



Fact Sheet

Name of the fair	: HERBAL ASIA 2016 - The 10 th International Herbal, Green & Natural Trade Show & Conference
Theme	: Towards Sustainable Marketplace for Herbal, Green , Natural Product & Services
Date	: 6 – 8 October (Exhibition) 5 – 6 October (Conference)
Frequency	: Annually
Venue	: MATRADE Exhibition & Convention Centre (MECC) Kuala Lumpur Malaysia

EVENT PROFILE

Herbal Asia is the focus and longest running professional event in Herbal, Green, Natural, Traditional Medicine & Complimentary Medicine exhibition in Malaysia and it is for trade and professional only and reaches a wide cross-section of participants from Herbal & Natural and Green product, Manufacturers and Distributors to Exporters, Wholesalers, Dealer, Marketers, Distributors & Suppliers from the world over to showcase all herbal & Natural, Traditional & Complimentary Medicine, Green & Biotechnology base product, Health Ingredients and services industry, Landscaping provider, Raw Materials & Machineries specialist, Private Labelling , Contract Farming provider and more. Herbal Asia- aims to enable herbal related industry growth, to achieve big gains in herbal sales over the next few years to the world of herbal related products and showcases herbal and natural supplement and ingredients, and other such products alike. It is the focus trade show that caters towards herbal, green and natural lifestyle and presents a massive platform to market and promote related goods and products. Consumer herbal health and beauty products continue to be a growing market here in Asia .The exhibitors are benefitted by this event as they get an opportunity to present their display and connect with potential buyers, thereby increasing business and sales. ***Don't missed this annual event will showcase the finest and latest in herbal related industry.***

EVENT HIGHLIGHTS:

- Herbal Week Campaign at participating hotel
- Gala Nite & Eco Green Fashion Show
- Industry Tour & Farm Visit
- Products Innovation & Industry Showcase
- Bio Scientist & R&D Workshop
- Herbal Asia 2016 Award
- Herbal & Halal Hub Trade Talk
- Hot & New Product & Services
- Fresh Market & Farm Direct
- Post Natal & Natural Healing Workshop
- Asian Heritage Food Demo
- Green & Eco business hot items

INCORPORATING EVENT: *

- Asian Food Heritage, Eyhnic & Forest Product 2016
- Malaysian Appetiser & Vegetable Dish – Ulam Fest 2016
- 6th Asia Herbal Packaging & Health Ingredients Solution
- Herbal Asia Path Program
- 7th Herbal Asia Conference & Dialogue
- Packaging & Health Ingredient 2016
- 6th Herbal Asia Career Fair

*Activities are subject to change to ensure the best arrangements for the event. Please look for updates from GITEX International Exhibition & Secretariat Herbal Asia or visit our official website and Facebook at www.herbalasia.biz and www.facebook.com/myherbalasia

Exhibitors' Profile: Manufacturers, Exporters, Wholesalers, dealer, marketers, distributors & suppliers from the all over Asian to showcase all herbal & Traditional medicine related product & services as below Sub category:

<ul style="list-style-type: none"> ● Health Supplement & Traditional Medicine <ul style="list-style-type: none"> - Raw Herb - Herbal Medicine - Herbal Diets - Herbal Preparation & Utensil - Health Food & Beverage - Herbal Supplement - Education & Training - Vitamin & Nutritional Supplement - Children's Supplement - Mineral Supplement - Organic Food and Beverages - Dietary Supplement & Nutraceutical - Soy Product - Therapeutic Nutrition - Herbs base supplement - Medicinal Plants and Essence - Spirulina Product - Green Food Supplement - Herbal and Natural health remedies ● Spa & Health Centre Supply <ul style="list-style-type: none"> - Aromatherapy products and treatment - Spa and wellness equipment and product Manufacturer - Education and training - Massage Oils and cream - Foot care - Health spa and resort - Massage services - Saunas, Jacuzzi and other equipment - Traditional spa and wellness business opportunities - Health and fitness products and services - Nutrition consultancy ● Packaging, Equipment, Machinery, R & D <ul style="list-style-type: none"> - Acupuncture, Massage Equipment - Health / Exercise Equipment - Preparation and Manufacturing Equipment - Spray Drier, Mixer - Capsule Filling Equipment - Tabulating Machine - Clean Room Equipment - Filtering System - Agro Machinery - Bio-Technology centre & services - Food Grade Packaging - Printing & Labelling - Glass & Bottles - Plastic & Boxes - Halal Processing Services ● Others <ul style="list-style-type: none"> - Government agencies & NGO's, Chamber Of Commerce, Trade Promotion Board etc. 	<ul style="list-style-type: none"> ● Weight Management & Therapy <ul style="list-style-type: none"> - Natural products, vitamins and supplement - Herbal Teas & Functional Food - Slimming product and equipment - Health and organic food - Slimming Centre - Anti –aging products and services ● Cosmetic, Beauty Care & Therapy <ul style="list-style-type: none"> - Body Care product Herbal Cosmetics and Beauty Aids - Essential Oils / Fragrances Product - Feminine hygiene Products - Herbal Cosmetic ingredient - Toiletries product (Bath, shower foam, soap, shampoo, scrub etc.) - Whitening product and services - Anti acne product and treatment - Personal grooming products, accessories and equipment - Herbal base Skin care and treatment ● Organic, Raw Materials & Semi Finished product <ul style="list-style-type: none"> - Halal Ingredient - Extractors, Plants extract, marine extracts - Natural Flavouring - Natural Edible pigments - Organic Health Ingredient - Organic Health Food & Supplement - Organic Cosmetic product - Bee products - Herbal Tea & Cofee - Coconut, Cocoa, Palm Oil - ● Complimentary Medicine & Ethnic Herbs <ul style="list-style-type: none"> - Ubat Periuk - Aromatherapy - Ayurvedic Remedies - Jamu remedies - Homeopathic remedies - Herbal Tea Treatment - Medicinal Trees - Naturopathic Remedies - Gamat product - Massage Therapy - Akubekam ● Agro Herb & Agro Activities <ul style="list-style-type: none"> - Herbal Plantation - Herbal cultivation practice - Herbal cultivation technology - Organic fertiliser - Fresh Water & Marine base product - Others
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Visitors Profile

