Daily Raffle! Win Luxurious Prizes!



Malaysia Airlines Roundtrip tickets between Kuala Lumpur and Tokyo



Roundtrip tickets between Kuala Lumpur and Tokyo



AirAsia X Roundtrip tickets between Kuala Lumpur and Tokyo



Singapore Airlines AirAsia Merchandise **Model Aircraft**



Original Gift Set



Merchandise



Petronas Gift Set



Malaysian Curry Paste Set



Merchandise Set



Fresh Pineapple



Malavsian Gourmet Set



Malavsia Fair 2024 Tokvo Original Tote Bag

Check the back for details of the big lottery!

※Image is for illustration purposes only. *Patterns/flavors with multiple options cannot be chosen. *Prize details are subject to change without notice.



マレーシアフェア2024東京 運営事務局

Malaysia Fair 2024 Tokyo Executive Committee



駐日マレーシア大使館 Embassy of Malaysia Tokyo, Japan











マレーシア政府観光局 マレーシア人事院 マレーシア投資開発庁 Ministry of Agriculture and Food Security Malaysia Tourism Promotion Board Prime Minister's Department Public Service Department Malaysia External Trade Development Corporation Malaysian Investment Development Authority

Cooperation





















































Greeting

Malaysia Fair 2024 Tokyo - All About Malaysia. 2 - 3 November 2024 Toyosu Park & Urban Dock LaLaport TOYOSU

Selamat Datang, Welcome and Yokoso!

All About Malaysia. That is what the Malaysia Fair 2024 is showcasing. Once again, the Embassy of Malaysia in Tokyo is pleased to present the Malaysia Fair Tokyo 2024. This year's event will be held at the water front in Toyosu, with scenic views and even more attractions, food and activities.

Get ready for a wide range of mouth watering Malaysian cuisine that will delight your taste buds, with the return of popular dishes like Nasi Lemak, Satay and Mee Laksa, as well as various savoury and sweet Malaysian snacks. This is the gastronomic experience you have been waiting for. Feast your senses as we once again bring to Tokyo the fragrant King of Fruits, the Musang King Durian. Take this opportunity to try the sweet, creamy pulp that is different from any other Durian you have tasted before.

Another returning highlight is the Halal2Go Mart. First introduced in 2023, the Halal2Go Mart houses the ever increasing in-demand Halal products sought by both domestic and international travelers alike. Back by popular demand, there are food and non-food products to shop to your heart's content.

Come and enjoy the two-day action packed stage content, filled with the beauty of Truly Asia cultural dances and performances, food demonstrations and more. Explore the Fair while you plan for your next business trip or holiday destination to Malaysia. There is plenty to look forward to when you visit the booths of Malaysian products and services from traditional and potential partners of Japan at the Fair.

Join us for a fun and exciting All About Malaysia weekend at the Malaysia Fair 2024 Tokyo!



His Excellency Dato' Shahril Effendi Abdul Ghany, Ambassador of Malaysia to Japan

駐日マレーシア大使 シャフリル・エフェンディ・ アブドゥル・ガニー 閣下

皆様ようこそ! All About Malaysia ~これをテーマにマレーシアフェア2024ではマレーシアの全てを皆様にご紹介します。マレーシア 大使館が本イベントを再び主催することができ嬉しい限りです。 今年のイベントは美しい景色が一望できる豊洲の臨海部で開催され、 例年より更に多くのアトラクション、お料理、アクティビティーを皆様にご提供します。

食欲をそそられる数々のマレーシア料理に大いに舌鼓を打つ準備をしてご来場ください。人気のあるナシ・レマ、サテー、ミーラクサ等が 再び登場しますしマレーシアの香ばしく甘いスナックも沢山出品されます。間違いなく皆様が待ち望んでいた美食体験をする場となるはずです。マレーシア産ドリアン、ムサン・キングも再びお目見えしますので、他のドリアンとは比べ物にならない甘くてクリーミーな香高いフルーツの王様の果肉をこの機会に是非、五感で味わってください。

もう一つの見どころはハラール・トゥー・ゴー・マートです。2023年のフェアで初めて出店しましたが、日本で今までになく増加傾向にある 日本人・外国人旅行者によるハラール需要に対応した商品をご紹介しています。皆様のご要望にお応えし今年も出店しますので、ハラール 食品・非食品製品のお買い物を心行くまでお楽しみください。

トゥルーリー・アジアの美しい伝統的な踊りやその他のパフォーマス、お料理のデモンストレーション等が次々と披露される2日間のステージをお楽しみいただいたりマレーシアへの出張や旅行の計画を立てる傍らフェアを探求して欲しいと思います。日本の従来・将来のビジネスパートナーによるマレーシア製品やサービスの出店ブースに大いにご期待ください。

マレーシアフェア2024東京で楽しくワクワクするようなマレーシアの全てが詰まった週末を一緒に楽しみましょう!











