

TRADESTART

WA OFFSHORE: MALAYSIA

EXPRESSIONS OF INTEREST SOUGHT FOR ALL
NEW-TO-MARKET WINE, BEER & SPIRITS EXPORTERS

TRADE MISSION / SHOWCASE EVENTS KUALA LUMPUR & PENANG

Showcase your products to key importers and distributors and take advantage of strong consumer demand for quality West Australian products and produce in Malaysia.

ABOUT THIS EVENT

The SWDC TradeStart team is looking for Expressions of Interest from wine, beer and spirits exporters interested in participating in a series of **Malaysia Showcase Events** to be held in Kuala Lumpur on 14 August and Penang on 17 August 2020.

While it seems a long way off, the Malaysian Royal Customs must be updated on every new brand a liquor importer brings into the country and this approvals process can take many months. As such, we are currently working with an (interim) importer on your behalf to undertake the required approvals so that you can showcase your products to trade & consumers at the events in August.

The program is designed to maximise potential business opportunities through trade & consumer showcase events, in-depth market briefing, retail site visits, one-on-one meetings and industry networking. WA producers will be able to meet key buyers and identify new opportunities through these events.

Important information

Kuala Lumpur Showcase

Date: 14th August 2020

Venue: TBC

Penang Showcase

Date: 17 August 2020

Venue: TBC

Expressions Of Interest must be received no later than 18 March 2020, however we will work with you to begin the approvals process as soon as EOI's are received. Due to the expected timeframes, the earlier the better.

PARTICIPATION OPTIONS (Incl SWDC TradeStart assistance)

OPTIONS	PACKAGE INCLUSIONS	COST
Option 1 Kuala Lumpur:	This package includes the following services and inclusions: <ul style="list-style-type: none">• venue hire and catering for showcase• printing cost of showcase booklet• networking dinner• overall mission program coordination and organisation• preparation of showcase booklet, including company information• pre-mission marketing to targeted potential importers in retail, trade, food service and related companies	A\$550
Option 2 Penang:	This package includes the following services and inclusions: <ul style="list-style-type: none">• venue hire and catering for showcase• printing cost of showcase booklet• networking dinner• overall mission program coordination and organisation• preparation of showcase booklet, including company information• pre-mission marketing to targeted potential importers in retail, trade, food service and related companies	A\$550
Option 3	This package includes everything from both options 1&2	A\$1,000
Regional Wine Masterclass	A regional wine masterclass will be organised prior to the Kuala Lumpur showcase event.	A\$300
#NB for existing exporters:	Existing exporters wishing to showcase their products or enter wines into masterclass are welcome to attend or send local representatives to participate in showcase events. Above costs apply but no need to travel.	

CONTACT

If you would like to discuss participation in this trade show, please contact:

Simon Z Taylor

Trade Advisor | TradeStart

m 0427 086 857

e simon.taylor@swdc.wa.gov.au

The TradeStart Network is an extension of Austrade's offices in Australia, delivered in Australia's South West in partnership with The South West Development Commission.

DRAFT MISSION PROGRAM

KUALA LUMPUR PROGRAM

Date / Time	Details
FRIDAY 14 AUGUST 2020	
9:00am – 10:00am	Bump-In. Preparation and set up of Kuala Lumpur showcase
10:00am – 11:00pm	In-depth market briefing : Malaysia food and beverage <ul style="list-style-type: none">• Overview on Malaysian market and F&B regulations by Austrade and DAWR• Market trend and distribution by local specialist
11:00am – 12:00pm	Retail site visits (Optional)
2.00 – 4.00pm	Trade & VIP Wine Masterclass (additional fee, see participation options)
3.30 – 4.30pm	Travel Trade Experience (tbc)
4.30 – 6.00pm	VIP Experience for Media, VIPs and Travel & Wine Trade
6:00pm – 9.30pm	Main Consumer event
7:00pm – 8:00pm	Cooking demonstration with Australian produce and ingredients.
8:00pm – 9:00pm	Showcase Entertainment / Cultural performance by Wadandi custodian Josh “Koomal” Whiteland and Troy Bennell, Noongar artist and member of the Balardung people.
9.30pm	Event ends. Casual group dinner (Optional)

PENANG PROGRAM

Date / Time	Details
MONDAY 17 AUGUST 2020	
10:30am - 1:30pm	Retail visit (Optional)
2:00pm	Bump-In. Preparation and set up of Penang showcase
4.30 – 6.00pm	VIP Experience for Media, VIPs and Travel & Wine Trade
6:00pm – 9.30pm	Main Consumer event
7:00pm – 8:00pm	Cooking demonstration with Australian produce and ingredients
8:00pm – 9:00pm	Showcase Entertainment / Cultural performance by Wadandi custodian Josh “Koomal” Whiteland and Troy Bennell, Noongar artist and member of the Balardung people.
9.30pm	Event ends. Casual group dinner (Optional)