



1st MALAYSIA KLANG INTERNATIONAL EXPO 2015
& 3rd KLANG YIWU FRIENDSHIP CITIES INTERNATIONAL COMMODITIES EXHIBITION

第一届马来西亚巴生国际展览会
暨第三届巴生义乌友好城市国际商品展



Exhibition Date 展出日期: 4-6.12.2015
Show Time 展出时间: 10.00am-6.00pm

Exhibition Venue 展出场地: GM Klang Wholesale City (GM Klang 批发城)
Jalan Kasuarina 1, Bandar Botanik Capital, 41200 Klang, Selangor Darul Ehsan, Malaysia.

挺进中国东盟丝绸之路 创造百亿商机

ADVANCING INTO CHINA ASEAN SILK ROADS
CREATE A MULTI-BILLION BUSINESS OPPORTUNITY

• 东盟商业配对洽谈会 ASEAN BUSINESS MATCHING SESSION •



主办单位 / Organized by:

• 巴生中华总商会
Klang Chinese Chamber of Commerce and Industry (KCCCI)

场地赞助 / Venue sponsored by:

• Gamuda GM Klang Sdn Bhd

www.klangyiwu.org



我们坚信，巴生作为马来西亚首要港市，以及本区域物流和进出口经贸重要枢纽，可成为商家进入世界市场，尤其东盟、印度、中东、澳洲及纽西兰22亿人口南亚市场的桥梁；巴生与国际知名小商品批发城中国义乌结合，能为两地及世界商家提供实际开拓庞大国际商品市场的机会。

We firmly believe that as the leading port city of Malaysia and an important hub for logistics, import and export trade of the region, Klang can become the gateway for business people to enter the global market, especially the South Asia market which has a combined population of 2.2 billion comprising, ASEAN, India, Middle East, Australia and New Zealand. By joining forces, Klang and Yiwu, China's internationally well-known wholesale city for small commodities, can offer immense opportunities for business people from the two cities and the rest of the world to explore the vast international commodities market.

KYICE举办目标:

- 强化巴生作为世界级港口城市的优势，马来西亚作为中国商家进攻南亚的桥头堡地位，更快捷、精准地为国内外企业与专业买家衔接合作平台，寻找商业伙伴，把马中产品推向全球。

为何选择KYICE展会?

- 已累积二届的好评并获得热烈回响，知名度与口碑已成功建立。
- 展会具生动性与可塑性，贴心的“主题活动”，包括商品展区、讲座论坛、经贸洽谈，让参展单位、商家与民众皆获益良多。
- 锁定目标邀请参展单位与团体、跨国企业、国际采购商和连锁企业到会。
- 合理的参展摊位收费，展期安排恰到好处，全方位的商贸宣传推广，并提供本区域最多元丰富的商品种类。
- KYICE举办地点GM Klang批发城，距巴生港口仅8公里，经高速公路通往首都吉隆坡与吉隆坡国际机场，只需30分钟。

到马来西亚经商的理由:

- 政府亲商政策给予外商各种经商和投资上的优惠与便利。在政府经济转型计划 (ETP) 下，批发与零售业被定为国家关键经济领域 (NKEAs) 之一，获大力推动。大马人口成长率快速 (2.3%)，对消费需求庞大。
- 全球20大贸易国之一，也是第16大出口国；全球最具竞争力国家排名第21，亚太排行前5位；东盟最大中国贸易伙伴国，东盟区内贸易第2大贡献国。
- 华人是马来西亚第二大族，华商是国家经济动力。全球华商在此经商不会面对语言、文化障碍。马来西亚人精通多种语言，如中、英、马来语、华人各种方言。
- 政局稳定、社会安宁、人民和谐，房产价相对便宜，是投资、经商及居住理想地点。
- 马来西亚华商了解东盟与清真市场的特性与需求，马来西亚伊斯兰宗教局制定的清真条例成为全球认证标准，对开拓中东与国际伊斯兰市场事半功倍。
- 有发展良好的贸易支援设施、基建和运输系统；专业的商贸文化、严格和公平的贸易条例；民众和商家利益获法律全面性保护。
- 东盟经济共同体 (AEC) 将在2015落实，东盟作为一体化市场和产生基础，将使区域内的企业更具竞争性和效率。
- 东盟拥有6亿人口，贸易总值更高达2.5兆美元 (约8兆令吉)，同时预计每年有超过5%的国内生产总值 (GDP) 增长，可说是商机无限。
- 为建成共同市场、共同生产设施及共同分销渠道，东盟经济共同体要实现5个要素的自由流动，即：资金、商品、服务、投资与劳务。
- 而马来西亚将于今年轮值担任东盟主席国，商家应把握机会，利用大马作为东盟主席的平台，把业务拓展到国际市场及走进东盟市场，让2015年成为大展宏图的一年。