Located in the center of Southeast Asia, Malaysia is made up of the Malay Peninsula and the states of Sabah and Sarawak on the island of Borneo. Malaysia has a population of approximately 33.5 million people, made up of Malay, Chinese, Indian, and indigenous peoples divided into numerous tribes. The fusion of the religions and lifestyles of each ethnic group has created a unique culture, highlighting the characteristics of Malaysia as a multi-ethnic nation.

Malaysia is a country filled with magnificent natural beauty that represents Southeast Asia, with beautiful beaches, tropical rainforests, fascinating islands, and mysterious and majestic mountains.

The Beginning of Halal Market

With the 2025 Osaka-Kansai Expo approaching, demand in Japan for halal foods based on Islamic law is expected to increase, and there are high hopes for the promotion of trade in all kinds of products, including Agriculture and Fisheries products, in both the Japanese and Malaysian markets.

Industries With Growth Potential

As the economy and industry continue to develop steadily, industries in which Malaysia is focusing, such as the Environment and Energy Conservation, Railways, Medical Equipment, Aircraft, Biotechnology, and IT, are attracting attention from around the world, and investment from Japanese companies is also on the rise.

Rich Agricultural Industry Born from Magnificent Nature

With forests covering approximately 60% of the country's land area, Malaysia is known as a treasure trove of agricultural products, such as palm oil, natural rubber, and a wide variety of tropical fruits. Ecotourism, which focuses on the magnificent natural environment and historical culture, is gaining popularity.



▼Here is the access

from Toyosu Station.

Emergency Room

Prayer Room

Stage



Merchandise and Exhibition Booths

29

30

31

KL Concierge

SINGAPORE AIRLINES

Malaysia Airlines

MItsui Outlet Park KLIA sepang

The Gateway to Real Setate Investment in Malaysia

Mitsui Shopping Park Lalaport -Bukit Bintang City Center

Kelantan State Economic Development Corporation

Education Malaysia Global Services (EMGS)

NIPPON TRAVEL AGENCY CO., LTD.

Malaysia Tourism Promotion Board

TALENT CORPORATION MALAYSIA BERHAD

Malaysian Students' Association Japan(MSAJ)

MALAYSIAN PINEAPPLE INDUSTRIAL BOARD

Malaysian Bioeconomy Development Corporation

Lembaga Pertubuhan Peladang (LPP)

Ministry of Agriculture and Food Security

Eco Bee Biotech

AYAM BRAND SunShineR

DMI Biotech

10

miejab

Nanyang Trading Inc.

Ministry of Agriculture and Food Security (MAFS)



MINISTRY OF AGRICULTURE AND FOOD SECURITY

Ministry of Agriculture and Food Security (MAFS) Malaysia is dedicated to ensuring a sufficient food supply for Malaysian and improving the livelihoods of Malaysian farmers. In addition to enhancing sustainability and productivity by utilizing the latest technologies to increase production capacity, the Ministry aims to explore export market opportunities and maintain Malaysian agricultural standards. The MAFS booth at the Malaysia Fair 2024 will feature the Malaysia Agriculture Horticulture & Agrotourism Show (MAHA 2024), which was held from 11 to 22 September 2024, and attracted over 5.5 million visitors. We will also promote the Malaysia Pavilion at the 2025 Osaka Expo. Additionally, the diverse food culture of multi-ethnic Malaysia will be highlighted. Enjoy an immersive experience that feels like you have been transported to Malaysia while in Tokyo.





facebook.com/agritokyo

Booth: Exhibition 7

Ministry of Entrepreneur and Cooperatives Development (MECD)



MINISTRY OF ENTREPRENEUR AND COOPERATIVES DEVELOPMENT

Ministry of Entrepreneur and Cooperatives Development (MECD) aim is to create a holistic and conducive entrepreneurial ecosystem to support the country's inclusive, sustainable and driven by knowledge and innovation entrepreneurship development agenda. The Ministry's vision is to make Malaysia a superior entrepreneurial country that is united, prosperous and dignified.

Malaysia Fair 2024Tokyo serves as a platform for Malaysian entrepreneurs to showcase and promote their Halal food and beverage products under the Ministry's access market programmes namely Vendor Development Programme (VDP), Market Access Incentive (MASSIVE), Business Export Programme (BEP).









kuskop.gov.my

Education Malaysia Global Services (EMGS)





Explore endless opportunities to study in Malaysia!

