

EXHIBITOR PROSPECTUS



Sustainable Innovation, Gifts for Tomorrow

24 ► 25 ► 26 JUNE **TUE - THU**

KUALA LUMPUR CONVENTION CENTRE

Hall 1 - Hall 3 • 10am - 6pm | All Trade Visitors Are Welcome

Organised by



MGPA

Endorsed by



Largest Gifts Fair
in Malaysia



www.mgfonline.com.my





Sign Up As MGF 2025 Exhibitor Today!



ASEAN's Largest Gifts Fair
garnering more than 13,000
visitors & growing annually



More than USD 8 Million
worth of transaction making
this the most effective platform



More than USD 100,000 spent
on Advertising & Promotion
to attract potential buyers for you!

#mgf2025 f @ 小红书



Sustainable Innovation, Gifts for Tomorrow



ASEAN's Largest Gifts Fair Is Now Back!

Pioneering a Circular, Sustainable Future in Gifting!

Join us at the **Malaysia Gifts Fair 2025 (MGF2025)**, the premier event for the gifts and premium industry, where innovation and sustainability take center stage. Following a successful turnout of nearly 14,000 visitors in 2024, we are excited to aim for over 16,000 attendees in 2025. MGF2025 offers the perfect platform for businesses to explore new opportunities and connect with key decision-makers in this rapidly evolving sector.

With our continued focus on sustainable practices, this year's theme, **'Sustainable Innovation, Gifts for Tomorrow'**, reinforces our dedication to embedding ESG principles into every aspect of the gifting industry.

Exhibitors will have the unique opportunity to present cutting-edge products and eco-friendly solutions to an audience that includes corporate buyers, trade professionals, and industry leaders.

At MGF2025, you will not only showcase your offerings but also contribute to a collective movement toward a more sustainable, responsible, and forward-thinking future for the industry.

Be a part of this transformative experience and help drive meaningful change. Let's continue to shape the future of gifting together at MGF2025!



Why Participate?



Widest Reach in Shortest Time

Expand your market presence quickly, reaching a diverse & extensive audience.



Attract Ready-to-Buy Leads

Meet buyers actively seeking purchases, accelerating your sales process.



High ROI Opportunities

Secure significant returns through direct, on-spot engagement with ready buyers.



Global Brand Exposure

Showcase your brand to visitors from more than 10 countries, enhancing global presence.



Forge Personal Connections

Engage directly with clients, building trust and stronger business relationships.



Supercharge Your Business with The Most Successful Show Ever!

We're expecting a surge in attendance, with an anticipated 16,000 visitors, a notable increase from the previous year. This expansion symbolises our dedication to providing a more diverse, enriching experience for both exhibitors and attendees, ensuring that MGF2025 is the most dynamic and successful gifts & premium fair yet.

This year, we are also relentlessly dedicated to attracting an increased number of international buyers and visitors, recognising the immense value and diversity they bring to our fair. Our focused efforts in international marketing and strategic partnerships are aimed at making MGF2025 a global hub for the gifts and premium industry.

Delivering on Every Commitment

MGF2024 Exhibitor Feedback [1]

94%

rated the visitor quality as ranging from good to excellent 74% can increase to 80%