Objectives of KYICE:

- To enhance the competitive edge of Klang as a world-class port city and Malaysia's position as the beachhead for Chinese business people to venture into South Asia, providing a cooperative platform for Malaysian and Chinese businesses to connect with foreign enterprises and professional buyers more speedily and accurately, thereby marketing Malaysian and Chinese products to the rest of the world.

Why KYICE?

- It has built up its prominence and track record with the success and favourable response received in the last two exhibition;
- It is an interactive and flexible exposition featuring visitor-friendly Themed Activities such as commodities exhibition zone, forums and talks, business matching, benefiting the exhibitors, business people and the public;

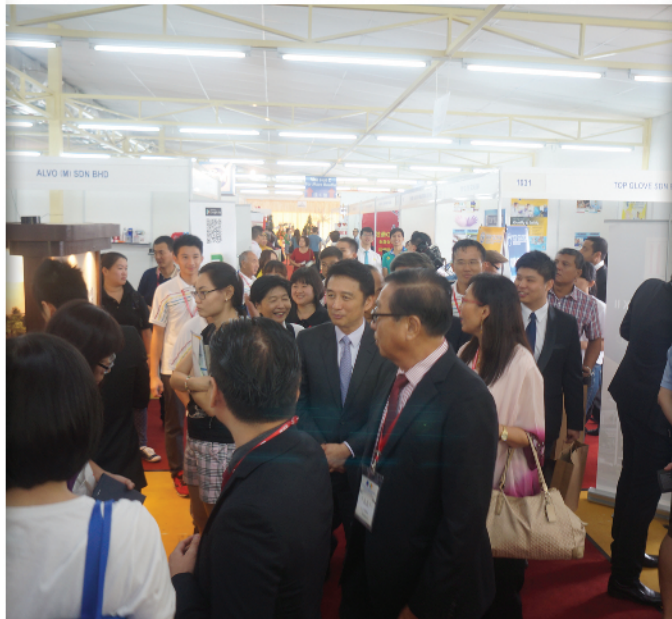
- It is an exposition designed for targeted exhibitors, organisations, multinational companies, international buyers and chains;
- It offers reasonable booth rentals, timely exhibition schedule, comprehensive promotion and publicity, and the most diversified varieties of commodities;
- It has excellent accessibility as the exhibition venue, GM Klang Wholesale City is only 8 kilometers away from Port Klang and 30 minutes from Kuala Lumpur and the Kuala Lumpur International Airport (KLIA).

Reasons for doing business in Malaysia:

