



MALAYSIA INTERNATIONAL TEA & COFFEE EXPO 2017 (MITCE)

2017马来西亚国际茶与咖啡博览会

17th - 20th March 2017

Time: 10:30 am - 9:30 pm

VIVA HOME EXPO HALL, KUALA LUMPUR

www.mitce.com.my



Endorsed By 认可单位



Malaysia External Trade
Development Corporation
马来西亚对外贸易发展局

Organised By 主办单位



Tea Trade Association
Of Malaysia
马来西亚茶业商会



Pu-Er Tea Trade
Association Of Malaysia
马来西亚普洱茶商会



Kuala Lumpur Tea Art
Society, Malaysia
马来西亚吉隆坡茶艺协会

Managed by 承办单位



C Event Organiser Sdn Bhd
领荟商务会展有限公司

Supported By 支持单位



PERSATUAN PENGUSAHA
SERBUK KOPI DAN TEH
SELANGOR & WILAYAH PERSEKUTUAN

MALAYSIA INTERNATIONAL TEA & COFFEE EXPO 2017

Tea and Coffee are two of the most important commodities traded throughout Asia. Tea consumption in Malaysia alone has increased almost double from around 17,000 T to 29,000T over a decade. In addition, the cultural melting pot of Malaysia is home to an impressive and facets of tea and coffee cultures, from western style café to typically Malaysian style 'kopitiam' and 'mamak store', with everything in between.

As such, an industry event solely dedicated to all aspects of the tea and coffee business in Asia – Malaysia International Tea & Coffee Expo 2017 (MITCE 2017), an exhibition for the tea, coffee and beverage manufacturing, trading, retail and service industries, organised by Tea Trade Association of Malaysia, Pu-Er Tea Trade Association of Malaysia and Kuala Lumpur Tea Art Society Malaysia is set on 17 – 20 March, 2017 at Viva Home Expo Hall, Kuala Lumpur, Malaysia.

This event, with the vision and concept to promote tea and coffee domestically and internationally, aimed to promote better communication, understanding and economic cooperation amongst the relevant business community and to popularise health aspects of tea and coffee drinking.

Malaysia International Tea & Coffee Expo 2017 (MITCE 2017) has received the support of a number of tea and coffee exporting countries' Embassies or High Commissions in Malaysia. To publicise the event widely, the Organising Committee would set up special website, internet social media, newspaper, radio and television broadcast, etc., as promotion paths. In addition, road shows to various countries have also been planned



2017 马来西亚国际茶与咖啡博览会

马来西亚茶业商会、马来西亚普洱茶商会及马来西亚吉隆坡茶艺协会定于2017年3月17日至20日在吉隆坡Viva Home Expo Hall举办“2017马来西亚国际茶与咖啡博览会”。此项活动以推广茶与咖啡的消费文化和健康意识为主要，以促进业内群体之间的沟通与理解、贸易合作等为辅，并提供一个以茶叶与咖啡为前提的交流平台，推动有关行业在制作、贸易、零售、服务等领域的全方位提升和竞争力。

茶与咖啡是亚洲区域贸易其中两大重要商品。就茶叶而言，马来西亚的年消费量在近十年来就几乎翻倍，即由约17,000吨提升至29,000吨。马来西亚是个多元文化的大熔炉，体现在茶饮与咖啡方面的就有从西式咖啡座到本土特色的“咖啡店”、“嘛嘛档”等各种风格竞相并存，是茶与咖啡业者不容错过的舞台之一。

“2017马来西亚国际茶与咖啡博览会”筹备工作已在积极进行中，并已获得多个茶叶与咖啡出口国驻马来西亚大使馆作为认可单位。为加强宣传广度与力度，工委会将设立特别网站以资宣传和联系，并在网络社交媒体、中英文报章、电台及电视台等媒体管道作广泛宣传。除此之外，工委会也计划前往更多国家进行推介活动，进一步扩大马来西亚茶及咖啡业市场的范围，拥抱亚洲，走向世界。



Standard Package | 标准展位

Booth Price 展位价格 (3 meters X 3 meters)	Malaysia Company 马来西亚展位	International Company 国际展位
Standard booth 单开标准展位	RM 3,500.00	USD 1,200.00
Corner Booth 双开标准展位	RM 4,000.00	USD 1,350.00

Early Bird Discount (Full payment before 31 August 2016) : RM 500 per booth for Malaysia Exhibitor or USD 200 for International Exhibitor.
 优惠政策(必须在31号8月2016年前缴清款项): 马来西亚展商折扣每个展位RM 500 或 国际展商折扣每个展位 USD 200



Gold Package | 黄金配套

Booth Price 展位价格 18Sqm	*Early Bird Discount : RM 8,000.00 / USD 2,100.00	Normal Price : RM 8,800.00 / USD 2,310.00
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Inclusion :	包含:
18 sqm Bare space rental	18平方米光地租金
Booth Construction Cost	展位搭建
System Structure	— 展位架构搭建
Graphic	— 美工
Electrical items	— 电工
Carpet	— 地毯



Platinum Package | 铂金配套

Booth Price 展位价格 36Sqm	Early Bird Price* : RM 15,800.00 / USD 4,150.00	Normal Price : RM 17,500.00 / USD 4,600.00
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Inclusion :	包含:
36 sqm Bare space rental	36平方米光地租金
Booth Construction Cost	展位搭建
• System Structure	— 展位架构搭建
• Graphic	— 美工
• Electrical items	— 电工
• Carpet	— 地毯



Bare Space | 光地

最少 minimum 36 Sqm 平方米 Normal Price :	*Early Bird Price : RM 300/sqm USD 79/Sqm	Normal Price : RM 350/sqm USD 92/Sqm
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Early Bird Discount | 优惠政策: Full payment before 31 August 2016 | 必须在31号8月2016年前缴清款项
 *****All prices are subject to 6% GST | 所有价格另加6%消费税*****

