



Embassy of Malaysia in Tokyo

# Malaysia Fair 2024 TOKYO

## STRATEGIC PARTNERS

2024.05



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



マレーシア農業・食糧安全守備官  
マレーシア政府機関  
マレーシア人委員会  
マレーシア貿易開発公社  
マレーシア投資開発機構



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



# About Malaysia Fair 2024 Tokyo

Malaysia Fair 2024 is the biggest Malaysian exhibition in Japan, showcasing 'All About Malaysia' content. Since its inception in 2018, Malaysia Fair has continued to provide a platform for Malaysian businesses to offer their products and services to the Japanese market. Apart from being a trade and investment exhibition, Malaysia Fair also features cultural performances, food stalls, and tourism promotions. This highly anticipated event offers a unique opportunity to explore Malaysia's quality products, delicious cuisines, rich cultures, and world-class tourist destinations

## Malaysia Fair 2024 Executive Committee

※All other partnerships are currently undergoing adjustments and are subject to change, except for those involving the organisers

Organiser



Embassy of Malaysia in Tokyo



Ministry of Agriculture  
and Food Security



Prime Minister Department  
Public Service Department



Malaysia External Trade  
Development Corporation



Malaysia Investment  
Development Authority



Malaysia Tourism  
Promotion Board

In cooperation  
with



TV Asahi Corporation



Mitsui Fudosan  
Retail Management



Toyosu Park Management JV



Koto Ward

# Malaysia Fair 2024 Outline

Official Name

Malaysia Fair 2024 Tokyo

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



## ① Urban Dock LaLaport TOYOSU



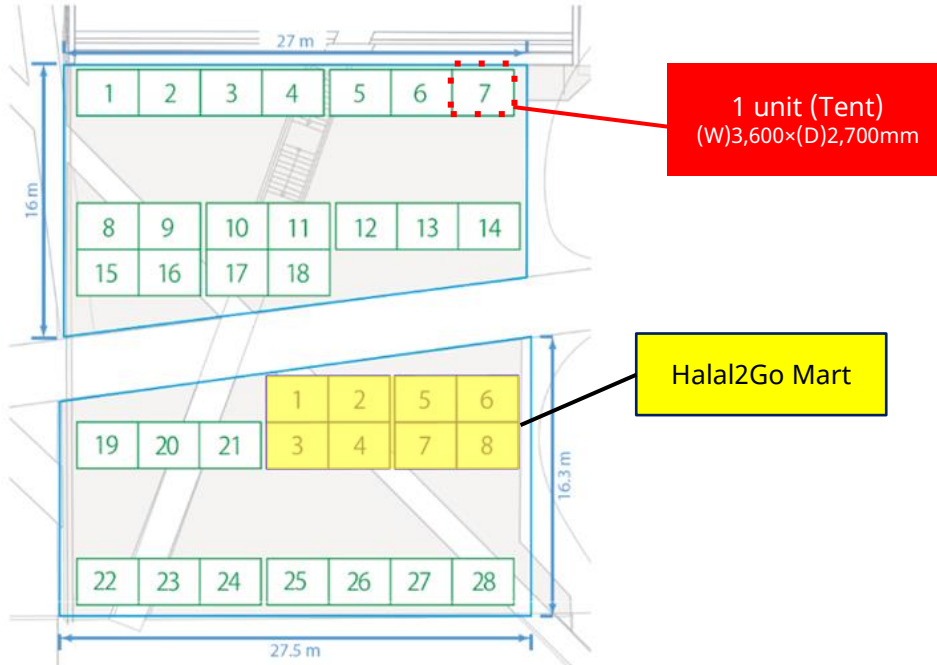
## ② Toyosu Park



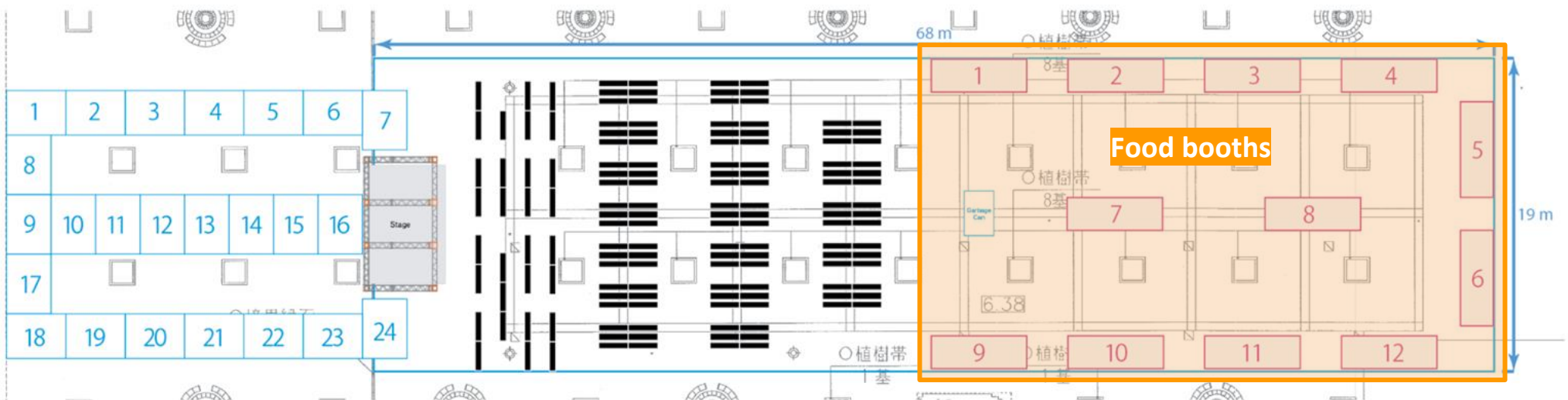
# Malaysia Fair 2024 Venue Layout

※Layout is subject to change

## ▶ LaLaport TOYOSU

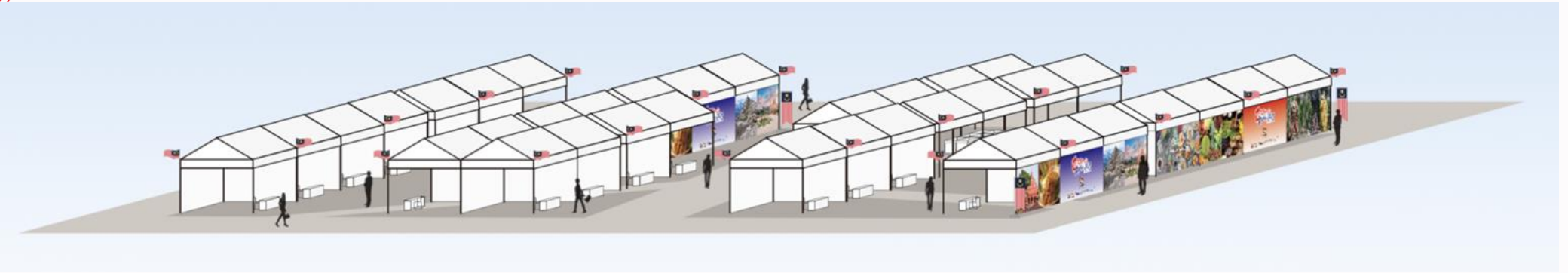


## ▼ Toyosu Park

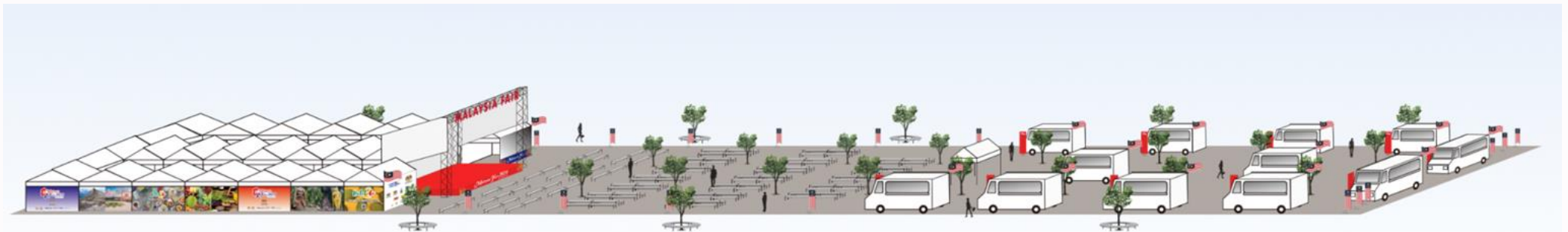


# Malaysia Fair 2024 Venue Illustration

LaLaport TOYOSU



Toyosu Park





# Malaysia Fair 2023 (Stage Performance and Live Demonstrations)



# Malaysia Fair 2023 (Standard Booths)





# Malaysia Fair 2023 (Halal2Go Mart)



# Malaysia Fair 2023 (Art and Cultural Activities)




# Malaysia Fair 2023 (Food Booth)



# Malaysia Fair 2024 Strategic Partnership Packages

Companies and businesses are invited to participate in Malaysia Fair 2024. There are three (3) attractive partnership packages available for companies looking to showcase, market, or sell their products during the exhibition. Each package provides participating companies with an opportunity to display their products and services.