Professional from all spheres of the Chain / Departmental Stores, Franchise Houses & Franchise Planner, Research Institutions, salon owners, beauty therapist, consultants, spa planners and facility managers of hotel, resort & spa, Restaurants Operator, massage therapists, distributors, Trading House wholesalers, retailers, manufacturers, dermatologists & doctors, pharmacists & herbalists, packaging & product development designers, natural medicine practitioners, departmental stores & convenience stores owners, cosmetic shops & health stores owners, import shops & mail order companies, image consultants, make-up artists, industry associations, media/press, students from beauty professional schools, end-users beauty industry including manufacturers of cosmetics, perfumes; toiletries, skin care, hair care, body care and oral care; professionals and owner in the beauty & hair business, like beauty therapists, hairdressers, aroma therapists, spa therapists, makeup artists, massage therapists, beauty students, dermatologists, etc.

Total Booth	350
Expected Visitors	10,000
The Organizers	Gitex Global Exhibition Services Sdn Bhd (GITEX) Malay Consultative Council (MPM)

ENDORSED BY*:

- Malaysian Convention & Exhibition Bureau (MyCEB)
- Malaysia External Trade Development Corporation (MATRADE)

SUPPORTED BY:**

Ministry of Agriculture & Agro-Based Industry Ministry of International Trade & Industry Korea Trade Investment Promotion Agency (KOTRA)	Ministry of Tourism Ministry of Health Federal Agricultural Marketing Authority Malaysia
<i>** Subject to latest update and approval & Annually Supported & Endorsed. Please refer our website for latest updates.</i>	

Official Website: www.herbalasia.biz www.facebook.com/myherbalasia	Supporting Media : RTM, Traxx FM Supporting Magazine & New Paper*: SINAR & TBI
Show Time : 5 – 6 October 2015 : Conference (10.00 am – 5.30 pm) 6 – 7 October 2015 : Trade (10am – 5.30pm) 8 October 2015 : Public (10am – 5.00pm) Entrance (Trader & Public) FREE admission	Official Hotel : Seri Pacific Hotel Kuala Lumpur
Gala Dinner & Eco Green Fashion Show & Herbal Asia Awards Day 2 (7.30pm – 10.30 pm) Venue : Seri Pacific Hotel <i>Contact us for sponsorship opportunity</i> <i>* Subject latest confirmation</i>	Business Matching & Education Program Day 2 : 6 - 7 october, 2016 <i>Contact us for sponsorship opportunity</i> <i>* Subject latest confirmation</i>

INVESTMENT COST

MALAYSIA COMPANY ➤ Standard Shell Scheme (3m x 3m) MYR 876 / sqm	INTERNATIONAL COMPANY ➤ Standard Shell Scheme (3m x 3m) USD 330 / sqm
➤ Bare space (minimum 18 sq meter) MYR 840 / sq meter	➤ Bare space (minimum 18 sq meter) USD 290 / sq meter
Corner Surcharge : ➤ 1 Corner Stand (3m x 3m) + MYR 876 ➤ 2 Corner Stand (3m x 6m) + (2 x MYR 876)	Corner Surcharge : ➤ 1 Corner Stand (3m x 3m) + USD 330 ➤ 2 Corner Stand (3m x 6m) + (2 x USD 330)
➤ 30% for EARLY BIRD - Register today and grab huge discount before 25 Feb 2016. You entitle for another 15% discount for Herbal Asia Thailand for Standard Booth only.	

***USD exchange rate is based on the current exchange rate on the date of transaction.*

FOR ENQUIRIES PLEASE CONTACT:

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