- Business-friendly government policies which offer a variety of business and investment concessions and convenience to foreign investors. The wholesale and retail sector has been actively promoted and earmarked as one of the National Key Economic Areas (NKEAs) under the government's Economic Transformation Programme (ETP). The demand for consumer goods is immense in view of the rapid population growth (2.3%) of Malaysia.
- Malaysia is ranked one of the world's top 20 trading nations and the 16th largest exporting nation; ranked 21 in terms of competitiveness in the world and 5th in the Asia Pacific region. In addition, it is China's largest trading partner among ASEAN nations and the second largest contributor of intra-ASEAN trade;
- Malaysia has a sizeable Chinese population (the second largest ethnic group in the country) which is also the country's economic drivers. There is no language or cultural barriers for business people from China to do business here. In addition, Malaysians are multilingual and proficient in various languages such as Chinese, English, Bahasa Malaysia and Chinese dialects;
- Political and social stability, and ethnic harmony enjoyed by Malaysia coupled with relatively cheap house prices have made it an ideal destination for investment and living;
- A good understanding and insight by Malaysian Chinese business people on the characteristics and demand of ASEAN and Halal market. The regulations on Halal products formulated by the JAKIM (Department of Islamic Development Malaysia) have become the global benchmark for Halal certification, significantly facilitating the development of international Halal markets in the Middle East and the world; and
- Availability of well-developed trade-supporting facilities, infrastructure and transportation system; professional business culture, strict but fair trade rules which provide comprehensive legal protection to the public and the business community.
- The ASEAN countries are engaged in a process to transform ASEAN into a real economic community by the end of 2015. With the aim of grouping Asean countries into a single market and production base to allow for real scale companies operating in the region to be competitive and efficient.
- Asean has a population of nearly 600 million people, total trade reached approximately US\$2.5 trillion. At the same time, it was forecasting the GDP growth rate is exceed 5% per year, this is an important indicator of business opportunity.
- The AEC sets the foundations of a single market and production base allowing for the free movement of goods, services, investment, capital and skilled labor.
- Malaysia has now officially become the ASEAN 2015 Chairman, The businessmen should take advantage of its ASEAN chairmanship platform to explore the vast international and Asean market, let 2015 be the of great success.

参展对象 / Targeted Exhibitors

邀请中国义乌及各地、马来西亚巴生及其他地区，以及东盟国家的制造厂商、批发、分销、连锁及服务企业参与。
Invite manufacturers, wholesalers, distributors, chain businesses and service industry companies from Yiwu, all around China, Klang and ASEAN to participate as exhibitors.



展会3大主题 / Exhibition Highlights

- 主题展区：商品展览馆和展销
琳琅满目的国内外商品，设有本地馆和国际馆。
Themed Areas: Product exhibition
To ease navigation through the huge expo grounds, exhibitors will be grouped according to themes such as domestic products and International Pavilion.
- 主题活动：高峰论坛
Activities Highlights : Seminars and summits
- 主题洽谈：商业配对洽谈
创造百万商机的洽谈会，包括招商引资及贸易合作的商业配对洽谈会，其商业包括双边投资、分销、批发、零售及投资设厂。
Themed Business Matching: Business and Trade Negotiation
Focus on attracting new investors and trade negotiation. Businesses include bilateral investment, distribution, wholesales, retail and investment for the setting up of factory.

参展范围 / Exhibition Scope

- 清真食品 / 食品工业及农业：食品类、农产品。
Halal food / Food industry and agriculture: Foodstuffs, agricultural products.
- 日常用品：清洁护理用品，塑料玻璃制品，皮革制品，餐厨用品。
Daily household products: Cleaners and toiletries, plastic and glass bottles products, leather products, cookeries.
- 电子电器：电子产品，电器产品，配件器件，灯具灯饰，安防技防。
Electronic and electrical products: Electronics, electrical appliances, accessories, lights and lamps, security and safety products.
- 机械五金：工具五金，建筑五金，日用五金，机电机械，卫浴洁具。
Machinery and hardware: Tools and hardware, building tools and hardware, hardware for daily use, machinery, bathing products.
- 服务业：通信服务和信息服务，金融、物流、批发、电子商务、农业支撑服务以及中介和咨询等专业服务，教育、医疗保健、住宿、餐饮、文化娱乐、旅游、房地产。
Service related industry: Communication and information service, finance, logistics, wholesale, e-Commerce, agricultural supporting services and intermediary and consultancy services, education, medical and healthcare, accommodation, food and beverages, cultural and entertainment, tourism, and property.

