



— 9th 

MALAYSIA GIFTS FAIR

FORMERLY KNOWN AS KLIGP

5th - 7th JULY 2017

KLCC CONVENTION CENTRE
(HALL 1-4) 10AM - 6PM

SALES BROCHURE





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THE LOCALISATION OF CITY

Another year has passed by and the 9th Malaysia Gifts Fair 2017 (Formerly Known As KLIGP) has now returned with a more dynamic theme to ensure a wondrous experience for the people! This fair aims to bring the city back to its roots by promoting its tagline "Jom ke KLCC Convention Centre" in hope to exude a more Malaysian vibe. Let's create a better industry by incorporating the local feel in gifts, premiums and stationery supplies.

THE EVENT

It is without a doubt that 9th Malaysia Gifts Fair 2017 remains to be the largest Gifts, Premium & Stationery Fair in Malaysia. This renowned event has been growing tremendously in every passing year with the great effort of Malaysian Gifts and Premium Association (MGPA).

WHY PARTICIPATE?

Give your brand the exposure that it deserves by increasing sales and generating new leads at the 9th Malaysia Gifts Fair 2017.

- Display your products proudly at the largest Gifts, Premium & Stationery Fair in Malaysia.
- Expose your brand to thousands of key decision makers.
- Build up your business network.
- Interact with potential investors and buyers.
- Be involved in more collaborations.
- Take advantage of new business opportunities.
- Generate new sales leads the best possible way.
- Produce effective promotional campaigns worldwide.
- Connect with like-minded beings and build professional relationships with new acquaintances.
- This fair is an internationally acclaimed event that is priced affordably to encourage more participants.



JOIN US!

Expand your line of business with only the best fair in town, participate in 9th Malaysia Gifts Fair 2017 to start believing.





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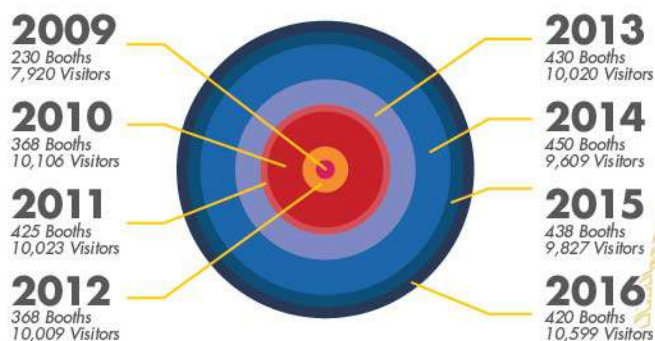


VISITOR PROFILE 2016

Description	Count	%
01 Manufacturer	1813	18.09%
02 Importer	759	07.57%
03 Exporter	365	03.64%
04 Retailer	1603	16.00%
05 Distributor	1455	14.52%
06 Reseller	2412	24.07%
07 Departmental Store	134	01.34%
08 Banking & Finance	200	02.00%
09 Hotelier	84	0.84%
10 Media House	405	04.04%
11 Others	1249	12.47%

Forecast 2017

420 Booths & 12,000 Visitors



PHENOMENAL GROWTH

Participating Countries

2009

Malaysia, Singapore & Thailand

2010

Malaysia, Singapore, Thailand, Indonesia, Hong Kong, Taiwan & Japan

2011

Malaysia, Singapore, Thailand, Indonesia, Brunei, Philippines, Cambodia, Vietnam, Hong Kong, Taiwan, Korea & Japan

2012

Malaysia, Singapore, Thailand, Indonesia, Philippines, Cambodia, Vietnam, Hong Kong, Taiwan & Korea

2013

Malaysia, Singapore, Thailand, Indonesia, Hong Kong, Taiwan, Korea & Japan

2014

Malaysia, Singapore, Thailand, Indonesia, Vietnam, Hong Kong, Taiwan, Korea & Japan

2015

Malaysia, Singapore, Indonesia, Thailand, Hong Kong, Taiwan & Japan

2016

Malaysia, Singapore, Indonesia, Thailand, Hong Kong, Taiwan, Japan, Vietnam & USA