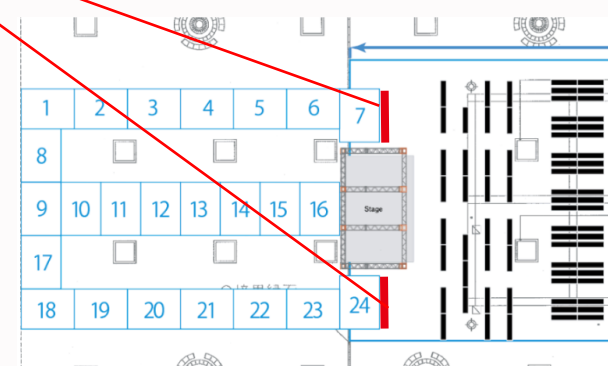
Contents	Place	Posting Period	Partnership Details				
			<b>Diamond</b> <b>¥3,175,000</b> <b>(tax included)</b> <small>※Limited to two companies</small>	<b>Platinum</b> <b>¥2,135,000</b> <b>(tax included)</b> <small>※Limited to five companies</small>	<b>Gold</b> <b>¥1,568,000</b> <b>(tax included)</b> <small>※Limited to six companies</small>		
1	Main Stage	In Venue	2 days	<ul style="list-style-type: none"> <li>• Logo Display (Large)</li> <li>• Stage 1 slot (15 min) x 2 days</li> <li>• Video on LED Panel (3 min) x 5 times x 2 days</li> </ul>	<ul style="list-style-type: none"> <li>• Logo Display (Medium)</li> <li>• Video on LED Panel (1 min) x 5 times x 2 days</li> </ul>	Logo Display (Small)	
2	Booth	In Venue	2 days	<ul style="list-style-type: none"> <li>• 1 unit</li> <li>• Original print of side curtains</li> </ul>	1 unit	1 unit	
3	Official Website	Online	1 month before	<ul style="list-style-type: none"> <li>• Logo (Large)</li> <li>• Special web page x 1</li> </ul>	<ul style="list-style-type: none"> <li>• Logo (Medium)</li> <li>• Sponsor's introductory article</li> </ul>	Logo (Small)	
4	SNS		Online	1 month before	Advertisement Post x 2 (Each SNS)	Advertisement Post x 1 (Each SNS)	Advertisement Post x 1 (Each SNS)
5	Poster	Each area in Tokyo	3 weeks before	Logo (Large)	Logo (Medium)	Logo (Small)	
6	Leaflet	Each area in Tokyo	3 weeks before	Logo (Large)	Logo (Medium)	Logo (Small)	
7	Brochure	On the Day	2 days	<ul style="list-style-type: none"> <li>• Back cover logo (Large)</li> <li>• 1 page in colour</li> <li>• Venue map (Logo)</li> </ul>	<ul style="list-style-type: none"> <li>• Back cover logo (Medium)</li> <li>• ½ page in colour</li> </ul>	• ¼ page in colour	

# Partnership Details 1. Malaysia Fair 2024 Main Stage

Brands and logos of participating companies will be displayed on the main stage of the event. Companies with Diamond packages will enjoy a 15-minute stage slot each day. Additionally, Diamond partners will receive a 3-minute video presentation 5 times each day, and Platinum partners will receive a 1-minute video presentation 5 times each day on the LED panels located on each side of the main stage backdrop.