Meet representatives from top Malaysian universities and learn how studying in Malaysia can be your next big exciting adventure!

Visit EMGS and top Malaysian universities and organisation at the Malaysia Fair 2024!

Education Malaysia Global Services (EMGS) is a Company Limited by Guarantee ("CLBG") under the purview of the Ministry of Higher Education Malaysia (MoHE).

EMGS is the wing responsible for promoting Malaysia as the preferred education destination among international students. It is also the principal body that facilitates visa processing for international students in Malaysia.



educationmalaysia.gov.my

Booth: Exhibition 30.31.32

MALAYSIAN PINEAPPLE INDUSTRIAL BOARD



The Malaysian Pineapple Industry Board (LPNM), formerly known as the "Malayan Pineapple Enterprise Board", is a statutory body established in 1957 and tasked with managing and developing the pineapple industry in Malaysia.

The LPNM has been under the Ministry of Agriculture since 1 June 1999 and the canned pineapple industry has a history of over 100 years.

The pineapple industry is a major contributor to the national economy and has the second highest export volume after watermelon. The Malaysian pineapple industry is supported by the government in terms of land development policies. The focus of the LPNM is to develop new areas and improve productivity, as well as address the shortage of fruit supply to factories. With globalization and integration of the world economy, competition becomes the most important factor in determining the success and sustainability of the Malaysian pineapple industry.

LPNMs need to aim for more sustainable and effective operations by considering efficiency, productivity, competitiveness and technology in production, marketing and trade and basing their strategies on policies set by the government.



Booth: Exhibition 6

Selangor State



Discover Selangor's local gems!

Visit the Selangor Directory at www.platselangor.com to explore a variety of entrepreneurs and traders.

From delicious local foods to unique products, there's something for everyone.



Booth: Exhibition 10,11,12,13,16,17,18,19

Lembaga Pertubuhan Peladang(LPP)



Farmers' Organization Authority was founded on 14 February 1973 through the gazetting of Lembaga Pertubuhan Peladang 1973 Act (Act 110). FOA was founded to carry the responsibility of helping to strengthen the social and economy of agricultural communities under a specific body with specific functions.

The functions of LPP as laid down in the Act are as follows:-

- 1. To boost, encourage and strive for economic and social progress of Farmers' Organizations
- 2. To register, control and supervise Farmers' Organizations and making provision for related matters.



Booth: Exhibition 5

PETRONAS



PETRONAS is the world's leading energy company, supporting social progress in a responsible and sustainable way. With close to 50,000 employees and a global reach spanning over 100 countries, we are ranked among the world's largest corporations by revenue in the Fortune Media IP Ltd's 2022 Fortune Global 500® list

As Malaysia's national energy company, we safeguard and manage the nation's hydrocarbon resources to ensure national energy security and maximise value. We explore, develop and produce hydrocarbons as well as cleaner energy solution. With an integrated energy portfolio, we will deliver our core business with reduced carbon emissions and at competitive cost.

petronas.com

Malaysia Tourism Promotion Board



The Malaysia Tourism Promotion Board (MTPB), also known as Tourism Malaysia, is a governmental agency under the Ministry of Tourism, Arts and Culture of Malaysia. It promotes tourism to Malaysia both domestically and internationally. In 2026, they are planning the Visit Malaysia Year. We warmly invite everyone to visit Malaysia!

tourismmalaysia.or.jp

Booth : Exhibition 26

Introducing recommended fruits from tropical Malaysia!

MD2 Pineapple

Pineapple is a classic tropical fruit, and among them, the variety known for its high sugar content and strong sweetness is the ""MD2.""

MD2 pineapple is not only great for eating fresh but also enhances the sweetness in dishes, allowing you to enjoy its rich flavor.

When you visit Malaysia, be sure to try the MD2 pineapple!









Powered By: Malaysian Pineapple

AirAsia X



AirAsia X operates daily flights to Kuala Lumpur from Tokyo (Haneda) and Osaka (Kansai).

As AirAsia Group, we have been awarded as the World's Best Low Cost Airline in 15 years in a row by SKYTRAX. With low cost, high quality services, we ensure your safe journey to your destinations.





Batik Air Malaysia

Batik air

Batik Air Malaysia (OD) operates direct flights from Narita International Airport to Kuala Lumpur International Airport every day as a full-service airline.

