

How to Participate

BOOK YOUR STAND - To discuss the opportunity to your company at Agroworld 2021- 8th Edition further or to view the floor plan and book your stand today.

SHELL SCHEME BOOTH



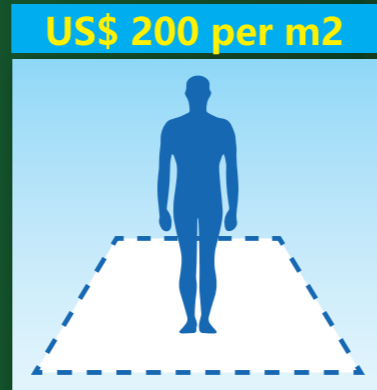
(3 M X 3 M = 9 m2)
US\$ 2,000 per booth

Your stand will include :

- Modular Walls
- Name Board
- Carpet
- Lighting
- 13 Amp Power Socket
- Basic Stand Cleaning
- Furniture Package Comprising
- 1 x Table
- 2 x Chairs ,
- 1 x Paper Basket.

RAW SPACE ONLY

Your company is free to design and construct its own stand
(Min 18 m2)
US\$ 200 per m2



IMS Profile

IMS International Exposition Group is made up of a team of professional dedicated to the organisation, management, and operations of International level trade shows and conferences, through Asia. Being as a long established event organiser, our in depth knowledge of local conditions enable us to produce more than 600 International standard trade events, recognized for their innovation, uncompromised, timeless quality and right focus.

Since our establishment in 1983, we have become synonymous with our strategic trade shows, covering a wide spectrum of industries from Specialty events : "Defence", "Law Enforcement", "Navy", "Civil Defence" to Commercial & Industrial sectors are ; Manufacturing Machinery, Industrial Automation, Food Processing and packaging, Weldex & Fasteners, Food & Hotel, Education & Career, Health & Wellness, Agriculture, Livestock, Aquaculture, Bakery & Confectionery, Car shows, Jewellery and many of these trade shows are leaders in their respective industries.

We have also co-operated and partner with numerous of local and International NGOs, Government sectors, in exhibitions (G2G, G2C, B2B) and conferences, around Asia / Pacific regions. With our solid track records and our unyielding commitment to bringing out the best in all events. Today, IMS has established a very strong marketing networks, spread all over business destinations in Asia countries.

Organise by :



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8th
















AGROWORLD EXPO

2021年马来西亚第八届
国际农业科技博览会



07-09 MAY 2021
MELAKA INTERNATIONAL TRADE CENTRE

EXHIBITION CATEGORIES

 Climate-smart Agriculture	 Disease & Pest Control	 Food Losses & Waste	 Controlled Environments	 Biotechnology
 ICT In Agriculture	 Mechanisation	 Nutrition	 Organic Agriculture	 Precision Agriculture
 Renewable Energy	 Saltwater Agriculture	 Soil & Plant Health	 Water Management	 Urban Agriculture

Incorporated :
LANDSCAPES and GARDENING MALAYSIA 2021

FEEDS & LIVESTOCK 2021

AQUACULTURE 2021

MALAYSIA'S PREMIER AGROWORLD EXPO

As the mainstay of the nation's food sovereignty and food security ,agriculture remains the focal point of government efforts to promote it in communities through out Malaysia .

The 2020 -edition of the biennial AGROWORLD event,that take place together with the Livestock and Aquaculture ,and Landscape programme .actively promotes agriculture and agro-based industries,showcasing all the different components of this fast growing industry.Spear heading food exports of paramount important with agriculture being a high income generator. Motivating young entrepreneurs to participate in agro-based industries as their career is also prioritized to take the industry by new heights.

The outstanding Agroworld fair ,which build on the success of previous such events,present myriad opportunities for industry players thought the 3 days event. Participants will not only network and learn agriculture methods and innovations but also take part in a movement that will propel Malaysia into leading the agricultural revolution taking place around the world.

WHO WILL YOU MEET AT AGROWORLD SHOW

Agroworld Malaysia 2020,enter in its EIGHT Edition held in Malacca, recognizes that no organization alone has the ability to solve the challenges along the value chain in critical to changing system at scale .

