



SELANGOR INTERNATIONAL EXPO 2017

Malaysia's Global Trading Hub

Selangor - The Gateway to ASEAN

Malaysia's key trade event returns for the 3rd year to Selangor, the economic heart of Malaysia. As a major global trading hub, Selangor International Expo 2017 creates an ideal environment for local and foreign ventures to connect, collaborate and take their businesses to the next level.



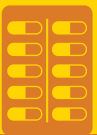
Food &
Beverages



Halal



Life
Sciences



Smart
City



Future
Commerce



7-17
September

From
10.00 am
to
6.00 pm

**Setia City
Convention
Centre (SCCC)**

The Objectives

- To position Selangor as a **global trading hub**
- To be the perfect avenue for **marketing, collaboration** and **partnerships**
- To create a platform for local and foreign **MNCs, SMEs** and entrepreneurs to showcase their products and services
- To provide exposure and information on the **latest technologies**



Supported by Malaysia's famous and most prominent celebrity-entrepreneurs.

2016 Track Record

Each year, the participation keeps growing with the thriving opportunities that we have created.

Total number of booths	Total number of visitors	Participating regions	Participating companies	Transaction volume
525	10,689	15	373	RM100mil

The event has received **wide media coverage** and **viewership from the masses.**

Digital & Social Media

Facebook + Twitter + Youtube + Website
22 mil engagements

Mainstream Media

Newspaper + Radio + Inflight Magazine + Outdoor Advertising
41 mil audiences



Officiated by
The Right Honourable
Dato' Seri Mohamed Azmin Ali
Dato' Menteri Besar Selangor
(Chief Minister).





Selangor at a Glance

Have a look at what the golden state of Malaysia has to offer.

The creation of more than **373,063** employment opportunities*

4,852 approved manufacturing projects*

More than **1,380** MSC companies**

Total FDI of **RM65.6 billion*** (US\$14.7 billion)

Source:
*Malaysian Investment Development Authority (MIDA) from 1999 - Sept 2016 (Statistics of manufacturing sector only)
**Malaysia Digital Economy Corporation (MDeC), as of 31 December 2016
Currency: 1 USD = 4.4515 MYR / 1 MYR = 0.2246 USD (Dated: 19 January 2017)

Reasons to Exhibit



Strategic way for **business** and **brand exposure**



Engaging potential clients and customers



Chance to build **collaborative partnerships**



Exploring **market potential**



Creating knowledge for product requests



Educating the public



Increasing business revenue



Making a mark in **foreign market**



Promote your company



Chance to find **new suppliers**



Generate sales leads



Increase your product and service profile

Exciting Engagements Happening at the Event

International Conferences



Networking Sessions



New Product & Technology Showcase



Renowned Speakers



Business Matching



Hear Their Thoughts



“ Good for those who want to learn how to expand their business. ”

Dynas
Actress, TV Host, Entrepreneur



“ It is better to firm up your business here as the market is stable with no language barrier as compared to other Asian countries. ”

Hans-Peter Ressel
CEO, Lazada



“ Firms can track their presence and see whether they are visible in the market. ”

Lim Su Ann
Google Malaysia
Industry Manager



“ Great platform for new e-commerce firms to shout out their brands to the masses and this will not cost them an arm or a leg. ”

Melissa Chan
Founder, EA Creative



“ This place is the platform for e-commerce businesses. ”

Bryan Lee
Shang Hai Publishing Sdn. Bhd.



“ This expo will enable us to gauge our customers and strengthen our network. ”

Naz
TV Host



“ I find it convenient as now I can learn to do more digital marketing. ”

Dhanya Pratap
(Business owner from India)
NZ Softlets Sdn. Bhd.

Register now and discover a world of opportunities.

www.selangorexpo.com [selangorexpo](https://www.facebook.com/selangorexpo) [#SelangorExpo](https://www.instagram.com/SelangorExpo)

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