96%

strongly recommend Malaysia Gifts Fair as a show to attend

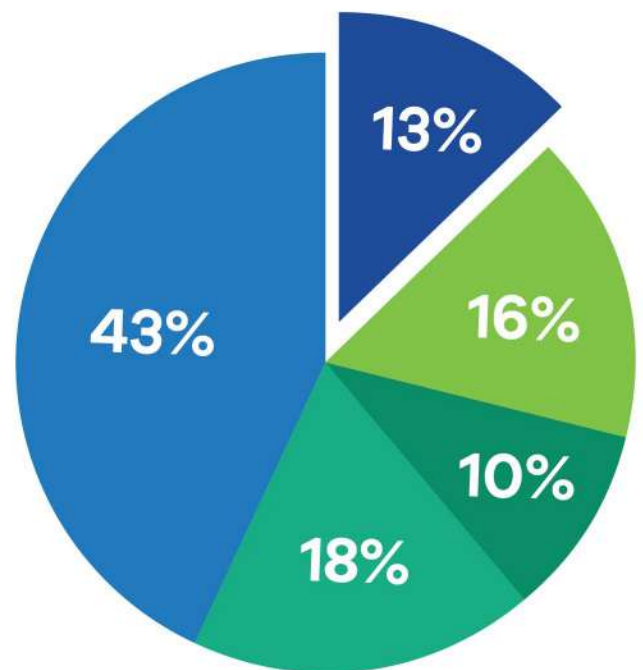
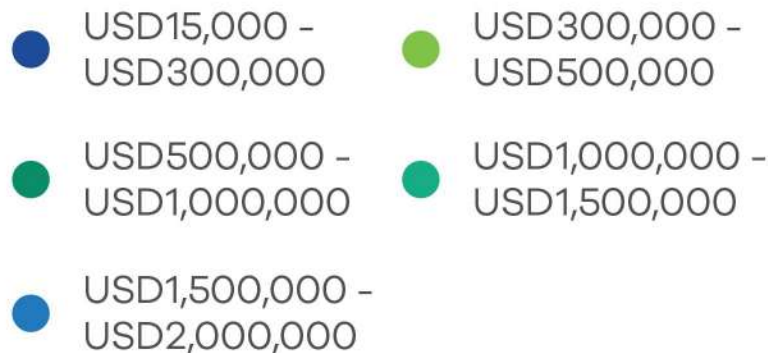
73%

will return to exhibit

[1] Results generated from MGF2024 Exhibitors' Survey

Our Track Record for MGF2024

Sales Close At MGF2024



More than

USD 8.125 Million
in Trade Deals ^[1]



13,352
Buyers and Visitors ^[2]



136 Exhibitors
occupying 283 booths ^[2]

[1] Estimated figure from exhibitor interview

[2] Official statistics of MGF2024 verified by Licensed Auditor

Exhibitor Profile

- | | |
|--|---|
| 01 Gifts & Premium Wholesale Stationery | 10 Lanyards & Ribbons |
| 02 Apparels/ Headwear/ Textiles | 11 Machinery & Imprint Services |
| 03 Awards/ Trophies/ Badges & Pins | 12 Packaging & Paper Products |
| 04 Bags & Leather Goods | 13 Pewter-ware/ Crystals |
| 05 Display Products | 14 Portfolios & Diaries |
| 06 Drinkware/ Mugs/ Ceramics | 15 Sports, Games & Toys |
| 07 Gold & Jewelry | 16 Umbrellas/ Sunshades |
| 08 Hampers/ Party Packs/ Food as Gifts | 17 Writing Instruments/ Desktop Accessories/ Wooden Products |
| 09 IT & Electronics/
Watches & Timepiece | 18 Others |

Global gathering from More Than 30 countries ^[2]

