



# LIVESTOCK

**MALAYSIA 2020**

**7-9 APRIL 2020**

MELAKA INTERNATIONAL TRADE CENTRE, MALACCA

Malaysian International  
**Feed, Livestock & Meat**  
Industry Show



Hosted by



DEPARTMENT OF VETERINARY SERVICES MALAYSIA

Industry Partner



Supporting Association



Academic Partner



Organised by



informa markets



UBM

Malaysia's leading feed, livestock and meat industry show makes a grand return! **Livestock Malaysia Expo & Forum** (formerly known as **Livestock Asia**) will be back for its **10th edition in 2020**. The previous series received overwhelming support with an astounding

**6,286**

Trade Visitors, more than

**200**

exhibitors from international and local suppliers, and

**63**

speakers with representatives from

**31**

countries.

**Livestock Malaysia 2020** is ideal for importers and exporters targeting the dynamic Malaysian markets and is the biggest platform in this region that will give you access to crucial buyers and sellers from various segments of the industry.

Moving forward, **Livestock Malaysia 2020** will be held at a new venue; the **Melaka International Trade Centre (MITC), Malacca** from **7 - 9 April 2020**. This show is a must attend for all players involved in the feed, livestock and meat industry.



## EXCITING FEATURES AWAITS YOU AT LIVESTOCK MALAYSIA 2020



Featuring more than **200 exhibitors** from **30 countries**, led by international pavilions.



Presenting **international conferences and technical seminars** - A major international conference and technical seminar programme will feature well-known speakers from around Asia and the world. They will share their experiences and knowledge, and take a regional and whole value chain analysis to meet the challenges in the livestock market.



**10th Malaysia Livestock Industry Award** - The prestigious 10th Malaysian Livestock Industry Awards recognises outstanding success of individuals and companies that have made an impact to Malaysia's livestock and meat processing sectors.



## WHY LIVESTOCK MALAYSIA

- 
**Good reputation of the organiser in the livestock industry since its inception in 2001 as Malaysia's leading event for the feed, livestock and meat industries.**
- 
**Astounding response from trade visitors and buyers.**
- 
**Comprehensive marketing strategy to attract quality visitors and buyers with wide global reach.**
- 
**High-level conferences with a series of interactive seminars and conferences led by distinguished experts.**
- 
**Strong continuous support from the government and various prominent associations.**

## EXHIBIT AT THE SHOW

- 
**Generate sales leads, enhance brand image and brand awareness, and launch new products with 9,000 specific trade visitors consisting of integrators, feed millers, livestock farmers, importers and distributors.**
- 
**Engage in face-to-face interaction with industry players to expand networks and develop new and existing business partnerships.**
- 
**Cost-effectively promote your products and services to buyers with decision-making and purchasing power in one place for three days.**
- 
**Gain better market understanding and insights.**
- 
**Access to value added seminars & conferences.**

## EXHIBITOR PROFILE

**Livestock Malaysia** will be attended by market-leading local, regional and international suppliers covering all sectors of the feed, livestock and meat industry including:

- ✔ Animal Health, Pharmaceutical
- ✔ Biosecurity
- ✔ Breeding, Hatchery
- ✔ Crop, Grain, Raw Material
- ✔ Egg Processing Equipment
- ✔ Farm Equipment, Supplies, Accessories
- ✔ Feed Additive, Feed Ingredients
- ✔ Feed Products / Premixer
- ✔ Feed Machinery, Equipment, Supplies
- ✔ Grain Storage
- ✔ Laboratories / Certification
- ✔ Integrator
- ✔ Meat Processing
- ✔ Packaging
- ✔ Publication, Organisation
- ✔ Service
- ✔ Transportation
- ✔ Waste Management
- ✔ Water Treatment
- ...many others

## VISITOR PROFILE

**Livestock Malaysia** is open to trade and business visitors, and attracts a wide range of decision makers, influencers and buyers including:

