



 **MASTEX 2024**
MALAYSIA-ASEAN INTERNATIONAL TRADE EXPO
"Connecting you to southeast Asian market and beyond"

EXHIBITION • CONFERENCE
BUSINESS MATCHING • AWARDS
23-26 JANUARY 2024 • MITEC, KUALA LUMPUR

Introduction

MASTEX 2024 is organised by ACCI Malaysia, to promote trade and investment between Malaysia and other countries. It is a prominent expo and conference held in Malaysia, showcasing the latest products, services, and innovations from ASEAN and beyond.

It offers a unique networking opportunity for ASEAN enterprises of various scales to connect with potential buyers, partners, and investors from over 50 through a platform open to various sectors.

MASTEX 2024 will host high-level forums and workshops on latest trends, and opportunities in the ASEAN market and beyond, while facilitating business matching and collaboration.

In line with the vision of ASEAN as a dynamic and integrated community promoting peace, stability, and prosperity in the region, **MASTEX 2024** participants contribute to the realization of the ASEAN Economic Community (AEC) and the ASEAN Socio-Cultural Community (ASCC), while leveraging Malaysia's strategic location as a gateway to ASEAN and a hub for regional and global trade.

The event enjoys full support from the Malaysian government, industry associations, chambers of commerce, trade promotion agencies, and media partners, dedicated to creating value for all its participants.



Focus Sectors



Food & Beverages



Tourism



Pharmaceutical



Manufacturing



Agriculture



Lifestyle



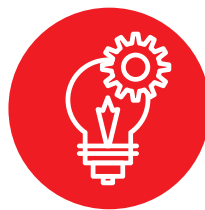
Finance

MASTEX 2024 will be an important platform for businesses within the Association of Southeast Asian Nations (ASEAN) region to foster trade relationships and promote export based commerce. This inaugural event is an invaluable opportunity for industry professionals, entrepreneurs, and government representatives to network, collaborate, and explore avenues for mutual growth and economic prosperity under one roof.

Special Focus Area



Digital & Green Economy



Technology



ESG



Halal Industry Ecosystem



Innovative Products

Event Objectives

Promote Export Opportunities: **MASTEX 2024** aims to create a conducive environment for businesses in the ASEAN region to showcase their products and services, fostering greater awareness of export opportunities both within and beyond the region.

Facilitate Trade Partnerships: The event serves as a meeting point for potential trade partners, enabling participants to establish meaningful connections, negotiate contracts, and forge long-term business relationships.

Foster Regional Integration: **MASTEX 2024** seeks to strengthen the bonds between ASEAN member states, encouraging intra-regional trade and cooperation while enhancing economic integration and sustainable development.



Business Matching @ MASTEX2024

23 – 26 January 2024

The **MASTEX 2024** Business Matching program is a highly effective platform to facilitate targeted and meaningful connections between businesses seeking export opportunities and potential trade partners.

Through personalised matchmaking sessions and tailored meetings, it is structured to foster mutually beneficial collaborations, trade agreements, and connect new partnerships to enhance market access, expand distribution networks, and value chain development.

Who Should Attend?

- Industry Players
- Trade Associations
- Entrepreneurs
- Government Agencies
- Manufacturers
- Business Owners
- Retailers
- Distributors
- Wholesalers
- Investors
- Cooperative
- Media

Event Components



EXHIBITION

The **MASTEX 2024** exhibition promotes regional export and trade activities. It offers businesses a platform to showcase products, attract buyers, and foster partnerships. This exhibition drives economic integration, expands markets, and stimulates export growth within ASEAN.



BUSINESS MATCHING

The **MASTEX 2024** Business Matching program is a highly effective platform to facilitate targeted and meaningful connections between businesses seeking export opportunities and potential trade partners.

Through personalized matchmaking sessions and tailored meetings, it is structured to foster mutually beneficial collaborations, trade agreements, and connect new partnerships to enhance market access, expand distribution networks, and value chain development.



