



# Halal **2**Go **MART**

## EXHIBITOR INFORMATION

2024.06



# About Halal2Go Mart

Halal2Go Mart is the official shop (dedicated merchandise sales space) for Malaysia Fair 2024 Tokyo.

Halal2Go Mart is seeking individuals or corporations interested in selling Malaysian products, including halal food, cosmetics, and sundries, at the event.

## Venue

**Urban Dock LaLaport TOYOSU  
& Toyosu Park**

## Date

**2 ~ 3 November 2024;  
Saturday-Sunday  
10:00~18:00**

## Targeted Number of Visitors

**50,000 visitors**

※A total of 45,315 visitors attended Malaysia Fair 2023



※image



# Reasons to Sell With Halal2Go Mart at the Malaysia Fair 2024 Tokyo

## 01

**“Effortless  
Marketplace  
Presence”**

※1 ※2

**Simply ship your  
products to the venue  
and sell in a real-life  
marketplace**

## 02

**“Stress-Free  
Transaction”**

※3※4

**Let us handle the hassle,  
Our dedicated venue  
staff will manage all  
cashier duties for you!**

## 03

**“Elevate Your  
Presence”**

※5

**Exhibitors are  
empowered to  
personalize and  
decorate their display  
rack!**

\*1 The cost of delivering and returning the products is the responsibility of the exhibitor. Please ensure that your products are delivered to the venue by the morning of November 1st (Friday).

\*2 A separate fee will be incurred for display setup unless you decide to arrange the display yourself.

\*3 Regarding the settlement of sales for your exhibited products, the organizer will provide the register data. Please issue an invoice based on this information.

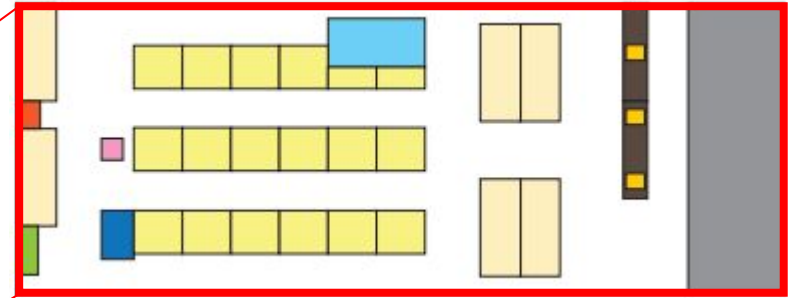
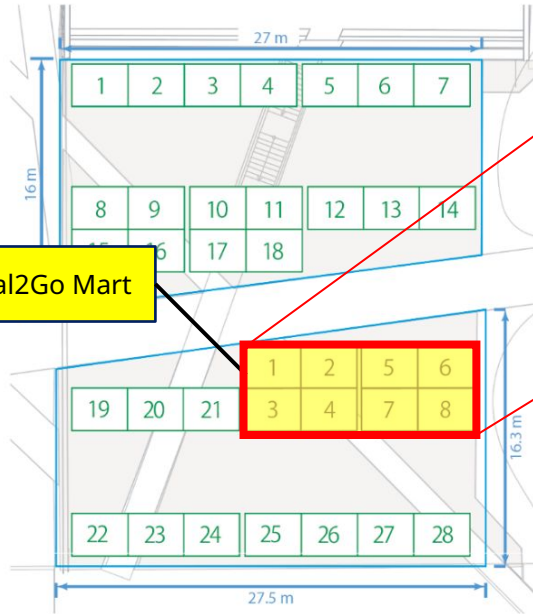
\*4 Please note that the management office cannot be held responsible for any theft of your products.












\*5 Please ensure that your display decorations do not inconvenience other exhibitors.

# Venue Layout



► LaLaport TOYOSU

Halal2Go Mart




-  Double-sided shelf W900×D800
-  Single-sided shelf W900×D400
-  Gondola W1800×D750
-  Bags W900×D600
-  Mirror W510×D450
-  Mannequin
-  Freezer case W1800×D900
-  Batik hanger W900×D410
-  Cash register counter W1800×D450
-  Cash register
-  Inventory space W1800×D5400

# Display Fee (Room Temperature Product)

Type of Package	1 SKU	3 SKU	5 SKU
Fees	RM219.00	RM560.00	RM945.00
SNS Promotion (Instagram, X, FB)	-	-	1x Promotion
Food Sample Distribution	Allowed (No Man Power)	Allowed (No Man Power)	Allowed (With 1 Man Power)
Display	Customers cannot choose the exhibition location. The items will be sold using one of the following fixtures used in the store.  		
Option Not included in Package	For POP creation, other equipment rentals, and power outlet usage, please contact us separately for further inquiries.		

# Display Fee (Frozen/Refrigerated Product)

Type of Package	1 SKU	3 SKU	5 SKU
Fees	RM750.00	RM1980.00	RM3,300.00
SNS Promotion (Instagram, X, FB)	-	-	1x Promotion
Food Sample Distribution	Allowed (No Man Power)	Allowed (No Man Power)	Allowed (With 1 Man Power)
Display	Customers cannot choose the exhibition location. The items will be sold using the following fixtures used in the store. 		
Option Not included in Package	For POP creation, other equipment rentals, and power outlet usage, please contact us separately for further inquiries.		

# Exhibit Details

## Products and categories that can and cannot be sold

### 《Goods available for sale》

- Foodstuffs (excluding packed lunches)  
\*If you sell packed lunches, please exhibit at the food and beverage booth.
- Cosmetics, Fashion goods, etc.

### 《Products not available for sale》

- Packed lunches  
\*If you sell packed lunches, please exhibit at the food and beverage booth.
- Foods that are not labelled according to the Japanese Food Labeling Law.

## Items included in the display fee

- Product display stands (table, freezer, fridge) \*Depends on the package.
- Cash register registration process
- Arrangement of cashier staff
- Price POP creation
- Shopping basket in Halal2Go mart
- Tents
- Disposal charges for packaging and other materials

### Locations are determined by the operating entity, and customers can not choose by themselves

For customers who purchase multiple packages and intend to list them for sale, we will make arrangements to ensure that the listing locations are adjacent to each other.

# Hala2Go Mart @ Malaysia Fair 2023 Tokyo





## Previous Record (Malaysia Fair 2023 Tokyo)



マレーシアフェア2023東京 |  
MALAYSIA FAIR 2023 TOKY...

Scan QR code to watch  
the video !



<https://x.gd/mf2023highlight>

## Inquiries by email

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《Malaysia》

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## Inquiries by phone

《Japan》

**Malaysia Fair 2024 Tokyo  
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Figurative Japan Co., Ltd.**

**PIC: Ms. Mizogaki**

**TEL: +81 80-8433-1157** 

(Business hours: 10:00~17:00)

《Malaysia》

**Malaysia Fair 2024 Tokyo  
Executive Committee  
Figurative Japan Co., Ltd.**

**PIC: Mr. Haziq**

**TEL: +81 70-9332-1827** 

(Business hours: 10:00~17:00)