- ✔ Buyers and Specifiers
- ✔ Consultants and Researchers
- ✔ Feed Millers
- ✔ Food Exporters, Wholesalers, Retailers and Distributors
- ✔ Food Scientists
- ✔ Government and Education
- ✔ Importers and Exporters
- ✔ Livestock and Aquaculture Farmer and Integrators
- ✔ Meat Processors
- ✔ Nutritionists
- ✔ Processed Food Manufacturers
- ✔ Producer Associations
- ✔ Quality Controllers
- ✔ Senior Management
- ✔ Slaughterhouses
- ✔ Supermarkets, Hotels, Restaurants
- ✔ Traders, Suppliers and Distributors
- ✔ Veterinarians
- ...many others

# MARKET INFO

## Malaysia's Feed, Livestock and Meat Overview and Outlook



## POLICIES SUPPORTING THE LIVESTOCK INDUSTRY IN MALAYSIA

The **Third National Agriculture Policy (1984-2010)** and **National Agro-Food Policy (2011-2020)** were designed to ensure the livestock industry remains significant as one of the most important sectors in the nation's economic growth. It enforces policies that support the livestock industry in Malaysia with strategies to develop the livestock industry and address issues and challenges such as:

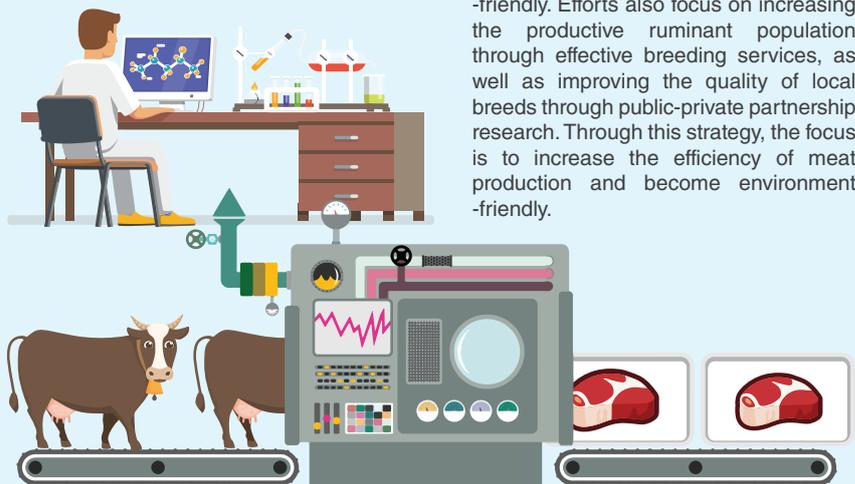
### Increasing the production of animal feeds

**01** Local animal feed production needs to meet the growing demand from the livestock industry. The government has provided incentives to encourage farmers and the private sector to produce fodder for ruminants and non-ruminants. At the same time, Malaysia Agricultural Research and Development also strengthened the R&D on animal feed production by using local raw materials and agricultural by-products. These animal feed formulations should be of high quality whilst maintaining their competitive price.



### Elevating the efficiency of the ruminants industry

**02** Through this strategy, the focus is to increase the efficiency of meat production and become environment-friendly. Efforts also focus on increasing the productive ruminant population through effective breeding services, as well as improving the quality of local breeds through public-private partnership research. Through this strategy, the focus is to increase the efficiency of meat production and become environment-friendly.



### Moving towards a disease-free nation

**03** The government is pushing to achieve a foot and mouth disease (FMD)-free nation through vaccine programmes. Nine zones have been recognised to be Newcastle disease-free, and five quarantined areas for birds and pigs have also been established in five production zones.

# MARKET INFO

## Malaysia's Feed, Livestock and Meat Overview and Outlook



### Melaka's

position is strategic for the Malaysian Farming Industry.