CONFERENCE

The **MASTEX 2024** Conference facilitates collaboration among ASEAN member countries to promote export and trade activities. This conference brings together government officials, industry leaders, and business professionals to share knowledge, strategies, and opportunities. Through panel discussions, workshops, and networking, the conference aims to accelerate economic growth, enhance market access, and strengthen regional integration within ASEAN.



AWARDS

The **MASTEX 2024** Awards Gala honors excellence in export and trade within ASEAN. It celebrates outstanding achievements, promotes best practices, and inspires businesses to excel in the global marketplace.

Why **MASTEX** is made for you?

From over 100,000 quality products from ASEAN countries, **MASTEX** is designed to reinforce your position as an internationally recognised leader in your sector. Everything's organised to ensure you make the most of your time with the world's most exciting products centralised at **MASTEX 2024**, themed visits to help you digest all the new developments in a your selected domain and networking services to ensure you meet the right people to suit your needs.

On top of that, you will gain access to a wide range of industry experts, from the biggest players to rising stars, as well as our exclusive global trend studies and a whole host of conferences, pocket talks & new product launch to keep you in the know.

If you are a product owner, manufacturer, producer then you know how important it is to be an early bird. Innovation is a byword for the way you do business. You are constantly looking for new ways to optimize your supply chain costs and be the first to introduce the new products on the market in the right place at the right time.

ITS TIME FOR **MASTEX!**

Join us now!

