



INVITATION TO PARTICIPATE IN MALAYSIA FESTIVAL 2020 IN HONG KONG, 20-21 JUNE 2020

The Consulate General of Malaysia in Hong Kong, the Malaysia Tourism Promotion Board (Tourism Malaysia), Hong Kong, the Malaysia External Trade Development Corporation (MATRADE), Hong Kong and the Malaysian Association of Hong Kong (MAHK) are proud to announce that the **Malaysia Festival 2020 馬來西亞美食文化節**, a private-public initiative to introduce and promote Malaysian food, tourism, culture and products/services, will be held at **Olympian City 2, Kowloon, Hong Kong, on 20 June and 21 June 2020.**

The Malaysia Festival 2020 aims to increase interest and awareness in Malaysian food, tourism, culture and availability of Malaysian products and services in Hong Kong. Borrowing from the Malaysian Government's Visit Malaysia Year 2020 Campaign and the famous Malaysian tourism tagline, the theme of the Malaysia Festival 2020 is "Malaysia Truly Asia". The event will showcase Malaysia as a multi-ethnic and multicultural country, highlighting its diverse cuisine, culture, products and other services.

We are excited that this will be the first of such an event in Hong Kong. In this regard, we warmly invite your esteemed organization to support the Malaysia Festival 2020. We are confident that with your generous support and participation, we can jointly further promote and raise the profile of Malaysia to the Hong Kong people.

Kindly find attached the information on the Malaysia Festival 2020 and the various Exhibitors and Sponsorship packages for your consideration.

We thank you in advance for your generous support. We look forward to your sponsorship and participation to contribute to the success of the Malaysia Festival 2020.

Yours sincerely,

Yap Wei Sin
Consul General of Malaysia

Gina Wong
Chairperson
Malaysian Association of Hong Kong

ABOUT MALAYSIA FESTIVAL 2020

DATE: 20 to 21 June 2020

VENUE: G/F – Central Atrium, Olympian City 2, West Kowloon, Hong Kong

Organiser



Consulate General of Malaysia



MALAYSIA FESTIVAL 2020 will be the first festival dedicated to Malaysia to be held in Hong Kong.

OBJECTIVES:

- To introduce and promote Malaysian food, tourism, culture and products/services in Hong Kong in conjunction with Visit Malaysia 2020.
- To increase local awareness on Malaysian food, tourism, culture and availability of Malaysian products/services in Hong Kong.

THEME:

- “Malaysia Truly Asia” - In line with Malaysia’s tourism tagline and also the theme of Visit Malaysia Year 2020.
- This theme will showcase Malaysia as a multi-ethnic and multicultural country with diverse offerings on food, culture, products and others.

MALAYSIA FESTIVAL 2020
SPONSORSHIP CONFIRMATION FORM

COMPANY DETAILS

Name of Company :

Name of Contact Person :

Company Address :

Telephone : **Email:**

Facebook :

Nature of Business :

We hereby interested to Sponsor / Exhibit as follows:

Kindly indicate your Exhibitors/Sponsorship package type (Please refer Sponsorship & Exhibitors Package kit):

Sponsorship Type	Sponsorship Fee	Kindly Select <input type="checkbox"/>
MAIN SPONSORSHIP CATEGORIES:		
Gold Sponsorship	HKD100,000	
Silver Sponsorship	HKD50,000	
Bronze Sponsorship	HKD25,000	
OTHER SPONSORSHIPS:		
Sponsorship of MF2020 Goodie Bags X 5,000 units	Cost to be determined on final contractor's quotation	
Prizes Sponsorship of Lucky Draws / Contests <i>Kindly indicate type of products/ vouchers and the amount</i>	Amount:	Type:
Cash Sponsorship	Other amount lower than Bronze sponsor: HKD	
1-page advertisement in MF2020 booklet	HKD5,000	
EXHIBITOR PACKAGE: <i>I also hereby agree that the products/services to be sold at the event are Made in Malaysia and / or travel/healthcare packages to Malaysia</i>	HKD15,000	
Confirmed by: <hr/> Name: Designation: Date:	Company stamp:	

MODE OF PAYMENTS

Appreciate if all payments for the confirmed sponsorship / exhibitor's package chosen can be made to as follows **by April 30, 2020**:

Option 1

Cheque Payable to : Malaysian Association of Hong Kong
Postal address : G. P.O. Box 13271

Option 2

Online bank transfer to : Malaysian Association of Hong Kong
Bank Account No. : 002010100036403
Name of the bank : Malayan Banking Berhad (063)

For any inquiries, please contact Ms Gina Wong at 9461 3185 or email mahk.info@gmail.com

Terms & Conditions:

- No refund or transferable of sponsorship upon receipt of payment.
- In the event of cancellation of the Malaysia Festival 2020 ("Event"), the Organizers will arrange for other dates to hold the Event and will not be liable for such cancellation.
- The Organizers will neither be held responsible for the sales transactions between the Sponsors/exhibitors and the end customers nor for the quality, quantity and types of products or services provided by the Sponsors/Exhibitors.
- The Sponsors/Exhibitors will be responsible for their move-in and move-out on the specific set time and date for the Event and will comply with the directions, rules and regulations of the venue sponsor or the manager or owner of the venue where the Event is held.
- The Sponsors/Exhibitors will be responsible in setting up their own booth in a tidy and neat manner.
- The Sponsors/Exhibitors will be responsible in providing their own flyers or promotional leaflets for their own distribution to customers.
- Only Malaysian made products/services and travel packages to Malaysia are allowed to be sold in the festival. Any non-Malaysia related products/services found during the festival will be asked to be taken off from the display.
- The Organisers' and Sponsors'/Exhibitors' logos may be used in marketing materials for the Event only but the ownership of the logos remain with the Organisers, Sponsors/Exhibitors and there is no transfer of ownership of the logos to the other parties.
- The Sponsors/Exhibitors will indemnify the Organisers from all claims, losses and liabilities arising out of or in connection with the breach of the Sponsor's/Exhibitors' obligations under this agreement or at law including any damage to property or any personal injury or death resulted from the Sponsors'/Exhibitors' misconduct or negligence
- The Organisers' decision on all matters relating to the Event is final and binding.