

# Malaysia special focus

## Expo showcases nation's agriculture

The Malaysia Agriculture, Horticulture and Agrotourism International Show (MAHA 2016), which will be held in Serdang, Selangor, Malaysia, in December, is expecting millions of visitors from food-related businesses and government agencies from all over the world.

Organized by the Ministry of Agriculture & Agro-Based Industry Malaysia, the biennial event showcases top-quality Malaysian produce and agricultural technology through various exhibitions and seminars will run for 11 days at the Malaysia Agro Exposition Park Serdang from Dec. 1 to 11.

Among the many highlights of MAHA 2016 is a concerted focus on agrotourism, agro trade and agro lifestyle, along with the latest innovations and technological advancements. Spearheading food exports is of paramount importance as agriculture is a high-income generator. Motivating young entrepreneurs to participate in agro-based industries as a career is also prioritized to take the industry to new heights.

Participants will not only network and learn the latest agricultural methods and innovations, but also take part in a movement that will propel Malaysia into leading the agricultural revolution that is taking place around the world.

Exhibitors are mainly food makers, food service providers such as consultants and agrotourism promoters and providers of innovative technologies related to agriculture. Visitors will typically be academics, researchers, business owners, investors, buyers, procurement officers, government officials, policy-makers, trade officers, the general public and tourists.

Fiji, South Korea, South Africa, India, Sri Lanka, Ecuador, Pakistan, Bangladesh, Algeria, Australia, Iran, Spain, Canada, China, Thailand, Vietnam, Japan and Tunisia are among the countries participating in MAHA 2016, slated as the region's largest exhibition showcasing agriculture and agro-based industries featuring the different components of this fast-growing industry.

Themed "Our Food, Our Future," MAHA 2016 is also expected to provide a multitude of avenues for trade, investment, collaboration and technology transfer, as well as serve as the ideal platform to develop import and export markets, launch new and innovative products and services while forging international alliances and building strategic partnerships to boost market competitiveness.

MAHA 2014 had 3.5 million visitors and total sales of 152 million ringgits, or about ¥3.81 billion. MAHA 2016 expects at least 3 million visitors and 160 million ringgits.

This year, the expo will adopt a five-pronged approach that encompasses "Food Security & Sovereignty," "Recreation," "Knowledge Enrichment," "Tourism" and "Wellness."

In Recreation, MAHA 2016 showcases numerous agriculture-based recreational and leisure ventures that provide farmers with a niche market. Knowledge Enrichment is vital in modern agriculture, with challenges such as climate change, global competition and stricter market requirements calling for constant upgrades in technology to increase food production while maintaining environ-

mental sustainability.

Agrotourism is one of the fastest-growing sectors in the tourism industry, which is the second-largest contributor to Malaysia's gross domestic product. Agrotourism offers both domestic and international visitors a unique experience while uplifting the livelihood of the rural community.

In Wellness, the expo focuses on healthy eating, healthy living and preventing health problems by embracing good habits and an active lifestyle. The health and wellness trend also represents a new economic opportunity to help drive Malaysia toward global competitiveness.

Malaysia, located in Southeast Asia, occupies a peninsula bordered by Thailand and Singapore, as well as the northern third of the island of Borneo, bordering Indonesia and Brunei.

With a total area of 329,847 sq. km, it is the 67th-largest country in the world. Its popu-



The Malaysia Agriculture, Horticulture and Agrotourism International Show (MAHA) 2014, held in Serdang, Selangor, Malaysia, attracted 3.5 million visitors. MAHA 2016 will also be held in Serdang, Selangor in December. MINISTRY OF AGRICULTURE AND AGRO-BASED INDUSTRY, MALAYSIA



## A tropical land boasting abundant natural resources

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lation was 30,513,848 as of July 2015, ranking it 43rd in the world in terms of population.

Malaysia's climate is tropical and natural resources include tin, petroleum, timber, copper, iron ore, natural gas and bauxite.

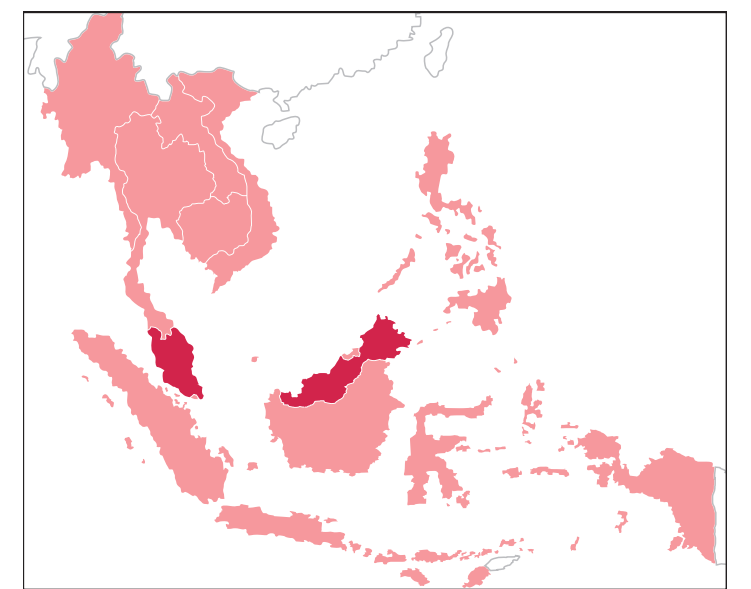
In a breakdown by ethnic groups, Malay accounts for

50.1 percent, followed by Chinese at 22.6 percent, indigenous people at 11.8 percent and Indian at 6.7 percent. In terms of religion, 61.3 percent are Muslim, 19.8 percent are Buddhist, 9.2 percent are Christian and 6.3 percent are Hindu.

