



KOREA EXPO 2017 ARIRANG WEEK

20-22 JANUARY 2017

MIDVALLEY EXHIBITION CENTRE
MVEC, KUALA LUMPUR

TREND

FASHION

KPOP

FOOD

COSMETICS

LIFESTYLE



www.koreaexpo.com

Organised by:

ALT | exhibitions

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Korea Trend in Malaysia

In 2011, the Food and Agriculture Organization (FAO) estimated that South Korea was the 10th-largest importer in the world.

Korea and Malaysia established diplomatic relations in 1960. Both countries are closely cooperating in various international trade.

Republic of Korea is the 6th largest export destination for Malaysian products and Malaysia is the third largest trading partner for Republic of Korea.

K-wave has expanded its reach to not only K-dramas and K-pop. Korean food products, Korea cosmetics brand, Korea fashion brand, and more can now be seen in the Malaysia Market.

Korea Expo 2017 – Arirang Week takes pride to promote the excellence of Korean products from Food to Fashion, Cosmetics, Lifestyle Trend, Electronics, and more to the Malaysia market.

Korea Exoo 2017 – Arirang Week featuring more than 100 exhibitors from Korea and Malaysia, which dealing with products made in Korea.

Contact Ms Michelle / Euvince at 03 9058 0899 or email to michelle@altexpo.my / euvince@altexpo.my / support@altexpo.my for prime location booking.



Why you should be part of KOREA EXPO 2017 – ARIRANG WEEK



Create Brand Awareness



Build Customer Relationships



Engage New Distributor



Secure New Client



Boosts Sales



New Product Launches



Comprehensive Press Coverage



Special Promotion/Campaign





SHOW HIGHLIGHTS

- Food Tasting
- Product Demonstrations
- More Than 100 Products Selections
- Great Discounts Up to 50%
- Lucky Draws



EXHIBIT PROFILE

- F & B
- Foodstuff
- Apparels
- Fashion Accessories
- Education
- Electronics / Home Appliances
- Hair & Cosmetics
- Healthcare & Spa Products
- Travel Package



THE VENUE



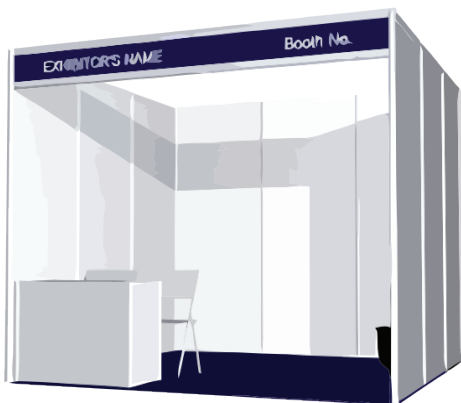
Mid Valley Exhibition Centre (MVEC) is proved to be a popular venue as it is strategically located within one of Malaysia's most popular shopping mall, Mid Valley Megamall. Its central location and good accessibility makes Mid Valley

Mid Valley Megamall is accessible via a vast network of roads and highways that link the Megamall to various residential and business addresses, as well as KL Sentral, main LRT stations and the Kuala Lumpur International Airport (KLIA).

A complimentary shutter bus service is provided by Mid Valley Megamall for visitors to and from the Bangsar LRT Station daily. The Mid Valley KTM commuter station which provides direct access to the Megamall via a covered pedestrian bridge, brings in an average of 10,000 passengers each day.



COST OF PARTICIPATION



BARE SPACE ONLY
- RM 750 per sqm

WALK ON PACKAGE
- RM 800 per sqm

- Needle punch carpet
- White polyester laminated panels for back wall & two side walls and fascia board
- Adhesive Vinyl letters for exhibitor's name and booth numbers on the fascia board
- Fluorescent lights (40 watts)
- Folding Chair
- Information Counter
- Round Table
- Wastepaper Basket

ADVERTISING & PROMOTION

The organizer will provide a comprehensive event publicity and promotion prior the event which ensure the maximum event's exposure reaching out to the targeted audience on a timely and most effective manner. Exhibitors are interested to take up various sponsorship package to enhance their branding and marketing promotion during the event, please contact the show organizer for more details.

The Leading Show Organiser of:

- **Early Childhood Education Expo 2016 / 2017**
- **Myanmar Franchise Expo & Conference 2016 / 2017**
- **MyanJob Expo and Conference 2016**
- **Myanmar Food & Restaurant Expo 2017**
- **Myanmar Builders Expo 2017**
- **Myanmar Pharmaceutical, Medical & Hospital Expo (PMH 2017)**

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