Through the Malaysia Fair, we hope to make Batik Air Malaysia known to more people, and we have prepared tickets to suit your needs so that you can use it for your next trip to Malaysia.



malindoair.com/jp

Booth: Exhibition 26

Check out the Malaysian food at Malaysia Fair 2024 Tokyo!



A Malaysian soul food consisting of fragrant rice cooked in coconut milk and eat with sambal (chili sauce).

Food Truck No. 1,10,13



Laksa is a local noodles with different flavors depending on the region (state). It is made with rice noodles and the soup can be broadly divided into two types: curry and fish stock.

Food Truck No. 10,12,13



A staple of street food! Malay-style skewers. Rich, sweet and spicy peanut sauce make a perfect match.

Food Truck No. 1,10,13



A classic Malaysian breakfast, it is made of thin layers of baked wheat dough and is served with curry.

Food Truck No. 2,10,13



A popular shaved ice with lots of toppings. The standard toppings are beans (kacang), jelly, and fruit.It is also called ABC (Air Batu Campur).

Food Truck No. 7



The most popular drink in Malaysia. Malaysian sweet milk tea with condensed milk that goes well with spicy food.

Food Truck No. 1,7,13



A sweet juice with a rose scent (Rose Syrup). In Malaysia, red drinks are considered auspicious and are often served at weddings.

Food Truck No. 7

There are lot of other Malaysian foods available!

Experience Malaysian culture at the Malaysia Fair 2024 in Tokyo!

Activities





Malaysian Traditional Crafts **Batik**

Batik Wax Dyeing Activity! Fee: ¥700

Location : Activity Booths 1, 2

Temporary Tattoos That Fade Over Time Henna Tattoo

Easy application with a sticker! Fee: 4200

Location : Activity Booth 6







Traditional Malaysian Game

Congkak

Fee: Y100

Location: Activity Booth 7

**All prices include tax. ** Images are for illustration purposes only.
**Please purchase tickets at the General Cashier in Activity Booth 5 when participating in activities.



Halal2Go Mart is the official shop for the event, selling Malaysian products (Halal food, goods, etc.).

Products available at Halal2Go Mart can also be purchased online at Halal2Go.

Halal2Go is listed on Rakuten, Amazon, and Yahoo! Shopping.

*Please note that some products are exclusive to the event venue and are not available in the online store.







akutan



Yahoo! Shopping



Yam Cookies

Enjoy a unique texture with the natural sweetness of yams.
These cookies have a slightly popping texture that adds an interesting twist.





Ultra-Thin Potato Chips Spicy Vegetable Flavor

Thin and crispy, these chips are addictively spicy and perfect not only as a snack but also as an accompaniment to drinks.



Yellow Pea Puffs Korean Spicy

Crispy and spicy with a Korean-style sweetness that makes these snacks addictive.



Shrimp and Seaweed Flavor Snacks

The aroma of shrimp and the flavor of seaweed make a perfect match in this delicately salted snack.





Banana Cream Biscuits

Sweet and delicious banana cream sandwiched between biscuits, recommended as a light meal with milk.



Pick Up INTRODUCING THE PERFORMERS HEATING UP



Experience the debut of highly anticipated newcomers, selected from about 2,000 applicants in the "Take Your Voice to the Dream 2024" audition project. The group, comprised of SARiNA, MiYU, KiLUA, and RAiSA, will make their major debut under Victor Entertainment on October 8, with music provided by producer Kenta Matsukuma. Their debut song, "Unrelenting Pulse," embodies the spirit of striving beyond full power towards an unimaginable future. After their premiere at Malaysia Fair 2024 Tokyo, they are set to embark on a 100-live training tour. Don't miss their meet-and-greet session starting at 13:00 at Urban Dock LaLaport Toyosu, 1F Northport, with a special appearance by Dienoji! Enjoy mingling with O-VER-KiLL!











YouTube



Instagram







Kenta Matsukuma

Matsukuma is renowned for incorporating genuine rock into J-pop. Following the debut of BiS, he has produced numerous emotional rock numbers that have revolutionized the foundation of idol music. Influencing recent idol groups like BiSH and Atarashii Gakko no Leaders to embrace rock, he is a pioneer in the movement.

*He will not be performing on the day











Coming to Japan for Malaysia Fair 2024 from Malaysia!