- Diamond
  - Displaying Logo (Large)
  - Video on LED panel (3 min) x 5 times x 2 days
- Platinum
  - Displaying Logo (Medium)
  - Video on LED panel (1 min) x 5 times x 2 days
- Gold
  - Displaying Logo (Small)



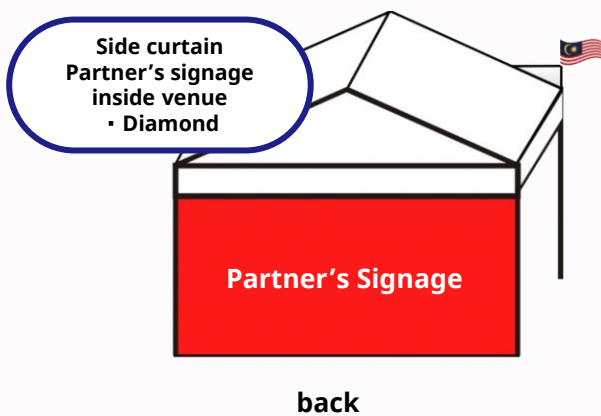
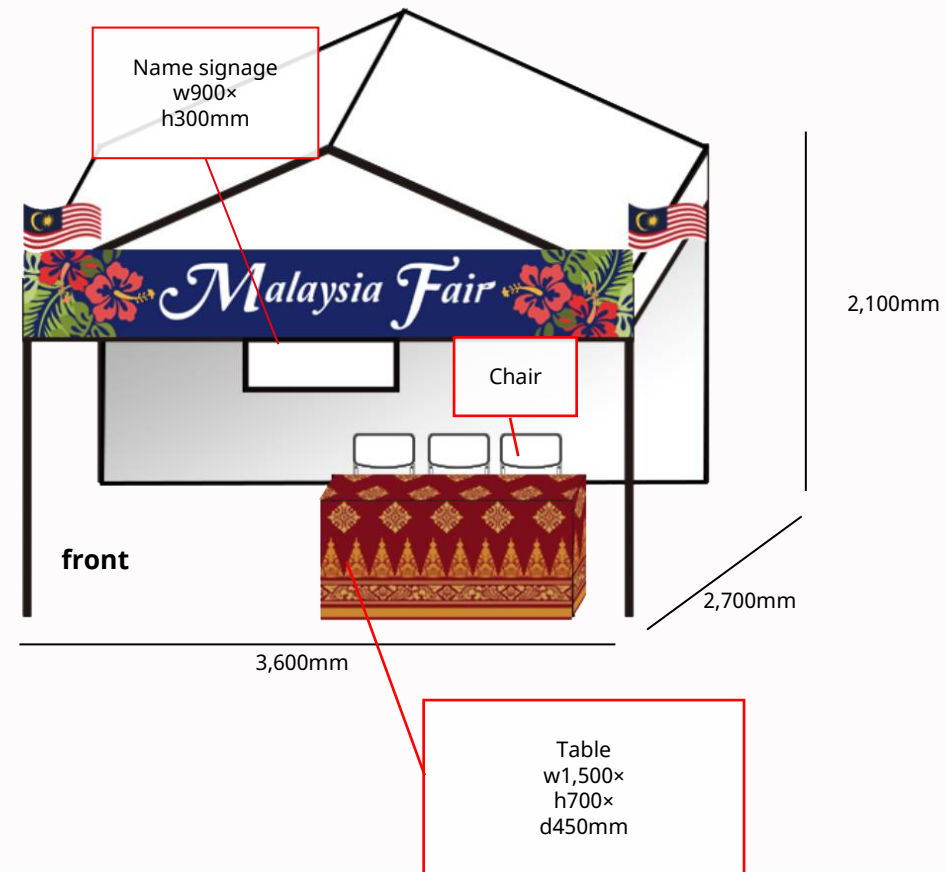
※Design for illustration only.  
Actual design may vary

# Partnership Details 2. Malaysia Fair 2024 Booth

Participating companies will be allowed to decorate and showcase their goods for marketing and sales purposes at their designated booth spaces as desired.

•The booth includes the following items:

Fixtures	Table	W1,500×H700×D450mm	×1
	Pipe chair		×3
	Signage	W3600×H300mm ※The signboard will display only the name, in black and white.	×1
Electric	Outlet	1,000W	×1



※Design for illustration only. Actual design may vary

# Partnership Details 3. Malaysia Fair 2024 Official Website

The official website for Malaysia Fair 2024 Tokyo will be launched at least six weeks before the event date. It will actively disseminate information, including the logos and brands of participating companies. Additionally, cross-media information dissemination activities will include establishing official social media channels and issuing press releases.