展会亮点 / Special Highlights

- 游走世界
聚焦东盟市场，向国际买家展现产品，开发国际清真市场。
Walk the world
Focus Asean Market feature product to international buyer.
- 欢迎鸡尾酒会
促进买家和参展商的互动网络，创造商机平台。
Welcoming Cocktail
Promote Buyer-seller interaction networking
- 国际买家活动
一对一商业配对洽谈会，买家和卖家，一拍即合。
International buyer activities
One to One Business Matching Sessions
- KYICE 奖项
最创意展位设计奖，创意提升商机，打造品牌知名度。
KYIEC Award
Most Innovative Booth Design Award



参展商所获得利益 / Exhibitors' Benefits

- 涵盖在参展配套内的附加价值广宣促销：
These key tools for value-added publicity and promotion are included in the participation package:
- 展会指南
刊登参展商资料和参展项目，分发给参访者，没有额外征收费用。
Show directory - publish exhibitors info and exhibit products, distribute to the visitors.
 - KYICE网站
将参展商资料挂上KYICE网站，买家可通过网站讯息获取更多资料。
KYICE website links - Buyer can search for more exhibitors' info in KYICE website.
 - KYICE / KCCCI电子报
通过电子报广宣参展公司讯息
KYICE / KCCCI e-letter - E-letter preview to showcase exhibitors' products.
 - 参访者促销
主办单位将提供邀请卡（电子版邀请卡）给参展商，以协助参展商广宣。
Visitor promotion - Organizer will provide exhibitors with the invitation cards (e-version) to assist exhibitors in promoting your participation.
 - 预先安排的商业配对洽谈会
与国际买家会面及开发新市场。
Pre-arrange business matching sessions - to meet international buyers and pursue new market leads.

第一届 (2015年) 马来西亚巴生国际展览会 暨第三届巴生义乌友好城市国际商品展 1st Malaysia Klang International Expo 2015 & 3rd Klang Yiwu Friendship Cities International Commodities Exhibition

日期 / Date : 4 - 6. 12. 2015

时间 / Time : 10:00am - 6:00pm

地点 / Venue : GM Klang Wholesale City,
Jalan Kasuarina 1, Bandar Botanic Capital,
41200 Klang, Selangor Darul Ehsan, Malaysia.

入场 / Admission:

- 开放予任何专业人士、贸易商以及商家。仅于05-06/12/15开放予公众，必须登记。

The exhibition is open to professionals, traders and businessmen. Only open to public on 05-06 Dec15, register is a must.

- 商业配对洽谈必须提前向主办单位登记。Business matching session must register with the organizer in advance.

所有入场者必须衣着得体，主办单位保留拒绝任何衣着不恰当者入场的权利。

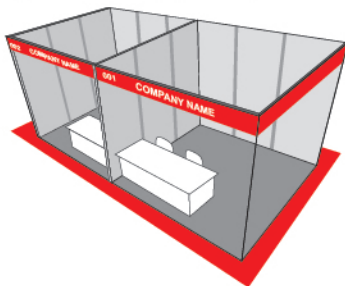
- All visitors must be in proper business attire. The organizer reserves the right to refuse entry those deemed inappropriately dressed.

参展详情 / Participation Detail:

- 标准摊位 Standard Booth -
面积 / Size: 9 sq. meter (3m X 3m)
- RM 4,000 (每摊位 / per booth)
- 在8月31日前签订摊位，每摊位RM 3,600。
Early bird booking before 31th August ,
RM 3,600 per booth.
- *(以上价钱包含6%消费税)
*(Including 6% GST)

摊位标准设施 / Booth standard facilities:

- 摊位名称 (包括参展商公司名称和摊位号码)、地毯、2个光灯、1张桌子、2张椅子、1个13 Amp电压插座及垃圾桶。
Fascia board with exhibitor name and booth number, needle punch carpet, 2 nos. spotlight, 1 no. information desk, 2 nos. chairs, 1 no.13 Amp power point and rubbish bin.