Its economy continues to expand with the gross domestic product growth rate reaching 5 percent in 2015, 6 percent in 2014 and 4.7 percent in 2013. The GDP in terms of purchasing power parity was \$815.6 billion in 2015, making the country the 29th-richest in the world.

In a rough sector breakdown of GDP, agriculture accounts for 8.9 percent, industry makes up 35 percent and services account for 56.1 percent in 2015. Typical products include palm oil, rubber, cocoa, rice, timber and pepper.

Malaysia boasts a wide range of industries, such as rubber and palm oil processing and manufacturing, petroleum and natural gas, light manufacturing, pharmaceuticals, medical technology, electronics and semiconductors, as well as timber processing and logging. Its exports were \$203.8 bil-



lion and its imports totaled \$174.7 billion in 2015, making it the world's 24th-largest exporter and 26th-biggest importer.

The country's main exports are semiconductors and electronic equipment, palm oil, petroleum and liquefied natural gas, wood and wood products, rubber, textiles, chemicals and solar panels. Its main export partners are Singapore, China, Japan and the U.S.

The main imports are electronics, machinery, petroleum products, plastics, vehicles, iron and steel products and chemicals. Its main import partners are China, Singapore, the U.S. and Japan.

Information excerpted from statistics in the World Factbook on the website of the Central Intelligence Agency.



Built in 1897, the historic Sultan Abdul Samad Building is located in front of Independence Square in Kuala Lumpur. TOURISM MALAYSIA

## YOUR GATEWAY TO THE MALAYSIAN & INTERNATIONAL AGRICULTURE MARKET



1 - 11 December 2016  
MAEPS, Serdang  
Selangor, Malaysia



### Reap The Benefits Of Exhibiting At MAHA 2016

Whether you are an agricultural entrepreneur, have a product or service to share, or can provide the latest technological innovation, MAHA 2016 is the perfect event for you to grow your business exponentially. More than 20 countries have signed up to exhibit at the International Pavilion where we provide dedicated space for International participants.

This is especially true if you are involved in agriculture and agro-based industries, including the following:

- Products**
  - Fresh agricultural produce
  - Agro-Bio products and technology
  - Beverages
  - Bakery and confectionery
  - Canned/Processed food
  - Cereals and grains
  - Convenience food
  - Food ingredients
  - Fresh and processed seafood
  - Fruits and vegetables
  - Halal products
  - Herbs and spices
  - Nutritional food supplements
  - Organic products
  - Palm-based products
  - Root-based products
  - Floriculture and landscape products
  - Horticulture
  - Livestock and animal feeds
  - Meat, poultry and dairy products
  - Speciality products such as seaweed farming and swiffler nests
  - Machinery and automation
- Services**
  - Consulting/Financial services
  - Franchise development
  - Intellectual properties, e.g. trademarks, patents
  - Marketing communication services, e.g. advertising
  - Logistics, trading and distribution
  - Quality assurance services
  - Agrotourism
  - Trade promotion
  - Youth development programmes in agriculture
  - Research and development
  - Training services
- Technology & Innovation**
  - New innovation and technology in agriculture and agro-based industries
  - Agro-waste management
  - Agro-environmental management/remediation
  - Crop, livestock and fishery management
  - Mechanism and automation
  - Molecular and biotechnology
  - Nano technology
  - Postharvest technology

### MAHA 2016 At a Glance



#### Food Security & Sovereignty

This priority focus area encompasses efforts that are being undertaken to ensure the availability of sufficient, safe and nutritious food for our nation and reduce our dependence on food imports.



#### Recreation

Modern agriculture is not just about producing and supplying agricultural products. It also supports a growing desire by consumers to head outdoors. MAHA 2016 showcases numerous agriculture-based recreational and leisure ventures that provide farmers with a niche market as well.



#### Knowledge Enrichment

With challenges such as climate change, global competition and stricter market requirements, agriculture must constantly evolve through knowledge and innovation. In an ever-changing world, technological upgrading is critical to increasing food production while maintaining environmental sustainability.



#### Tourism

The tourism industry is the second-largest contributor to Malaysia's Gross Domestic Product (GDP). One of its fastest-growing sectors is agrotourism, offering both domestic and international visitors a unique experience while uplifting the livelihood of the rural community.



#### Wellness

This aspect of agriculture focuses on healthy eating, healthy living and preventing health problems by embracing good habits and an active lifestyle. The health and wellness trend also represents a new economic opportunity to help drive Malaysia towards global competitiveness.

### What to expect from MAHA 2016:

Trade value/ Business matching: RM	Total no. of visitors	Total number of booths
160 million	>3 million	1,356



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