Top Page

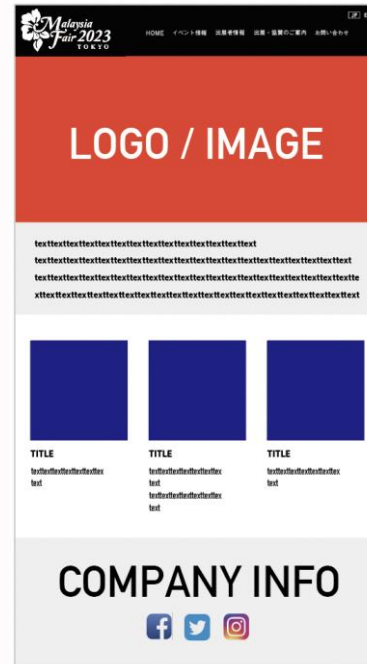


Logo (Large)  
• Diamond

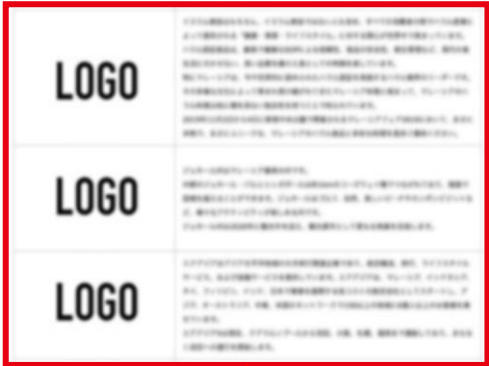
Logo (Medium)  
• Platinum

Logo (Small)  
• Gold

Special web page  
• Diamond



Partner's introductory article  
• Platinum



Introductory article  
※Images also possible

※Design for illustration only.  
Actual design may vary

# Partnership Details 4. Malaysia Fair 2024 Official Social Media Channels

The official social media channels for Malaysia Fair 2024 Tokyo will be launched at least six weeks before the event date. These platforms will actively disseminate information, including logos and brands of participating companies. Additionally, an introductory article featuring images and text about the participating companies will be posted before the event.



@malaysiafair.jp

Followers : 11,873 people ※



@MalaysiaFair\_JP

Followers : 2,928 people ※



@malaysiafair

Followers : 8,796 people ※

※As of May 2024



Facebook



X (Previously Twitter)

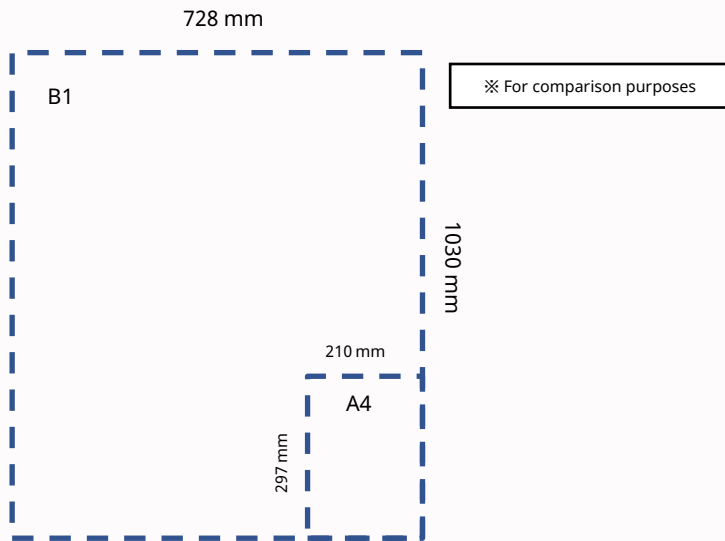


Instagram



# Partnership Details 5. Malaysia Fair 2024 Poster

Posters advertising the event will be displayed at 40 relevant locations throughout Tokyo, including restaurants and Malaysian government facilities. The official poster will feature the company logo and name.



728 mm



Logo (Large)  
• Diamond

Logo (Medium)  
• Platinum

Logo (Small)  
• Gold

※Design for illustration only.  
Actual design may vary

# Partnership Details 6. Malaysia Fair 2024 Leaflet

Leaflets advertising the event will be displayed at 25 relevant locations throughout Tokyo, including restaurants and Malaysian government facilities. The official leaflet will feature the company logo and name.

A5 size : 148 mm x 210 mm

148 mm



210 mm

Logo (Large)  
- Diamond

Logo (Medium)  
- Platinum

Logo (Small)  
- Gold

※Design for illustration only.  
Actual design may vary

# Partnership Details 7. Malaysia Fair 2024 Brochure

A brochure detailing the venue information for Malaysia Fair 2024 Tokyo will be distributed to visitors during the event, with 50,000 copies to be released. The brochure will also include the company logo, name, and public release information.