EXHIBITORS PROFILE

- Gifts & Premium Wholesales
- Stationery
- Apparels / Headwear / Textiles
- Awards / Trophies / Badges & Pins
- Bags & Leather Goods
- Display Products
- Drinkware / Mugs / Ceramics

- Gold & Jewellery
- Hampers / Party Packs / Food as Gifts
- IT & Electronics / Timepieces
- Lanyards & Ribbons
- Machinery & Imprint Services
- Packaging & Paper Products
- Pewterware / Crystals

- Portfolios & Diaries
- Sports, Games & Toys
- Umbrellas / Sunshades
- Writing Instruments / Desktop Accessories / Wooden Products
- Others





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THE VENUE

The Kuala Lumpur Convention Centre is a glorious purpose-built convention and exhibition facility strategically located in the heart of Malaysia, Kuala Lumpur City Centre overlooking the iconic PETRONAS Twin Towers and the 50-acre KLCC Park. The luxurious building consists of five levels that enable it to provide a massive space for any types of events. The Centre offers 25,259m² of flexible function space which includes the column-free exhibition halls, a standalone marquee, the Plenary Hall, the Plenary Theatre, the Grand Ballroom, the Banquet Hall, the Conference Hall, a few meeting rooms and an ancillary. Kuala Lumpur Convention Centre is a state-of-the-art facility that is fully equipped with the latest technology in telecommunications and audio-visual services.

WHY KLCC CONVENTION CENTRE

Located in the heart of Malaysia

Fully equipped with the latest audio-visual technology

Top-notch culinary offerings

World-class professional team to assist



OUR VAST A&P CAMPAIGN TALLING RM 400,000*

01

OUTDOOR

- LED Banner

02

ONLINE MEDIA

- www.malysiagiftsfair.com.my
- Social Media advertising: Facebook & Twitter
- Listing on event portals

03

ELECTRONIC & PRINT MEDIA

- Print Advertisements
- Radio Advertisements
- Newspaper Interviews
- Radio Interviews
- TV Interviews

04

CORPORATE DATA MANAGEMENT

- Invite 3,000 corporate visitors to the fair through a database of 30,000
- Strategies: Telemarketing, email blast, roadshow, mobile advertising, pre-registration, consistent reminders





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EXHIBITION HAPPENINGS



For the 9th Malaysia Gifts Fair 2017, the Promotional Product Design Award (PPD Award) aims to help open doors to Malaysian designers by helping them showcase their creative promotional product designs and give them the opportunity to inspire more people to create.



“Through the PPD Award, we aspire to cultivate creativity and imagination among young and talented designers, opening doors to opportunities, as well as contributing towards industry growth.”

BEST BOOTH DESIGN CONTEST

The wisest entrepreneurs are ones that think of everything when it comes to their businesses and that include how it looks when presented to the public. Stand out from the rest by spilling your overflowing creativity on your booth in the upcoming fair.



2016 Grand Prize Winner (27m² and below)
BLUEEDGE SDN BHD



2016 1st Runner Up (27m² and below)
LILY SDN BHD



2016 2nd Runner Up (27m² and below)
BANWAY MARKETING SDN BHD



2016 Grand Prize Winner (36m² and above)
PREMIUMLOGY HOLDING SDN BHD



2016 1st Runner Up (36m² and above)
CSTRade MARKETING (M) SDN BHD



2016 2nd Runner Up (36m² and above)
ALLAN D'LIIOUS MARKETING (M) SDN BHD

EXHIBITORS NIGHT

Enjoy a wide range of delicious food and drinks while socializing with like-minded entrepreneurs in the Gifts, Premium & Stationery industry from all across the world during the Exhibitors' Night. Let's build up your network with every drink!

