and is encouraged to join under FMM Pavilion.
- Companies exhibiting HALAL products have priority to choose booth at the outer row facing the Halal Zone.

Part of floor plan shown is not-to-scale.

| Inclusive of: | Standard Booth | Halal Booth |
|--|---------------------|----------------|
| Partitions | ✓ | ✓ |
| Carpeting | ✓ | ✓ |
| Fascia with Company Name | ✓ | ✓ |
| Spotlights, Chairs | 2 | 1 |
| Desk, 500W Socket (For Machine) | 1 | 1 |
| Cleaning & 24 Hours Security | ✓ | ✓ |
| Logo Display & Contact Information in Online/Hardcopy Publications | ✓ | ✓ |
| 12-months Listing on Cross-Border E-Commerce Platform | ✓ | ✓ |
| 3rd Party Public Liability Insurance | ✓ | ✓ |
| Networking Cocktail Reception | 1 Entry Ticket | 1 Entry Ticket |
| Transportation: Airport ⇄ Hotel & Hotel ⇄ Expo | 2 persons per Booth | N/A |

REGISTRATION FORM

Terms & Conditions:

- All application is subject to the approval of the organizer.
- Registration form must be completed and returned to FMM by August 30, 2018 along with payment. FMM reserves the right to cancel the booked space if payment is not received.
- 30% deposit is required for booking of booth ONLY.
Upon full payment, company is then entitled to choose preferred booth location.
- Currency is to be in Malaysian Ringgit and the total amount as per tax invoice is according to rate of the day.
- Payment should be made in favour of "FMM Services Sdn Bhd" crossed "Account Payee Only".
Bank detail: Maybank 5142 0814 1636
- Cancellation must be in writing to FMM. If cancellation is received at August 31, 2018 onwards, there will be NO refund.

I would like to book the following:

| Package /Type of Booth | Standard Booth - 9sqm | Halal Booth - 4sqm |
|--|------------------------------------|------------------------------------|
| Buy 1 Free 1 (with Guangzhou Booth) | <input type="checkbox"/> USD 4,200 | <input type="checkbox"/> USD 4,440 |
| N/A (1 Hong Kong Booth only) | <input type="checkbox"/> USD 3,900 | <input type="checkbox"/> USD 2,440 |

Participation Details:

Company: _____

Address: _____

Tel: _____ Fax: _____

Authorized Representative: _____

Designation: _____ Email: _____

Mobile No.: _____

Coordinated by: Federation of Malaysian Manufacturers

Enquiries: Ms Leow Sze Yin | 03-6286 7307 | sze_yin@fmm.org.my

Registration Deadline: August 30, 2018