## ▼ Venue map

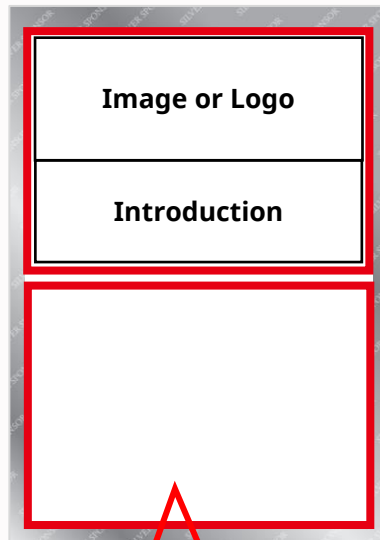


## ▼ Exhibitor information (1 P)



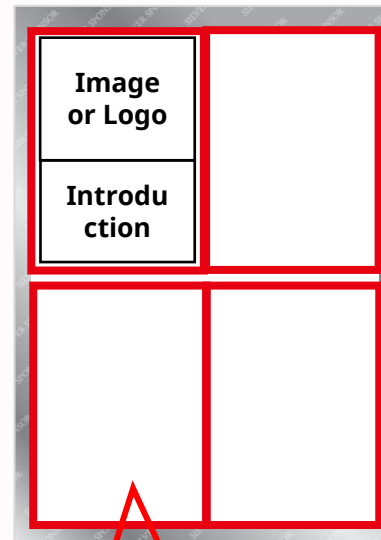
• Diamond  
1 slot

## ▼ Exhibitor information (1/2 P)



• Platinum  
½ slot

## ▼ Exhibitor information (1/4 P)



• Gold  
¼ slot

## ▼ Back Cover



Logo (Large)  
• Diamond  
Logo (Medium)  
• Platinum

※Design for illustration only.  
Actual design may vary

## Contents (Basic Set)

Contents	Place	Posting Period	Diamond
Main Stage	In Venue	2 days	<ul style="list-style-type: none"> <li>• Logo Display (Large)</li> <li>• Stage 1 slot (15 min) x 2 days</li> <li>• Video on LED Panel (3 min) x 5 times x 2 days</li> </ul>
Booth	In Venue	2 days	<ul style="list-style-type: none"> <li>• 1 unit</li> <li>• In-Venue Signage (W 3600mm)</li> </ul>
Official Website	Online	1 month before	<ul style="list-style-type: none"> <li>• Logo (Large)</li> <li>• Special Web Page x 1</li> </ul>
SNS	Online	1 month before	<ul style="list-style-type: none"> <li>• Advertisement Post x 2 (Each SNS)</li> </ul>
Poster	Each area in Tokyo	3 weeks before	<ul style="list-style-type: none"> <li>• Logo (Large)</li> </ul>
Leaflet	Each Area in Tokyo	3 weeks before	<ul style="list-style-type: none"> <li>• Logo (Large)</li> </ul>
Brochure	On the Day	2 days	<ul style="list-style-type: none"> <li>• Back Cover Logo (Large)</li> <li>• Venue Map (Logo)</li> <li>• 1 page in colour</li> </ul>

