



THE 16TH MALAYSIAN INTERNATIONAL
FOOD & BEVERAGE TRADE FAIR

11-13 June 2015

Kuala Lumpur Convention Centre, Malaysia

MIFB 2015 - The Tantalizing World of Food Business

With a 15 year track record, MIFB has become an essential platform for F&B industry players to introduce the latest innovation and technology to the world. MIFB aims to bridge the business connection between Malaysia and the world, the world and Asia.

MIFB provides a wide range of products, services, valuable insights and knowledge which assists businesses, from its inception, to its growth phase, to international development.

In the 2014 edition, MIFB has attracted 23,500 trade visitors from 45 countries. With enhanced content for 2015, more than 25,000 trade visitors from around the world are expected to join MIFB to source for new suppliers, gather market information, look for new distribution channels, networking, and to procure products.

MIFB serves as the platform for product launching and showcasing the latest products, while maximizing brand exposure at an international level. MIFB2015 is targeting to attract around 400 exhibitors from various countries, to showcase the latest innovation and local specialties of each country.

Grab this opportunity and register your participation now for the Europe & America Pavilion by MEREBO!

Organizers Sphere Exhibits Malaysia Sdn Bhd
Mutiara Sigma (M) Sdn Bhd

Europe & America Pavilion MEREBO Messe Marketing

Venue Kuala Lumpur Convention Centre (KLCC)

Date and Opening Hours 11 - 12 June 2015, 10.30 - 18.00. Trade Only
13 June 2015, 10.30 - 17.00. Trade & Public

Supporters Ministry of Agriculture & Agro-based Industry
Malaysian Agricultural Research and Development Institute (MARDI)
Marditech Corporation Sdn Bhd
Ministry of Tourism

2014 Statistics

No. of exhibitors	308
Exhibiting nations	26
Trade visitors	23,562

The Participation

That's MEREBO: All inclusive! The main attention of MEREBO is to provide you with full service and high standards to simplify your participation as much as possible. Our renowned partners for freight forwarding, individual stand design, travel, accommodation, etc. will also support you.

MEREBO and partners are always available on-site to ensure a smooth show process for you and your company.

Participation Costs

Package Stands		Space only (EUR per m², min. 18 m²)	
within the Europe, America Pavilion		within the Europe, America Pavilion	
9 m ² Row Stand	EUR 2800	Row Stand	EUR 285
18 m ² Row Stand	EUR 5500	Corner Stand	EUR 290
27 m ² Row Stand	EUR 8100	Head Stand	EUR 295
36 m ² Row Stand	EUR 10600		

These items are included in each 9 sqm Package Stand:

Exhibition space, stand construction in Octanorm System, fascia board with exhibitor name and booth number, needle punched carpet, 1 Information counter, 2 spotlights, 2 chairs, 1 Paper basket, 3 Exhibitor badges, 30 Visitor invitation tickets, Daily stand cleaning, Listing in the catalogue

The Venue

Kuala Lumpur Convention Centre is located at the heart of the Kuala Lumpur City Centre (KLCC) development precinct in the capital city of Kuala Lumpur. Designed as a "city within a city" this 40-hectare site offers a stimulating environment within which one may work, live, shop, visit and enjoy life. The component parts are arranged around the KLCC Park designed by Roberto Burle Marx. Completed projects include the signature PETRONAS Twin Towers, the Asy-Syakirin Mosque, the Suria KLCC shopping centre, PETROSAINS, an interactive science discovery centre and the Galeri PETRONAS as well as the Dewan Filharmonik PETRONAS, home of the Malaysian Philharmonic Orchestra. Commercial property and service plants complete the area.

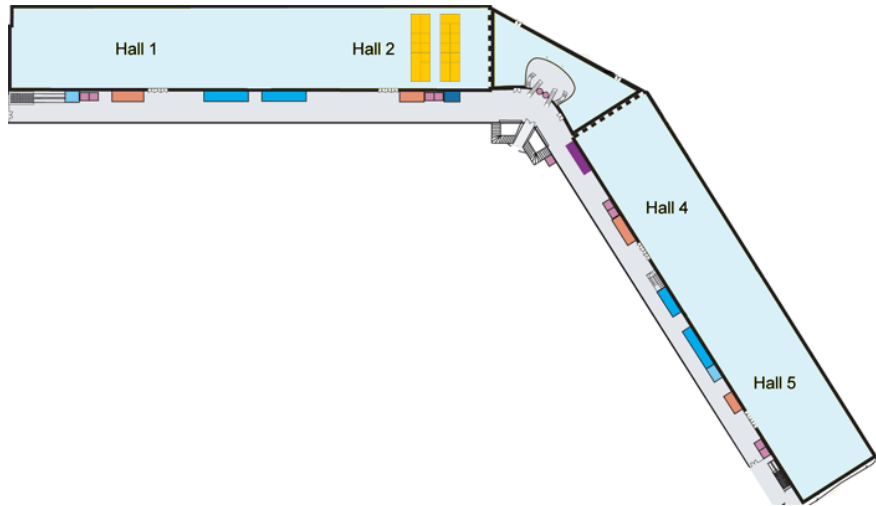


The Exhibition Halls offer 9,710 sqm of flexible column-free, contiguous space. The 9.3m ceiling height, direct vehicle access, under-floor services along with a high floor loading (20KN/m²) make this space ideal for exhibitions and expos, whether supporting large conventions or as stand alone events. With mobile ceiling grids, a festive atmosphere can easily be created for larger banquets.