A total of **70%**

of Malaysia's broiler farms are located collectively in the state of Melaka and its neighbours Johor, Negeri Sembilan and Selangor, with over half of Malaysia's layer farms situated in these hot spot of farming activity and almost all of its Layer Breeding Farms.

[ Source: [www.ffam.org.my](http://www.ffam.org.my) ]



Since 2017 the Malacca state government is looking into structural transformation that will bring about commercial production that could help boost the state's economy. The state is also working to promote a vibrant industry for agricultural by-products such as fertiliser, as well as provide logistics and infrastructure that will revolutionise the industry.

[ Source: [www.thestar.com](http://www.thestar.com) ]

### The Malaysian Livestock Industries contributes

**10.38 billion**

or 11.6% of 8.1% of Malaysia's GDP in 2016 with the Poultry Industry's 6.4% growth which contributes

**95%** of the total Livestock Industries GDP contribution.

[ Source: [www.wpsa.my](http://www.wpsa.my) ]



Reports by Malaysia's Ministry of Agriculture and Agro-based Industry states that the country currently

produces **52,000 tonnes** of beef worth **RM169 million**

and imports beef worth RM1.14billion annually to meet local demand at around 191,000 tonnes.

[ Source: [www.nst.com.my](http://www.nst.com.my) ]



**Malaysia's Broiler production has the lowest cost in South East Asia**

According to Malaysia's Department of Veterinary Services; the production trends of livestock products as well as consumption in Malaysia have been on a steady upward curve since 2005.

[ Source: [www.slideshare.net](http://www.slideshare.net) ]

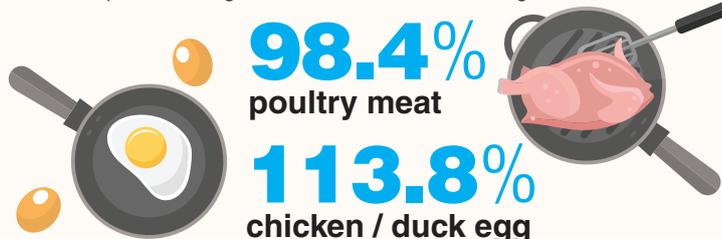
The state government will increase **5%**

of agricultural activities in 2018 to make Malacca the country's agriculture showcase as well as supporting the output of innovative products to breed competitive and capable modern agropreneurs in contributing to the food production of state and country.

[ Source: [www.malaymail.com](http://www.malaymail.com) ]



In 2014, the consumption per capita of Poultry meat is 46.6 Kg and 19.1Kg for chicken / duck egg according to the Department of Statistics Malaysia, DOSM. The industry has experienced high self-sufficient level, achieving



The overall production of the poultry industry has expanded steadily, in line with the growth of local demand and exports to some countries.

[ Source: [klse.i3investor.com](http://klse.i3investor.com) ]

Malaysia currently exports live birds and processed poultry to Singapore and some Middle East country. Singapore being the largest poultry export market where over

**1.716 million** live birds were exported every day

Production increases every year since 2014 due to high productivity and capital expenditure.

[ Source: [klse.i3investor.com](http://klse.i3investor.com) ]

Malacca's livestock population steadily increases annually with 2017 recording good figures with...

[ Source: [www.dvs.gov.my](http://www.dvs.gov.my) ]



## ABOUT THE ORGANISER

Organised by



**Livestock Malaysia 2020 (formerly known as Livestock Asia)** is organised by UBM Malaysia, a subsidiary of UBM Asia which in June 2018 combined with Informa PLC to become a leading B2B information services group and the largest B2B Events organiser in the world. Please visit [www.ubm.com/asia](http://www.ubm.com/asia) for more information about our presence in Asia.