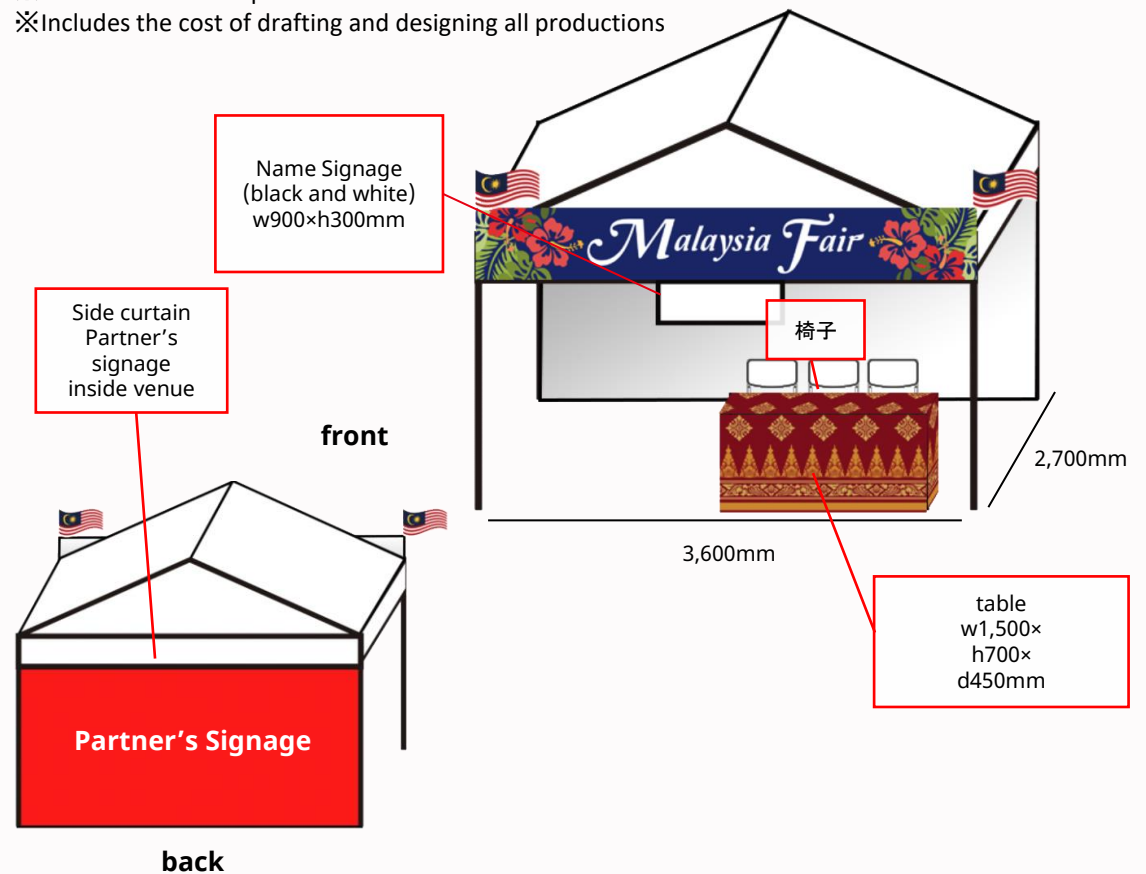
## Includes

Booth size	W3,600×D2,700mm		
Fixtures	Table	W1,500×D450mm	×1
	Pipe chair		×3
	Signage	W900×H300mm	×1
Electric	Outlet	1,000W	×1

Partnership (tax included)

¥3,175,000

- ※Limited to two companies
- ※Includes the cost of drafting and designing all productions



※Design for illustration only.  
Actual design may vary

## Contents (Basic Set)

Contents	Place	Posting Period	Platinum
Main Stage	In Venue	2 days	<ul style="list-style-type: none"> <li>Logo Display (Small)</li> <li>Video on LED Panel (1 min) x 5 times x 2 days</li> </ul>
Booth	In Venue	2 days	<ul style="list-style-type: none"> <li>1 unit</li> </ul>
Official Website	Online	1 month before	<ul style="list-style-type: none"> <li>Logo (Medium)</li> <li>Partner's Introductory Article</li> </ul>
SNS	Online	1 month before	<ul style="list-style-type: none"> <li>Advertisement Post x 1 (Each SNS)</li> </ul>
Poster	Each area in Tokyo	3 weeks before	<ul style="list-style-type: none"> <li>Logo (Medium)</li> </ul>
Leaflet	Each Area in Tokyo	3 weeks before	<ul style="list-style-type: none"> <li>Logo (Medium)</li> </ul>
Brochure	On the Day	2 days	<ul style="list-style-type: none"> <li>Back Cover Logo (Medium)</li> <li>1/2 page in colour</li> </ul>