Booth Packages

RAW SPACE

PLATINUM

RM140,000

Booth Dimension
6m x 15m

Booth Size
90 sqm

Location
Front Row of Hall Entrance



GOLD

RM42,000

Booth Dimension
6m x 9m

Booth Size
54 sqm

Location
Second Row from Hall Entrance



SILVER

RM28,000

Booth Dimension
6m x 6m

Booth Size
36 sqm

Location
Third Row from Hall Entrance



BRONZE

RM14,000

Booth Dimension
3m x 6m

Booth Size
18 sqm

Location
Normal



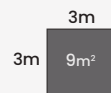
STANDARD

RM7,000

Booth Dimension
3m x 3m

Booth Size
9 sqm

Location
Normal



SHELL SCHEME



SILVER

RM30,000

Booth Dimension
6m x 6m

Booth Size
36 sqm

Location
Third Row from Hall Entrance

Power
4x13amp/230-volt single phase power

Info Counter
4 units

Chair
8 x folding chair



BRONZE

RM15,000

Booth Dimension
3m x 6m

Booth Size
18 sqm

Location
Normal

Power
2x13amp/230-volt single phase power

Info Counter
2 units

Chair
4 x folding chair



STANDARD

RM7,950

Booth Dimension
3m x 3m

Booth Size
9 sqm

Location
Normal

Power
1x13amp/230-volt single phase power

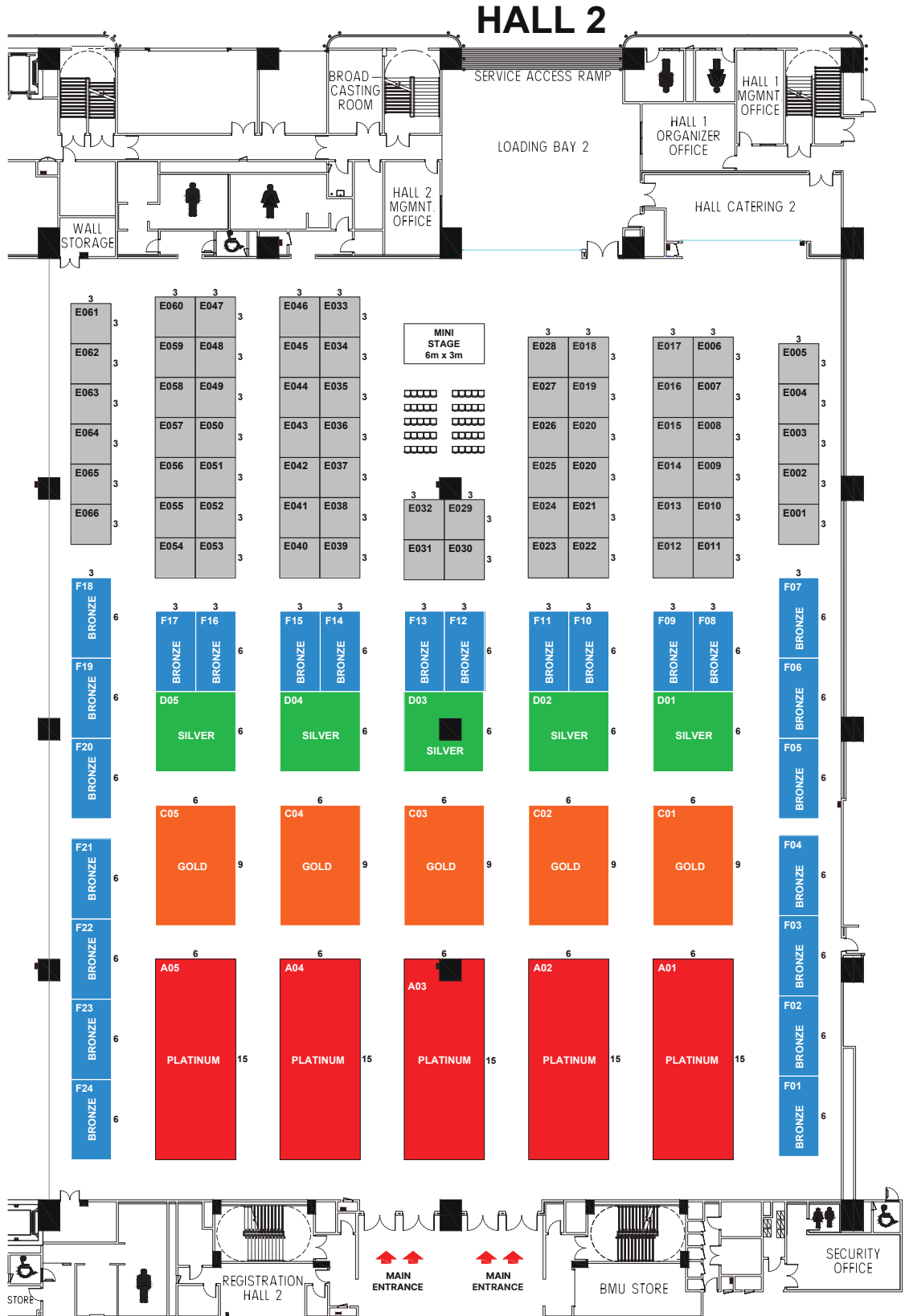
Info Counter
1 unit

Chair
2 x folding chair

Floor Plan

MITEC, KUALA LUMPUR

- Platinum
- Gold
- Silver
- Bronze
- Standard





Sponsorship Package

<p>UNITY</p> <p>Appearance of Company Logo on</p> <ul style="list-style-type: none"> ✓ Event's Website & Facebook Page ✓ Event's Backdrop ✓ Event's Brochure ✓ Event's Bunting & Banner ✓ Event's Photobooth ✓ Event's Arch Gate ✓ Event's Show Directory ✓ Digital Board ✓ Virtual Directory Landing Page ✓ First Page of Directory Listing <hr/> <p>RM50,000</p>	<p>PROGRESS</p> <p>Appearance of Company Logo on</p> <ul style="list-style-type: none"> ✓ Event's Website & Facebook Page ✓ Event's Backdrop ✓ Event's Brochure ✓ Event's Bunting & Banner <hr/> <p>RM20,000</p>	<p>EQUALITY</p> <p>Appearance of Company Logo on</p> <ul style="list-style-type: none"> ✓ Event's Website & Facebook Page ✓ Event's Backdrop <hr/> <p>RM10,000</p>
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Dinner Package

PEACEFUL 1st Row

RM10,000/table



 

Certificate & Plaque

Company logo appearance on website, social media, programme book photobooth, backdrop

STABILITY 2nd Row

RM7,000/table



 

Certificate & Plaque

Company logo appearance on website, social media, programme book photobooth, backdrop

PARTNERSHIP 3rd Row Onwards

RM5,000/table

Certificate & Plaque

Company logo appearance on website, social media, programme book photobooth, backdrop



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Contact with us:

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