*标准摊位设计
以主办方的最终
设计方案为准

- 备注 / Remark: 角头摊位必须至少2个摊位
For corner lot space, minimum booking of two booths.

光地 / Bare Space:

- 标准面积 / Standard size: 18 sq. meter
- RM 350 每平方米 / per sq. meter
- 光地只是租用空地而已，参展商必须自行负责摊位设计、建筑和所有设备。参展商必须采用大会所指定的电器和建筑供应承包商。

指定承建商、展具灯光租用 / Official Contractor

ES Exhibition Services Sdn Bhd
7, Jalan 1/118C, Desa Tun Razak, 56000 Kuala Lumpur,
Wilayah Persekutuan, Malaysia.
+603-9172 1598 / +603-9171 5598

指定酒店 / Official Hotel

Premiere Hotel, Klang (4星/ 4 Star)
Bandar Bukit Tinggi 1/KS6, Jalan Langat, 41200 Klang,
Selangor Darul Ehsan, Malaysia.
+603-3325 6868 / +603-3325 6869

*距离GM Klang 仅5分钟车程。5 minute travel distance from GM Klang.



巴生介绍 / Overview of Klang

- 地处马来西亚最先进州属雪兰莪及最富裕地区巴生谷，是国内工商业与贸易发展最发达地区之一。有多条贯穿吉隆坡与南北城市的高速大道，距离吉隆坡与吉隆坡国际机场仅30分钟车程，方便外商。
- 毗邻全球第12大的巴生港口 (位于东南亚核心地带)，进出口运输费用低廉；深水码头，是许多船运公司在东南亚的区域转运站；交通与物流顺畅，基本设施与金融便利完善，是贸易、分销与转运出口最佳落脚地。
- Situated in Klang Valley of Selangor, the most advanced state and the most affluent region of the country, Klang is one of the most developed areas in Malaysia in terms of industrial, commercial and trade development. It is crisscrossed by an extensive network of expressways and highways, linking it to Kuala Lumpur and cities in the north and south. It is only 30 minutes from Kuala Lumpur and the Kuala Lumpur International Airport and is conveniently accessible, especially for foreign investors.
- Klang is adjacent to Port Klang, the 12th largest port in the world (located in the heart of Southeast Asia). The port offers low import and export transportation cost and a deep sea harbour complemented with excellent transportation and logistic facilities, sound infrastructure and financial services. This has made it an ideal destination and transit point for shipping and forwarding companies, importers and exporters, and distributors.

巴生中华总商会简介 / Profile on Klang Chinese Chamber of Commerce and Industry (KCCCI)



- 1946年5月28日创立。与全球华商建立商贸联系网络，接待中国各省市招商团，带团到国外参与商展，鼓励中小型企业走向国际，与海外采购商建立联系。
- 在国内是华商与政府部门的桥梁，通过外贸促进局对外招商，强化巴生世界级港口优势，打造巴生生成国际贸易中心、批发城和本区域进出口转运站。
- The Chamber was founded on 28 May 1946. It has established extensive business network with Chinese entrepreneurs throughout the world. It receives investment missions for various Provinces and Municipalities from China and leads delegations to take part in overseas trade fairs. KCCCI encourages local Small and Medium Enterprises to go global and forms linkages with overseas buyers.
- The Chamber acts as a bridge between Malaysian Chinese business people and the authorities and through the Malaysia External Trade Development Corporation (MATRADE), invites foreign investors to invest in Malaysia. It strives to enhance the competitive edge of Klang as a world-class port city and transform it into an international trade centre, wholesale city and a regional entrepot.

现在就登记参展 / Register your participation now with:



巴生中华总商会

Klang Chinese Chamber of Commerce and Industry

Address : 42 A, Lebuhr Enggang, 41050 Klang, Selangor Darul Ehsan, Malaysia.

Tel : +603 - 3343 9289 Fax: +603 - 3344 7362

Email : Klang.ccci@gmail.com / info@kccci.org.com

Facebook : http://www.facebook.com/kccci

Website : http://kccci.org.my / http://www.klangyiwu.org