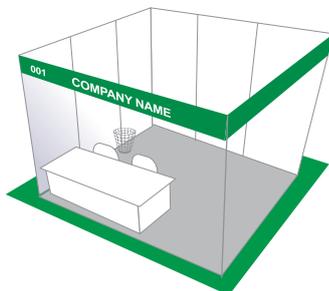
## COST OF PARTICIPATION

Option 1: **Space Only**  
**RM 1,160 / USD 300**  
per sqm (min. 18 sqm)

**Space only** and does not include any form of construction, furnishing and electrical fittings. Exhibitor is responsible for the design, construction, carpeting, furnishing and electrical fittings.

Option 2: **Walk-On Package**  
**RM 1,300 / USD 340**  
per sqm (min. 9 sqm)

The **Walk-On Package** is a basic stand framework built by our appointed stand contractor on your behalf.



### Walk-On Package inclusive of

- ✓ Fascia Name
- ✓ White Panel
- ✓ Blue Carpet
- ✓ Information Counter
- ✓ Folding Chair
- ✓ Waste Basket
- ✓ Fluorescet Tube 40W
- ✓ Socket 5A / 220V (not for lightning)

## SPONSORSHIP OPPORTUNITIES

If you wish to expand your brand exposure with us, drive your booth traffic and create distinctive impression, **Livestock Malaysia 2020 Expo & Forum** offers a variety of marketing and promotional opportunities including print, online and on-site promotions.

- ✓ Take advantage of our sponsorship and event marketing package and stand out from the rest!
- ✓ Showcase your latest technologies, products and services.
- ✓ Place yourself at the top of your prospective client's mind for potential partnership and deals.
- ✓ Maintain good relationship with existing customer, our experienced sales representative will work closely with you to create a tailor-made sponsorship package to meet your marketing objectives.



## SALES OFFICE CONTACT



### Malaysia Office

**United Business Media (M) Sdn. Bhd.**  
Suite 5-01, Level 5, Sunway VISIO Tower  
Lingkar SV, Sunway Velocity  
55100 Kuala Lumpur, Malaysia  
☎ +603 9771 2688  
☎ +603 9771 2799  
✉ [rita.lau@ubm.com](mailto:rita.lau@ubm.com)



### Philippines Office

**UBM Exhibitions Philippines, Inc.**  
Unit 1, Mezzanine Floor  
Fly Ace Corporate Center  
13 Coral Way, Central Business Park  
Pasay City, Metro Manila, Philippines  
☎ +63 2 581 1918  
☎ +63 2 839 1306  
✉ [precious.deleon@ubm.com](mailto:precious.deleon@ubm.com)



### Thailand Office

**UBM Asia (Thailand) Co., Ltd.**  
428 Ari Hills Building 18th Floor  
Phahonyothin Road, Samsen Nai  
Phaya Thai, Bangkok 10400 Thailand  
☎ +66 2036 0500  
☎ +66 2036 0588  
✉ [rose.c@ubm.com](mailto:rose.c@ubm.com)



### Vietnam Office

**UBM Vietnam**  
10th Floor, Ha Phan Building  
17-17A-19 Ton That Tung Street  
Pham Ngu Lao Ward, District 1  
Ho Chi Minh City, Vietnam  
☎ +84 28 36 222 588  
☎ +84 28 36 222 527  
✉ [thao.nguyen@ubm.com](mailto:thao.nguyen@ubm.com)



### Taiwan Office

**UBM Asia Ltd., Taiwan Branch**  
Room 406, 4F,  
No. 51, Section 2, Keelung Road  
Taipei City 11052, Taiwan  
☎ +886 2 2738 3898  
☎ +886 2 2738 4886  
✉ [info-tw@ubm.com](mailto:info-tw@ubm.com)



### Korea Office

**UBM Korea Corporation**  
8F, Woodo Building 214  
Mangu-ro, Jungnang-gu  
Seoul 131-861, R.O. Korea  
☎ +82 2 6715 5400  
☎ +82 2 432 5885  
✉ [cecilia.an@ubm.com](mailto:cecilia.an@ubm.com)