Agroworld Expo,every year brings together decision-makers and leaders from industry , government , research and education ,finance and investment and civil society to enable cross-sector collaboration.

For Agroworld Expo we have developed a marketing plan to deliver over 6,500 visitors from around the world ,with s strong focus on buyers from the Asia and emerging marketing places in South East Asia .

Visitors By Main Company Activity	Visitors Main Areas of Interest	Top Visitors Job Function
45 % Food Producers	18 % Organic Agriculture	45 % Farmers
18 % Suppliers / Distributors	6 % Biotechnology	15 % Breeders
4 % R & D	14 % Durian Farm Technology	16 % Executive Management
5 % Landscape Consultant	11 % Seeds Technology	1 % Palm Oil Mills
10 % Livestock Farms	8 % Agriculture Hardware and Equipment	12 % Engineers / Consultants
6 % Aquaculture Farms	4 % Climate Smart Technology	3 % Research / Scientist
2 % Investors	13 % Disease & Pest Control	6 % Project Consultant
6 % Development Agencies	7 % Soil Health	2 % Exporters
2 % Government	5 % Nutrition	
2 % Finance / Bank	3 % Water Management	
	4 % Drone Technology (Farm)	
	5 % Finance & Investment	
	2 % Controlled Environment	

Attracting THE BUYERS

The Exhibition Over 150 suppliers from Asia will showcase hundreds of working products and Innovative Agriculture Solution methods to help agriculture professionals right along the value chain.

Incubator Zone This is an area of the exhibition that features start-up and early stage companies who are looking to raise their profile by meeting with potential partners and investors who can help scale and grow their innovations.

Opening Innovations Theatre This Semi-open areas strategically located on the exhibition floor gives 30 innovators 30 minutes each to show the audience how their solution could increase yields without damaging the environment

Vertical Farm Visitors will have the chance to learn about vertical farming up close ,with a hi-tech growing system on display in the exhibition area

Science and Research Zone This is an area of the exhibition that gives a platform to universities and R & D institutions to showcase projects and partner with industry to take great ideas from the lab to the market

Awards Agroworld awards will recognise leaders in sustainability and innovation across agriculture with successes across farming sectors, by young farmers,by agtech startups and by R & D being honored.

Round Table Discussions 30 round tables discussion will provide an opportunity for participants to tackle business-critical topics in small groups of 10 lead by industry expert

Technical Tours Technical tours will give participants the opportunity to see innovation in action by visiting some of the very best sustainable farming operation,business R & D facilities in Malaysia.

Livestock Area This display of award-winning livestock will incorporate solution in animal feed and nutrition

Demo Zone The demo zone is located in the exhibition area and accessible to all visitors. Exhibitors will give live practical demonstrations of their products and systems. Live demo slots will offer exhibitors 30 minutes and can be booked as part of an exhibition package .

Delivering YOUR SUCCESS Visitors and exhibitors are encourage to use the meeting system to request B2B meetings before the event to search for relevant buyers and ensure you have meeting booked for your sales team ahead of your trip to the show .

Online Product Showcase Visitors have requested to have more information on the products exhibitors will be selling or to display . So add photos and descriptions of your products and services to our online library ahead of the show.



Exclusive Marketing enhances your brand awareness

A fruitful marketing plan not only can promote the trade show,also strengthen your brand recognition on a domestic and global scale. To give you a great exposure , we provide :

- **Print Media** - A series of Advertisements in the monthly and weekly Newspapers and magazines leading up to the exhibition date.
- **Publicity** - Extensive outreach to the core community,through publishing Press release.
- **Outdoor Advertising** - Effective banners and billboards located "plus highway - North and South " and Malacca main streets .
- **Global Marketing Channel** - Send e-newsletter and SMS to strong database of potential buyers.
- **Targeted direct marketing** - Highly specific telemarketing mailing and invitation to our extensively researched customer database
- Influential website and effective promotion from social media networks , global partners and supporting associations.

Agroworld 2020 is the way to the future of agriculture - be part of it and grow your business.