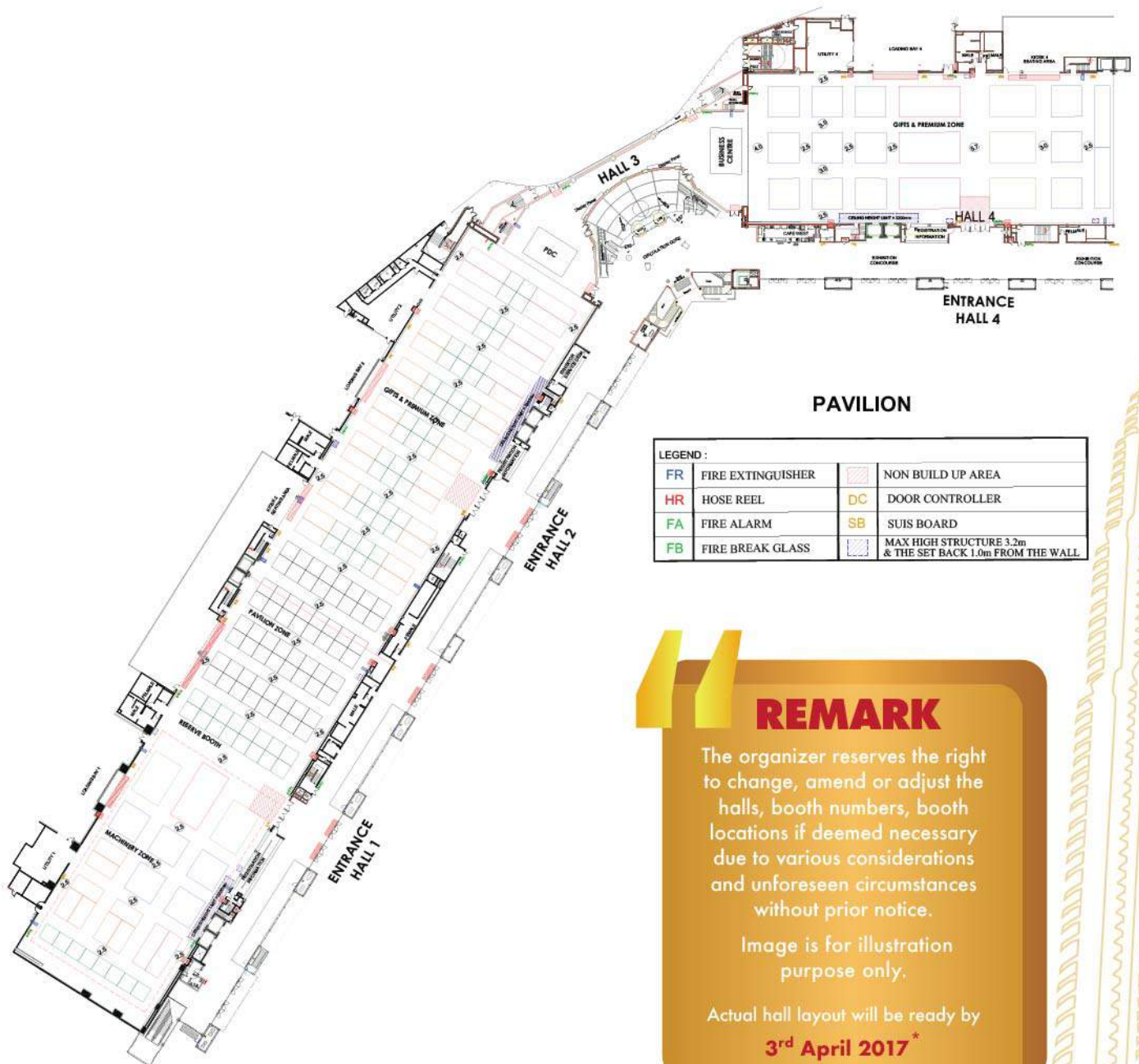




HALL LAYOUT*

KLCC CONVENTION CENTRE

HALL 1 - HALL 4



REMARK

The organizer reserves the right to change, amend or adjust the halls, booth numbers, booth locations if deemed necessary due to various considerations and unforeseen circumstances without prior notice.

Image is for illustration purpose only.