The Floor Plan

MIFB 2015 / FOOD TECH 2015 will be held in halls 1, 2, 3, 4 and 5 of the Kuala Lumpur Convention Centre.

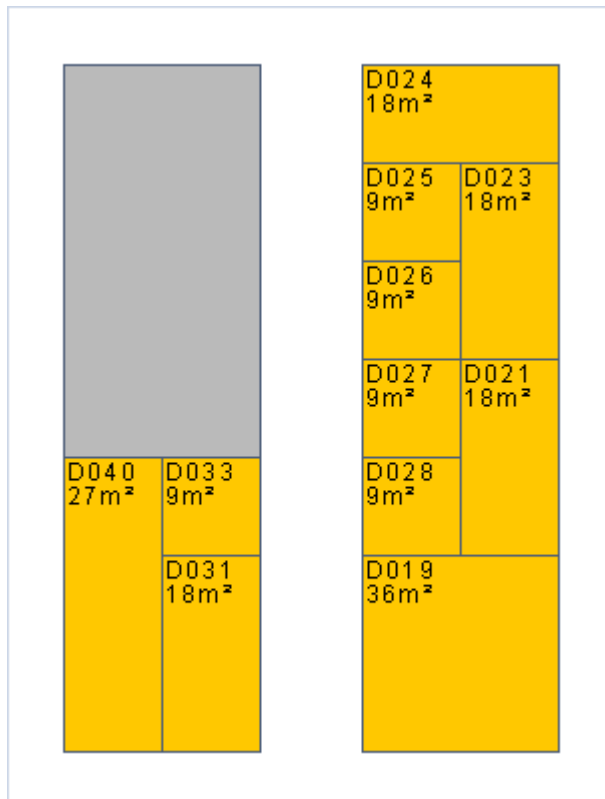
The Europe & America Pavilion by MEREBO is the yellow area located in Hall 2.



Europe & America Pavilion in detail

Please contact Frank Bode for current availabilities.

Phone +49-40-3999905-20, E-mail frank@merebo.com



Contact

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 47620 Subang Jaya
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 Email: mifb@sphereexhibits.com.my

Web

Please visit MIFB 2015 in the Internet



The screenshot shows the official website for the 18th Malaysian International Food & Beverage Trade Fair (MIFB 2015). The header includes the MIFB logo, the event title, dates (11-13 June 2015), and location (Kuala Lumpur Convention Centre, Malaysia). A navigation menu lists: BASIC PAGES, FOR EXHIBITORS, FOR VISITORS, EXHIBITOR LIST, PICTURE GALLERY, and CONTACT. The main content area features the headline "MIFB 2015 The Tantalizing World of Food Business" and a sub-headline "In conjunction with FOOD TECH". The text describes the event's 15-year history, its role in connecting the Malaysian food industry with international markets, and highlights the 2015 edition's focus on product launches and showcasing local specialties. It also provides details on the venue (Kuala Lumpur Convention Centre), dates (11-13 June 2015), and organizers (Sphere Exhibits Malaysia Sdn Bhd and Muzara Sigma (M) Sdn Bhd). A list of supporters includes the Ministry of Agriculture & Agro-based Industry, the Malaysian Agricultural Research and Development Institute (MARDI), and the Ministry of Tourism. A decorative image of a globe with food items is positioned on the right side of the page.

www.mifb.merebo.com

Application Contract MIFB 2015

The 16th Malaysian International Food & Beverage Trade Fair
11-13 June, 2015
Kuala Lumpur, Malaysia, Kuala Lumpur Convention Centre
Application Deadline: 31 March, 2015

MEREBO
MEREBO Messe Marketing
Theodorstrasse 41P
22761 Hamburg
Germany
Tel. +49-40-3999905-0
Fax +49-40-3999905-25
E-mail contact@merebo.com

Exhibitor

Company	<input type="text"/>		
Address 1	<input type="text"/>		
Address 2	<input type="text"/>		
Telephone	<input type="text"/>	Fax	<input type="text"/>
E-mail	<input type="text"/>	VAT no.	<input type="text"/>
Contact Person	<input type="text"/>		

Full Package Stands (please tick your choice)

Stand Size	Dimensions	Normal Rate
<input type="checkbox"/> 9 m ² Row Stand	3 m x 3 m	EUR 2800
<input type="checkbox"/> 18 m ² Row Stand	6 m x 3 m	EUR 5500
<input type="checkbox"/> 27 m ² Row Stand	9 m x 3 m	EUR 8100
<input type="checkbox"/> 36 m ² Row Stand	12 m x 3 m	EUR 10600
<input type="checkbox"/> Corner Stand	10% Surcharge (not available for 9 m ²)	
<input type="checkbox"/> Head Stand	15% Surcharge (not available for 9 m ² and 27 m ² , 36 m ² dimensions 6 m x 6 m)	

Including: Raw space, registration fee, exhibitor badges, 30 invitation tickets, catalogue entry with company description, special discount rates for the partner hotel.

