

WTCA Market Access Program – Asia Pacific (2022)

Projects	Malaysia Pavilion @ IMEX Frankfurt 2022	Connect India 2022	PHILCONSTRUCT
Hosting WTCA Member Information			
WTCA Member	WTC Kuala Lumpur	WTC Mumbai / MVIRDC	WTC Metro Manila
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Exhibition/Convention Information			
Name	Malaysia Pavilion @ IMEX Frankfurt 2022	Connect India 2022	PHILCONSTRUCT
Target Market	Malaysia	India	The Philippines
Date	Offline: 2nd June 2022 (MICE) Online: 3rd June 2022 (MICE)	Online - August 1, 2022 onwards* Hybrid - December 1-3, 2022*	November 3-6, 2022
Location	Frankfurt + virtual	Mumbai + virtual	Metro Manila + virtual
Number of Attendees Expected	10,000 visitors per day	3,000+ visitors	70,000 visitors
Hosted By	Malaysia Convention Exhibition Bureau (MyCEB) & WTC Kuala Lumpur	WTC Mumbai	WTC Metro Manila
Organized By	Regent Exhibitions Ltd.	WTC Mumbai	Global-Link MP Events International, Inc. (GLMP)
Local WTCA Member's Role (Host/Organizer/Other)	Co-Host	Host	Venue and B2B Organizer
Participation (Online/In-person/Hybrid)	Physical visit @ IMEX on June 2, 2022; Virtual participation on June 3, 2022	Online + hybrid	Hybrid
Industries	MICE/Business Events (BE)	Pharmaceuticals & Healthcare, Telecom & ICT, Textile & Apparels, Auto-Components, Engineering, Agro-processing, Specialty Steel & Metals, Plastics & Chemicals, Gems & Jewelry, Renewable Energy and Other Services	Infrastructure, Buildings, Design, Architecture, Engineering, and Real Estate
Level of International Participation	Worldwide MICE Industries players	10+ countries	21 countries
Introduction	Let's Meet Today, Choosing Malaysia! Capture the immense growth of the Malaysia MICE market by meeting our industry contingent. Malaysia Convention & Exhibition Bureau (MyCEB) and WTC Kuala Lumpur (WTCKL) would like to extend a level to support your event by facilitating a continuation of Hybrid MICE business matching program during the pandemic. Join us today to experience the most comprehensive 1-to-1 MICE engagement platform.	TBA	Materials Exhibition & Technology Forum (PHILCONSTRUCT) is the largest construction show in the Philippines. It plays a major role in the industry providing a solid platform that serves as a meeting place for the industry's movers and shakers, gathering thousands of leading brands and buyers around the globe. PHILCONSTRUCT is more than just a trade show. It is an effective avenue where professionals gain more than just business connections and exhibitors meet prospective buyers.
Event Website (URL)	https://www.imex-frankfurt.com/show-information	https://wetrade.org/connectindia	http://philconstructvx.philconstructevents.com
Registration Deadline	April 30, 2022 (for MICE B2B)	July 31, 2022 (Online exhibition participation) and November 15, 2022 (physical program)	October 21, 2022

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Hosting WTC Support/Assistance				
Trade Services	Information Service	Yes: MICE Consultation, Resources & Support	n/a	Yes
	Matchmaking Service	Yes: Pre-scheduled appointments	Yes. Matchmaking activities with Indian government agencies and companies.	Yes
	One-on-One Meetings	Yes: By request & pre-scheduled appointment	Yes	Yes
	Company Visit	n/a	Yes during the physical program (field visit)	Yes
	Promotion/Marketing	Yes. Fee Applied, by Telegraphic Transfer (TT), for Exhibitor Badges for physical participants.	Yes	Yes
	Other	n/a	n/a	n/a
	Details & Fee Information	https://www.imex-frankfurt.com/exhibit-at-imex-infrankfurt#stand-options	Complimentary / No fees	Fee for delegate/exhibitor participation to be advised. Please call WTC Metro Manila
Add-on Events	Reception	Yes: Networking cocktails (depends on current SOPs)	n/a	Yes
	Seminar/Forum	Yes: Destination Presentation & Briefing of Meet in Malaysia	Yes. Access to the sector and state government specific webinars.	Yes
	Group Meeting	Yes: Pre-arranged business group meeting	Yes	Yes
	Dedicated Booth	n/a	Access to online exhibition for WTCA Members and their business networks	Yes, subject to participation fees
	Other	n/a	n/a	Seminar participation
	Details & Fee Information	n/a	TBD	Fee for delegate/exhibitor participation to be advised. Please call WTC Metro Manila
Logistics Services	Local Transportation	Yes. Fee Applied, by Telegraphic Transfer (TT).	Support shall be provided by WTC Mumbai	Yes
	Hotel Booking	Yes. Fee Applied, by Telegraphic Transfer (TT).	Support shall be provided by WTC Mumbai	Yes
	Translation & Interpretation	n/a	Support shall be provided by WTC Mumbai	Yes
	Other	n/a	Support shall be provided by WTC Mumbai	City tour
	Details & Fee Information	https://www.imex-frankfurt.com/exhibit-at-imex-infrankfurt#stand-options	n/a	Fee for delegate/exhibitor participation to be advised. Please call WTC Metro Manila

For questions, please contact the designated WTCA Member contact above, or Adele Zhang in the Asia Pacific Regional office at azhang@wtca.org