Visitors Profile



Malaysia



Singapore



China



Brunei



Hong Kong



India



Australia



USA



Bangladesh



Thailand



Taiwan



United Kingdom



Germany



Indonesia



Japan



Korea



Vietnam



Switzerland



France



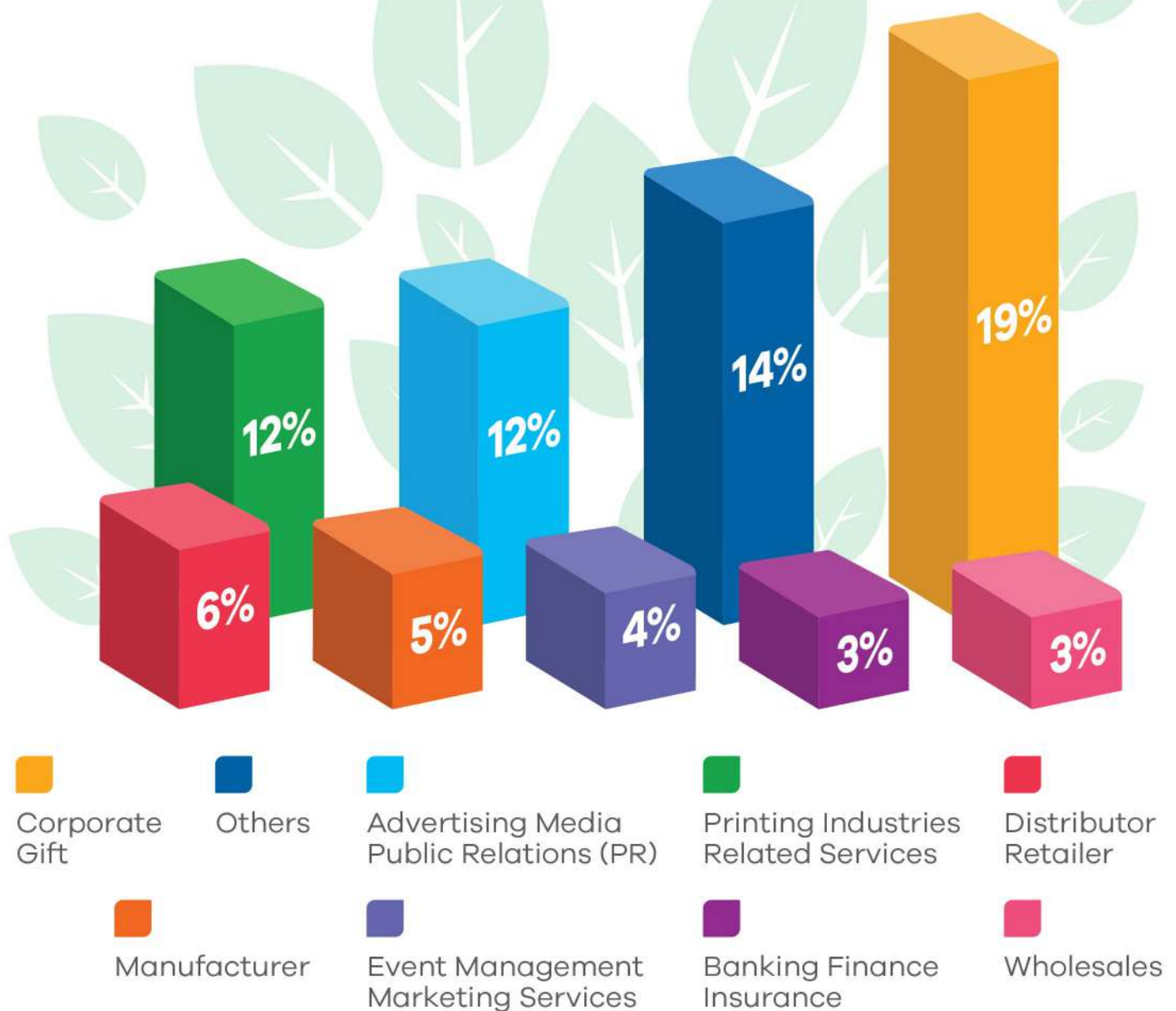
Egypt



Pakistan

[2] Official statistics of MGF2024 verified by Licensed Auditor

Buyers & Visitors Profile



- 2%** Gifts Premium Importer & Distributor
- 2%** Healthcare & Pharmaceuticals
- 2%** Manufacturing, AI Industrial Products & Services
- 2%** Construction Renovation
- 1%** Telecommunications and Internet & Communications technology (ICT)

- 1%** Manufacturing, AI Consumer Products & FMCG
- 1%** Government Agencies
- 1%** Gifts Premium Exporter
- 1%** Hospitality Hotels MICE
- 1%** Retail Industries - Hypermarket, Departmental Store



Event Highlights

A Complete Marketing, Advertising & PR Event To Drive Buyers to Your Business



[CLICK HERE](http://www.mgfonline.com.my)

MGF stands out as the first and largest platform blending online and offline gift sourcing, offering unparalleled convenience and reach.

MGF and MGFOne both serve as a powerful business tool, connecting buyers with exhibitors online, ensuring wider market reach and prolonged exposure for exhibitors.



E-Click Buyers Guide

[CLICK HERE](#)

Each exhibitor at MGF2025 is entitled to a complimentary one-page advertisement in our digital catalogue, providing you with extended brand visibility and awareness.

This E-Click Buyers Guide is accessible 365 days, 24/7 from the MGF website. This ensures that visitors and buyers can discover and source for products they need, enhancing the exhibitors' market reach and engagement opportunities.



360° Advertising And Promotion

Our aggressive omni-channel marketing now includes TikTok, ensuring widespread visibility for MGF2025 across multiple platforms.

We target to spend more than USD 100,000 on strategic online cum offline advertising campaigns.