Stand construction in Octanorm System, carpet, fascia board with exhibitor name and booth number, needle punched carpet, 2 units of spotlights, 1 unit of information desk, 2 units of chair and 1 unit of waste paper bin, daily stand cleaning.

Space only (please tick your choice)

m² with own stand construction

	Stand Size	Normal Rate
<input type="checkbox"/>	Row stand (1 side open) min. 18 m ²	EUR 285 / m ²
<input type="checkbox"/>	Corner stand (2 sides open) min. 18 m ²	EUR 290 / m ²
<input type="checkbox"/>	Head stand (3 sides open) min. 36 m ²	EUR 295 / m ²
<input type="checkbox"/>	Island stand (4 sides open)	not available

Including: Raw space, registration fee, exhibitor badges, 50 invitation tickets, catalogue entry with company description, special discount rates for the official hotel.

<input type="text"/>	<input type="text"/>	<input type="text"/>
Place & Date	Name	Authorised signature

The Participation Terms are recognized as legally binding in all parts. (www.merebo.com/Terms)
Terms of Payment: 30% of total charges to be paid immediately upon receipt of the invoice. Remaining balance to be remitted before 31 March, 2015.

Please return by e-mail or fax

Terms of participation

1. Application to participate in the exhibition

Applications are to be made on the enclosed form, which should be returned to MEREBO Messe Marketing at the earliest opportunity, filled in and signed with a legally binding signature. The rental contract comes into force once MEREBO Messe Marketing has informed the applicant in writing that he is admitted.

The exhibitors shall not be entitled to withdraw from the exhibition after admission. Notice of withdrawal shall be made in writing to the MEREBO Messe Marketing, and shall take effect only when written consent is given by MEREBO Messe Marketing and the exhibitor agrees to pay compensation in accordance with the sliding scale that follows. The cancellation charge is calculated as a proportion of the participation fee, depending on how long before the start of the event the withdrawal is received: 1. 6 months or more 25%, between 4 and 6 months 50%, between 0 and 4 months 100%.

MEREBO Messe Marketing is entitled to rescind the application contract or to terminate the application contract if the exhibitor opens insolvency proceedings or bankruptcy proceedings or if the company of the exhibitor goes into liquidation. However the full participation fees must be paid.

2. Participation fees and terms of payment

The participation fees are calculated in accordance with the clauses set out in the application form. The fee to be paid by the exhibitor to MEREBO Messe Marketing includes the rent for the space as well as the wide range of services offered by MEREBO Messe Marketing. The deadlines for payment given in the application form or the invoice must be observed. If the stand is allocated within 90 days of the start of the fair, then the full amount is due immediately. If the terms of payment are not met by the exhibitor, MEREBO Messe Marketing reserves the right to cancel the application. If the application is cancelled, the exhibitor is liable for 50% of the participation fees. In case of cancellation within 90 days before the exhibition begins, the full participation fees must be paid.

3. Co-exhibitors and additionally represented organisations

Co-exhibitors and additionally represented organisations must be applied for separately in writing, together with the application for the main exhibitor, and specifying their full addresses.

4. Cancellation or curtailment of the exhibition

MEREBO Messe Marketing shall not be required to refund the participation fees or any part thereof to the exhibitor or be liable for any loss or damage suffered by the exhibitor in the event that the exhibition is cancelled or suspended or the duration of the exhibition is reduced owing to such circumstances beyond MEREBO Messe Marketing's control as may be: - outbreak of war or civil unrest - orders of governmental or statutory authorities - fire, floods and other acts of God strikes by workmen; lockouts.

5. Non-liability

MEREBO Messe Marketing assumes no liability for exhibition items or display material and something like that just as consequential damages. MEREBO Messe Marketing moreover excludes all liability for disadvantages and damages suffered by exhibitors as the result of incorrect catalogue entries and additional services. This does not affect liability on the basis of wilful or gross negligent misconduct. Any liability for ensuring unhindered setting up and taking down of stands is excluded. Non-liability is valid for damage direct or indirect independent of legal ground. Non-liability refers to material, property and personal damage, i. e. damage to body and life. It is valid for the exhibitor as well as for any other persons participating in the exhibition. The non-liability mentioned above is also valid for the other exemptions and limitations of liability of these terms of exhibition which will be effective without restrictions.

6. Warranty

Complaints about any deficiencies in the stand or exhibition area are to be made in writing to MEREBO Messe Marketing immediately on taking over the stand, and at the latest on the last day for setting up stands, so that MEREBO Messe Marketing can remedy such deficiencies. Subsequent complaints cannot be considered, and cannot lead to claims against MEREBO Messe Marketing.

7. Legal venue

The legal venue and place of fulfilment for contractual payments is Hamburg/Germany. Federal German law shall apply to any disputes arising from the contract. This translation is intended only for guidance and information. To the best of our knowledge and belief it is a faithful representation of the German original; however, in the event of divergence between the English and the German text, the German takes precedence.