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 Malaysia China Trade Expo - MCTE 2024

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Special Support By



Malaysia China Trade Expo

2024.9.25-27

Meet us @ WTCKL (formerly known as PWTC)

Hardware, Smart Home & Building Material
Prepared Foods & Cold Chain
Fashion x Lifestyle
Auto Parts & Accessories

CONNECT WITH OVER **500** WORLD CLASS MANUFACTURERS
DISCOVER THE LATEST TRENDS & EXPAND NEW SUPPLIERS

VISITOR BROCHURE

About MCTE

Sponsored by:

China International Exhibition Centre Group Limited (CIEC)

Organized by:

Guangzhou Convention & Exhibition Service Center Co.,Ltd. (GZCESC)

Gagasan Jalur Sutera (M) Sdn Bhd

CO-organized by:

America Hotel Owners Charitable Association

DaRise Media & PR

Endorsed by:

Malaysia External Trade Development Corporation (MATRADE)

China Council for the Promotion of International Trade (CCPIT)

Supported by:

Malaysia Convention & Exhibition Bureau (MyCEB)

Supporting Organization:

Malaysia-China Chamber of Commerce

Malaysia-Foshan Chamber of Commerce

Malaysia Pioneer Entrepreneurs Association

SME Association of Malaysia

Thai-Chinese Business Association

Hollywood T Incubator (America)

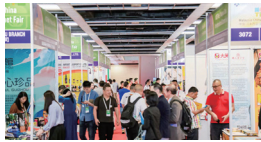
Johore Master Builders Association (JMBA)

Selangor & Federal Territory Machinery Merchants Association (SAFMA)

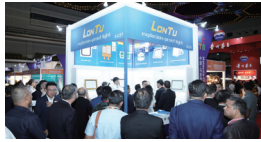
CHINA FOOD HUB

Federation of Asian Beauty Industry Associations (FABIA)

Why Visit MCTE 2024



The trade show will bring together under one roof 500+ manufacturers, showcasing more than 20,000 products from China and Malaysia



Industry experts and association leaders will meet you at the booths in order to inform you about new trends & product innovations transforming the industry



Directly meet with manufacturers, get the best deals & offer



Attend B2B meetings with China and ASEAN exhibitors, discover competing solutions across every product category help you reevaluate your operation



Get new inspiration & innovative ideas at the industry workshop



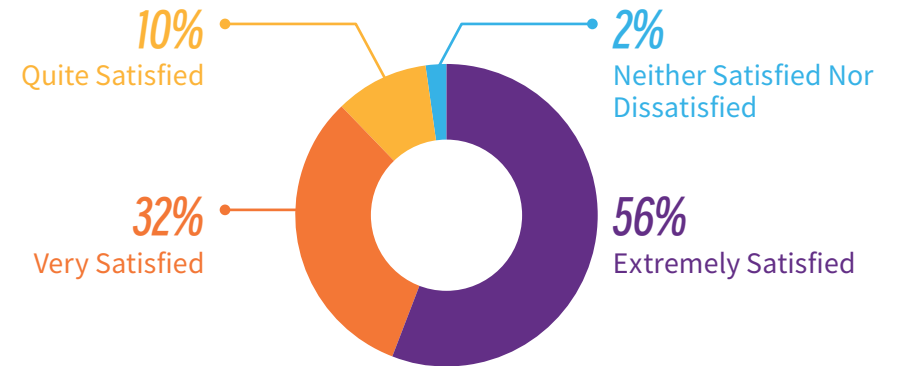
The largest Malaysia China trade show, gain an overview of the industry and markets

500+
Exhibitors

20,000+
Visitors

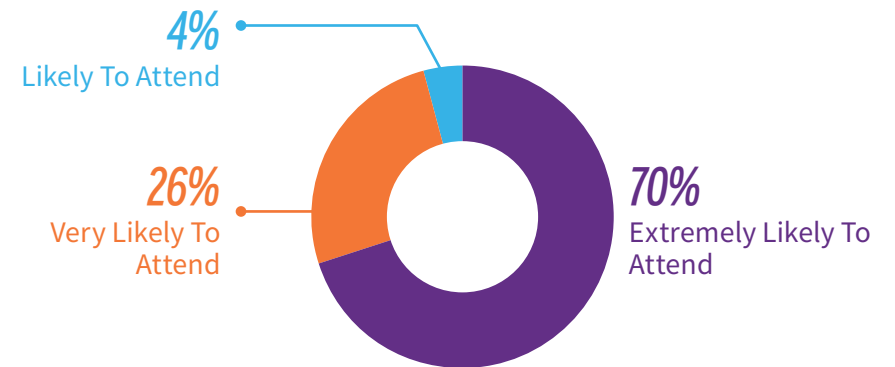
20,000+ m²
Exhibition Area

Achieving The Visitor's Expectation



● The visitors expressed their satisfaction for the excellent range and quality of the products they discovered at MCTE 2023, as well as the large number of exhibitors.