Actual hall layout will be ready by

3rd April 2017*



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- Awards/trophies/badges & pins
- Bags & leather goods
- Display products
- Drinkware/mugs/ceramics
- Gold & jewellery
- Hampers/party packs/ food as gifts
- It & electronics/ timepieces
- Lanyards & ribbons
- Machinery & imprint services
- Packaging & paper products
- Pewterware/crystals
- Portfolios & diaries
- Sports, games & toys
- Umbrellas/sunshades
- Writing instruments/desktop accessories/wooden products
- Others

COST OF PARTICIPATION (✓ whichever is applicable)

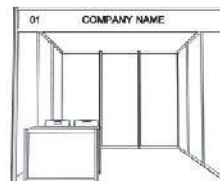
A
PACKAGE

☐ shell scheme / 9sqm

USD2,400

☐ raw space / 9sqm

USD2,200



- Carpeted Floor Space
- Fascia Board with Exhibitor's Company name
- 1 unit of information counter
- 2 units of folding chair
- 2 units of fluorescent light
- 1 unit of 13amp Power Point

B
PACKAGE

☐ shell scheme / 9sqm

USD2,650



- Carpeted Floor Space
- Fascia Board with Exhibitor's Company name
- 7 units of shelving
- 3 units of lockable cupboard
- 1 unit of round table
- 4 units of folding chair
- 4 units of armed spotlight
- 1 unit of 13amp Power Point

C
PACKAGE

☐ shell scheme / 9sqm

USD2,700



- Carpeted Floor Space
- Fascia Board with Exhibitor's Company name
- 4 units of shelving
- 3 units of netting
- 3 units of lockable cupboard
- 1 unit of round table
- 4 units of folding chair
- 4 units of armed spotlight
- 1 unit of 13amp Power Point

BOOKING FORM

MODE OF PAYMENT

Cheque or Telegraphic Fund Transfer to **MALAYSIAN GIFTS & PREMIUM ASSOCIATION**
For Overseas Exhibitor - United Overseas Bank Berhad(UOB), Sri Menjalara Branch, Kuala Lumpur, Malaysia
A/C No. 376 355 220: SWIFT CODE NO: UOV BMY KL

COMPANY

ADDRESS

CONTACT PERSON

DESIGNATION

TEL

EMAIL

COMPANY STAMP

MOBILE

FAX

WEBSITE

AUTHORISED SIGNATURE

The applicant understands and agrees that the allocation of space size and location is at the Organiser's absolute discretion.
FOR ORGANISER'S USE ONLY

Date Received: _____ Remarks by: _____
Handled by: _____

For more information, please contact:
Malaysian Gifts & Premium Association (0271-090WKL)
Formerly known as Malaysian Gifts & Premium Entrepreneur Association
67-2, 2nd Floor, Block F, Zenith Corporate Park, Jalan SS7/26, 47301 Petaling Jaya, Selangor, Malaysia.
Contact person: Suzanna Tel: +603-7887 3338 Fax: +603-7880 2228 Mobile: +6012-429 7880
Email: enquiry@mgpa.org.my Website: www.malaysiagiftsfair.com.my or www.mgpa.org.my

Organised by:



Co-organised by:



Endorsed by:



Official Fair Manager:



Supported by:



Media Partners:





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SERVING PARTIES

ORGANISED BY:



MALAYSIAN GIFTS & PREMIUM ASSOCIATION

Formerly known as Malaysian Gifts & Premium Entrepreneur Association
Blk F, 67-2, 2nd Floor, Zenith Corporate Park,
Jalan SS7/26, 47301 Petaling Jaya, Selangor, Malaysia.
Tel: +603-7887 3338 | Fax: +603-7880 2228
Mobile: +6012-429 7880 | Email: enquiry@mgpa.org.my

CO-ORGANISED BY:



THE FEDERATION OF STATIONERS AND BOOKSELLERS ASSOCIATION OF MALAYSIA

Unit No. B-10-5, Level 12(10th Floor), Block B,
Menara Uncang Emas, No 85, Jalan Loke Yew, 55200 Kuala Lumpur.
Tel: +603-9200 9988 | Fax: +603-9200 4566
Email: info@pppabm.org.my | Website: www.pppabm.org.my

FAIR MANAGER:



LINS COMMUNICATION SDN BHD

No. 72-1, Jalan Metro Pudu, Fraser Business Park,
Off Jalan Yew, 55100 Kuala Lumpur, Malaysia.
Tel: +603-9221 3388 | Fax: +603-9223 8688
Email: info@linscomm.com.my | Website: www.linscomm.com.my

STAND/ELECTRICAL CONTRACTOR:



ES EXHIBITION SERVICES SDN BHD

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56000 Kuala Lumpur, Malaysia.
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Website: www.esexhibition.com

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