Event Highlights

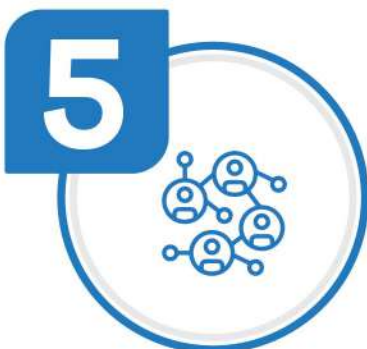
A Complete Marketing, Advertising & PR Event To Drive Buyers to Your Business



Targeted Sourcing Corner

MGF2025 has designed a targeted sourcing corner, tailored to meet the unique needs of specific industries. Categories included under the sourcing corner include: souvenirs, printing, packaging and logistics.

This dedicated space allows exhibitors to showcase their specialised products and services, while visitors and buyers can easily find solutions that align with their business requirements more efficiently.



A Complete Networking Hub

MGF2025 offers opportunities to engage with government representatives and explore financial aids and grants from governmental agencies and financial institutions.

This platform allows exhibitors and visitors to forge valuable connections, gain insights into industry trends, and access crucial financial resources, all under one roof. It's the perfect place to expand your business network and discover new growth possibilities.



On-Ground Buyers-Sellers Engagement Activities

MGF2025 adds on the excitement by launching new on-ground activities such as photobooths, video contests, CSR workshops, best booth contest and many more!

These activities not only add excitement to the event but also enhance visitor engagement, drawing more attendees to explore what MGF has to offer.

Advertising & Promotion Plan

More than USD 100,000 will be spent to maximise number of visitors in MGF2025.



Multichannel Social Media Marketing

Promote via multichannel social platforms such as Facebook, Instagram & Tiktok to reach out to wider audiences



Promotion At Overseas Shows

Exhibitions, Business Matching



Electronic & Print Media Advertising

Radio Advertising, Print, Media Interviews



Outdoor Advertising

Billboard, LED Banner, Lamp Post Bunting



Strategic Alliance Promotion

Leverage key partnerships from business associations & corporate companies to attract more potential buyers and networking opportunities.



Other Strategies

Email Marketing, Mobile Advertising, Pre Registration



MGF2024 Exhibition Happenings



Organised by



Supporting Organisation



MGF2024 Exhibition Happenings

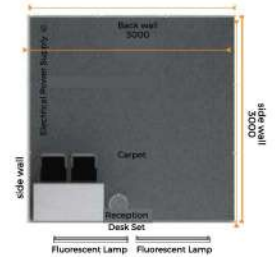


Space & Booth Rental

Package A

USD 2,800 / booth

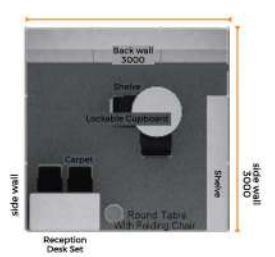
- Booth size: 3m x 3m
- Carpeted floor space
- Fascia board with company name
- 1 information counter
- 2 folding chairs
- 1 dustbin
- 2 fluorescent lights
- 1 13amp power point



Package B

USD 2,950 / booth

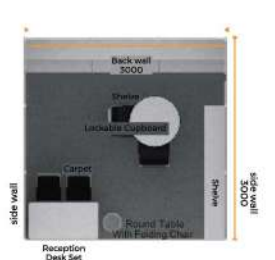
- Booth size: 3m x 3m
- Carpeted floor space
- Fascia board with company name
- 7 shelves
- 3 lockable cupboards
- 1 round table
- 4 folding chairs
- 1 dustbin
- 4 arm spotlights
- 1 13amp power point



Package C

USD 3,000 / booth

- Booth size: 3m x 3m
- Carpeted floor space
- 3 shelves
- 3 nettings
- 3 lockable cupboards
- 1 round table
- 4 folding chairs
- 1 dustbin
- 4 arm spotlights
- 1 13amp power point



Raw Space

USD 2,400 / booth (min. 2 booths)

- Booth size: 3mx 3m
- Space only, exhibitor responsible for design construction & fittings.



Sign Up As **MGF 2025** Exhibitor Today

Click Here 



For Enquiry Please Contact

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www.malaysiagiftsfair.com.my

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