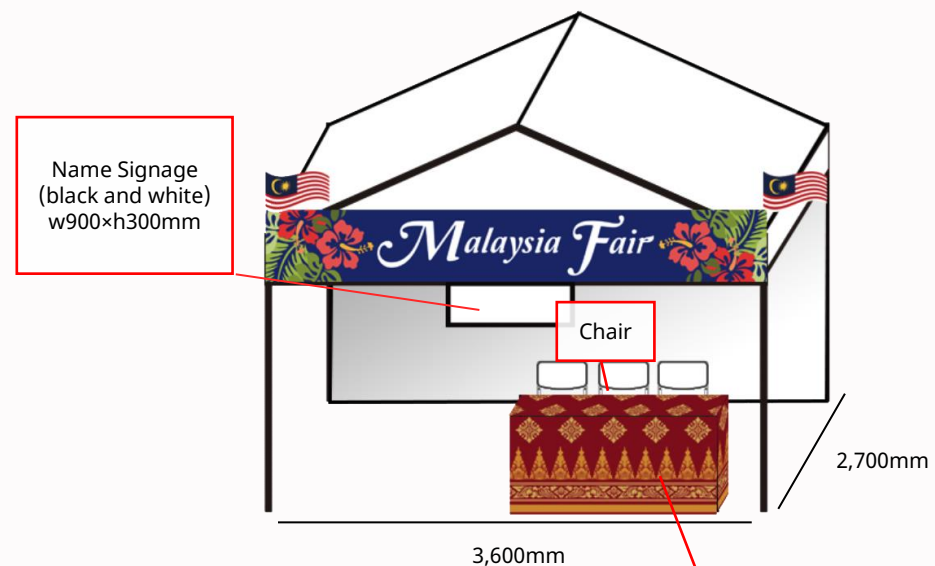
## Includes

Booth size	W3,600×D2,700mm		
Fixtures	Table	W1,500×D450mm	×1
	Pipe chair		×3
	Signage	W900×H300mm	×1
Electric	Outlet	1,000W	×1

Partnership (tax included)

¥2,135,000

- ※Limited to five companies
- ※Includes the cost of drafting and designing all productions



※Design for illustration only.  
Actual design may vary

## Contents (Basic Set)

Contents	Place	Posting Period	Gold
Main Stage	In Venue	2 days	• Logo Display (Small)
Booth	In Venue	2 days	• 1 unit
Official Website	Online	1 month before	• Logo (Small)
SNS	Online	1 month before	• Advertisement Post x 1 (Each SNS)
Poster	Each area in Tokyo	3 weeks before	• Logo (Small)
Leaflet	Each Area in Tokyo	3 weeks before	• Logo (Small)
Brochure	On the Day	2 days	• 1/4 page in colour

## Includes

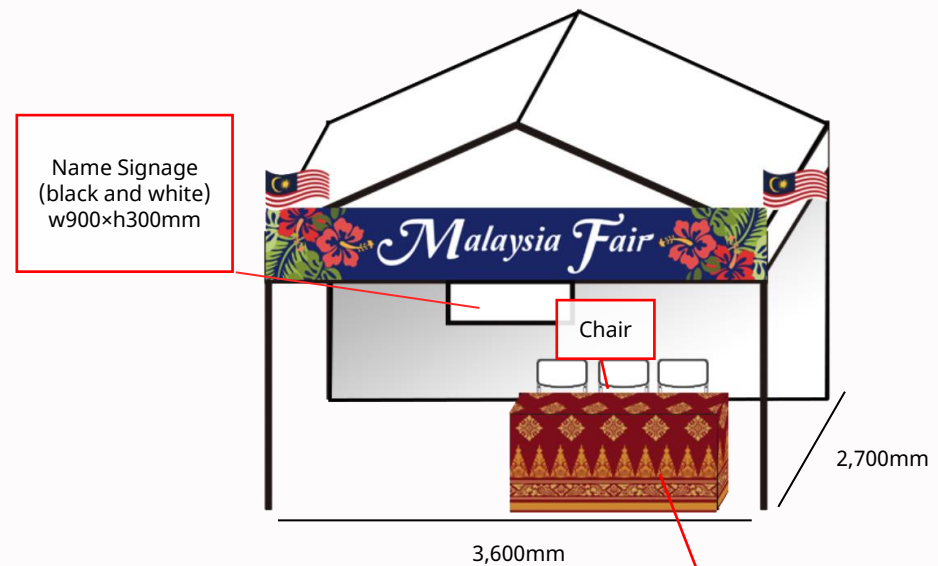
Booth size	W3,600×D2,700mm		
Fixtures	Table	W1,500×D450mm	×1
	Pipe chair		×3
	Signage	W900×H300mm	×1
Electric	Outlet	1,000W	×1

Partnership (tax included)

¥1,568,000

※Limited to six companies

※Includes the cost of drafting and designing all productions



※Design for illustration only.  
Actual design may vary



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

<https://x.gd/mf2023highlight>



# CONTACT

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## Inquiries by phone

《Japan》

**Malaysia Fair 2024 Tokyo**

**Executive Committee**

**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)