BRIGED SENI MELAKA

ブリギット・セニ・マラッカ

Briged Seni Melaka is the official dance troupe of the state of Melaka. The company expresses the rich cultural heritage and traditions of Malacca, Malaysia, and transmits them to the world. They have received numerous national and international

PERFORMANCE TIME

2nd Nov Sat 12:00~ / 14:00~ / 17:15~ 3rd Nov Sun 11:00~ / 14:00~ / 17:30~





Bridging Japan and Malaysia

The Malaysian representative of Yoshimoto Kogyo's "Asia Residency Comedian" program has been living in Malaysia for 10 years since traveling there as part of a show concept. Having truly settled in Malaysia, mastered the Malay language, and now actively participating in Malaysian TV and films, look forward to Kinio's blend of Malaysian and Japanese comedic culture.

PERFORMANCE TIME

2nd Nov Sat 12:30~ / 14:30~ 3rd Nov Sun 11:30~ / 14:30~



Fun Introduction to Malaysian Cuisine!

Malaysian Cooking Talk Show

What is Malaysian cuisine like? Whether you are familiar with Malaysian food or not, this is all you need to become an expert! Oto Furukawa, the representative of the Malavsia Gohan Association, will give a fun and detailed explanation of the charm of Malaysian cuisine.

PERFORMANCE TIME

2nd Nov Sat 15:00~ 3rd Nov Sun 15:00~

Speaker: Oto Furukawa

A writer who introduces Malaysian food culture and local information. From 2005 to 2009, she lived in Malaysia's capital, Kuala Lumpur, where she spent four years editing an information magazine for Japanese readers, Currently based in Japan, she shares insights on Malaysian food culture and travel information.



@oto_furukawa



Stage Schedule

•		ステージスケジュール
2nd Nov Sat		3rd Nov Sun
OPEN	10:00	OPEN
11:00 - 11:30 Opening Ceremony by Ambassador of Malaysia	11:00	11:00 - 11:30 Cultural Performance by Briged Seni Melaka
		11:30 - 11:45 Kinjo "Muzikal Lawak" Superstar Talk Show
12:00 - 12:30	12:00	12:00 - 12:30
Cultural Performance by Briged Seni Melaka		OverKill Special Performance
12:30 - 12:45 Kinjo "Muzikal Lawak" Superstar Talk Show		
13:00 - 13:15 Traditional Musical Instrument: Sape by Arai	13:00	13:00 - 13:15 Traditional Dance by Mekar Budaya
13:15 - 13:30 Let's Study in Malaysia' by EMGS		13:15 - 13:30 Briefing by Malaysian Universities 13:30 - 13:45
		Malaysian Students Performance
14:00 - 14:30 Cultural Performance by Briged Seni Melaka	14:00	14:00 - 14:30 Cultural Performance by Briged Seni Melaka
14:30 - 14:45 Kinjo "Muzikal Lawak" Superstar Talk Show		14:30 - 14:45 Kinjo "Muzikal Lawak" Superstar Talk Show
15:00 - 15:30	15:00	15:00 - 15:30
Malaysia Cooking Talk Show		Malaysia Cooking Talk Show
15:45 - 16:00 Traditional Dance by Mekar Budaya		15:45 - 16:00 Traditional Dance by Mekar Budaya
16:00 - 16:30 Lucky Draw Prize Ceremony	16:00	16:00 - 16:30 Lucky Draw Prize Ceremony
16:30 - 16:45 Briefing by Malaysian Universities		16:30 - 16:45 Briefing by Malaysian Universities
16:45- 17:00 Malaysian Students Performance	17:00	17:00 - 17:30
17:15- 17:45 Cultural Performance by Briged Seni Melaka	17.00	OverKill Special Performance
		17:30 - 18:00 Cultural Performance by Briged Seni Melaka
END	18:00	END

*Please note that the stage content is subject to change or cancellation without prior notice.



How to Participate

Scan the QR code, answer the survey, and secure your eligibility to participate!



Drawing Method

The drawing will take place daily from 12:00 to 15:00 at the special drawing venue next to the stage, during the event period.

Please present the email screen received after the survey and the 5-digit drawing number set in the form at the time of the drawing.

*Please note that the drawing will not be conducted outside these hours.

Prize Distribution

The prize presentation ceremony will take place daily at 16:00 on stage. You will be called to the stage by the name you entered in the form for the presentation of the prizes.

*Please stay near the stage until the presentation ceremony. If you are not present when your name is called, you will forfeit your right to the prize.

*The prize must be claimed on the winning day itself; it cannot be carried over to the next day's ceremony.

Eligibility

Only those who can attend the prize presentation ceremony on stage at 16:00 after the draw are eligible.

Important Notes

※Transfer of winning rights is not permitted.

※ Prizes cannot be chosen, exchanged, or returned.

lpha Post-event shipping or holding of prizes is not supported; prizes must be claimed during the presentation ceremony only.