Professional buyers will reunite at MCTE 2024

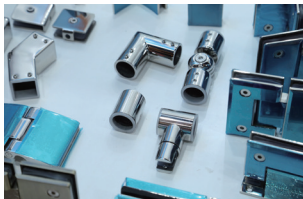
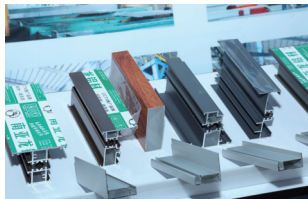


● The fact that 96% of visitors confirm they would also visit MCTE 2024, confirms that the trade show is the largest annual comprehensiveness event in Malaysia.

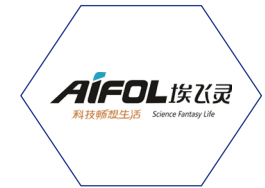
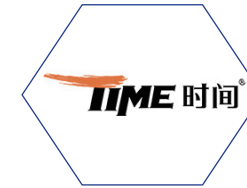
Hardware, Smart Home & Building Material

Products That Are Showcased

- Home Appliance & Electrical
- Machinery & Building Material
- Coating
- Cables
- LED
- Lighting System
- Hardware & Aluminum Product
- Lock & Protection
- Housewares & Kitchenware
- Switchgears
- Decoration Lighting
- Plumbing & Sanitary Ware
- Ceramic
- Smart Home Device
- Electronic & Lighting
- LED Ceiling Fans



Branding Exhibitors



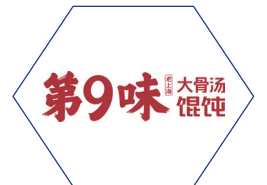
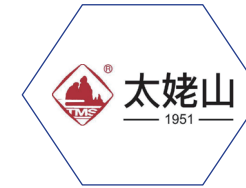
Prepared Foods & Cold Chain

Products That Are Showcased

- Food & Beverages
- Prepared Food
- Aquatic Products
- Catering Supplies & Equipment
- Tea & Tea Pot
- Convenient Food
- Sauce & Dips
- Cold Chain Equipment
- Alcoholic Drinks
- Frozen Food
- Food Packaging



Branding Exhibitors



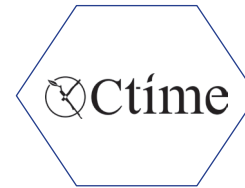
Fashion x Lifestyle

Products That Are Showcased

- Cosmetic
- Semiprecious Stone
- Ceramic Tableware
- Watch & Clock
- Beauty Product
- Plastic Tableware
- Fashion Accessories
- Hair Product
- Plastic Houseware



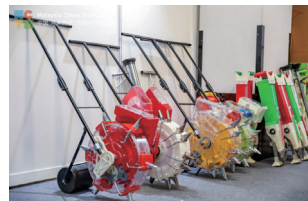
Branding Exhibitors



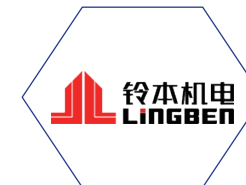
Auto Parts & Accessories

Products That Are Showcased

- Interior Decoration
- Auto Accessories
- Vehicle Spare Parts
- Body Parts
- Batteries and chargers
- Filters
- Specialist Repair Tools and Devices
- Service and Workshop Equipment



Branding Exhibitors



Host Buyer Program

WHAT WE PROVIDE

TRAVEL & HOTEL

- *Complimentary return flights*
- Complimentary up to 3 nights' Accommodation stay with breakfast
- Transfers from the hotel to the venue for the duration of your stay

NETWORKING

- Complimentary VIP pass with priority access
- Unlimited access to the business matching platform
- Exclusive invitation to networking sessions
- Access to the VIP lounge
- Personalised meetings onsite

EXPERIENTIAL

- Skip the queue and receive the entrance badge in advance

HOW TO QUALIFY

A Hosted Buyer is a senior decision maker directly responsible for purchasing and/or influencing the purchasing in their organization.

When considering applications, we look at the following criteria:

- You are available to travel to Kuala Lumpur from 25-27 September 2024
- You are a senior professional with decision making authority
- Have serious intent to purchase in the coming 6 -12 months and have potential for future business.
- You must be target in one of the category of MCTE
- Your job function should not be promoting your organization and/or developing business internationally

Hosted buyers should commit to:

- Attend 4-8 pre-scheduled face-to-face meetings with exhibitors
- Guided tour in the exhibition

Air ticket reimbursement should commit to:

- President of the industry association
- Maximum 2 person for each association/organisation

