



# MITCF 2013

## Malaysia International Tea & Coffee Festival 2013 cum Da Hong Hua Cultural & Tea Expo 5.1

2013马来西亚国际茶与咖啡节  
暨  
大红花文化茶展5.1

Viva Home Expo Halls

12-16 October 2013

[www.tea.org.my/teafair](http://www.tea.org.my/teafair)

**Early Bird  
10%  
discount**  
before 31/8/2013

Jointly Organized By  
联合主办



Tea Trade Association of Malaysia  
马来西亚茶业商会



Multi Mutual Resources  
大红花文化企业

Endorsed By  
认可单位



Embassy of the  
Republic of Indonesia  
Kuala Lumpur



Embassy of The Socialist  
Republic of Vietnam



High Commission of the  
Democratic Socialist Republic  
of Sri Lanka



The High Commission of the  
Republic of Kenya  
Malaysia



## Tea Trade Association of Malaysia 马来西亚茶业商会

Tea Trade Association of Malaysia is a non-government, non-profit business association. Since its inception in 1956, the Tea Trade Association of Malaysia has been, through its concerted efforts, promoting, encouraging interaction, co-operation and development of tea trade and culture besides protecting the interest of its members and carrying out social responsibilities.

马来西亚茶业商会成立于1956年，是一个非官方、非盈利的民间商业团体，主要扮演着茶业资讯交流、会员福利、业内外合作枢纽以及推广茶贸易与茶文化的角色。

## Multi Mutual Resources 大红花文化企业

Multi Mutual Resources is an event organising entity majoring in tea fair. One of its renowned events, the Da Hong Hua Cultural & Tea Expo, has been a big success over the last five consecutive years, in Greater Kuala Lumpur area of Malaysia. The event has also gained much applause and praises amongst the relevant business industries, making it one of the most sought after tea events by the tea people from surrounding countries.

大红花文化企业主要从事大型茶展主办或承办活动，旗下最为大家所熟悉的展销活动非大红花文化茶展莫属。是项活动已经连续5年在马来西亚吉隆坡顺利举办，不止获得国内行业内外非常高的评价，更获得多个周边国家茶商的青睐，发展成为区域最具规模及知名度的茶展。

### Malaysia International Tea & Coffee Festival 2013 (MITCF 2013) cum Da Hong Hua Cultural & Tea Expo 5.1

Tea and Coffee are two of the most important commodities traded throughout Asia. Tea consumption in Malaysia alone has increased almost double from around 11,000T to 22,000T over a decade. In addition, the cultural melting pot of Malaysia is home to an impressive and facets of tea and coffee cultures, from western style café to typically Malaysian style mamak store, with everything in between.

As such, an Industry event solely dedicated to all aspects of the tea and coffee business in Asia – Malaysia International Tea & Coffee Festival 2013 (MITCF 2013) cum Da Hong Hua Cultural & Tea Expo 5.1, an exhibition for the tea, coffee and beverage manufacturing, trading, retail and service industries, jointly organised by Tea Trade Association of Malaysia and Multi Mutual Resources is set on 12-16 October, 2013 at Viva Home Exhibition Hall, Kuala Lumpur, Malaysia.

This event, with the vision and concept to promote tea and coffee domestically and internationally, aimed to promote better communication, understanding and economic cooperation amongst the relevant business community and to popularize health aspects of tea and coffee drinking culture.

Malaysia International Tea & Coffee Festival 2013 (MITCF 2013) cum Da Hong Hua Cultural & Tea Expo 5.1 has received the endorsement of a number of tea and coffee exporting countries' Embassies or High Commission in Malaysia. To publicize the event widely, the Organizing Committee would set up special website, internet social media, newspaper, radio and television broadcast, etc., as promotion paths. In addition, road shows to various countries have also been planned.

### 2013马来西亚国际茶与咖啡节 暨 大红花文化茶展5.1

马来西亚茶业商会与大红花文化企业将于今年10月12日至16日在吉隆坡Viva Home Exhibition Hall携手打造“2013马来西亚国际茶与咖啡节暨大红花文化茶展5.1”。

马来西亚是个多元文化的大熔炉，体现在茶饮与咖啡文化方面的就有从西式咖啡座到本土风格嘛嘛档等各种风格的百花齐放、竞相并存。茶与咖啡是亚洲贸易之中两大重要商品；就茶叶而言，马来西亚的消费量已在10年间翻倍，即1万1千吨提升至2万2千吨。

因此，马来西亚茶业商会与大红花文化企业决意联办上述茶与咖啡展活动，由双方代表组成工委，凭着共同的理念，希望在推广茶与咖啡文化和健康意识的同时，可以促进业内群体之间的良好沟通、相互了解、经济合作等等，意旨建设一个和茶叶与咖啡息息相关行业的交流平台，推动有关行业在制作、贸易、零售、服务领域等等的全方位提升和竞争力。

2013马来西亚国际茶与咖啡节暨大红花文化茶展5.1活动筹备工作已在积极进行中，规划有200个标准展位，其中茶业展销位配额135个，咖啡业展销位则配额65个。此项茶与咖啡展活动已获得多个茶叶与咖啡出口国驻马来西亚大使馆作为认可单位。为加强宣传广度与力度，工委将设立特别网站、并在网络社交媒体、中英文报章、电台及电视台等等媒体管道作广泛报导。除此之外，工委也计划前往多个国家进行推介，进一步扩大马来西亚茶及咖啡业市场的范围，包揽亚洲，迈向世界。

### Viva Home Expo Hall

Viva Home Expo Hall is located in Viva Home Shopping Mall ([www.vivahome.com.my](http://www.vivahome.com.my)), a one-stop centre for home products and services, complemented by a range of F&B, lifestyle and entertainment outlets, and a 4 star boutique hotel ([www.vivatel.com.my](http://www.vivatel.com.my)). Being a mere 10-minutes' drive from Kuala Lumpur's renowned 'Golden Triangle' and various hotspots in the city centre, Viva Home Shopping Mall is set to draw shoppers from across the Klang Valley as well as from other regions in Malaysia.

Viva Home Expo Hall comprises 2 halls which form a venue of 5,090 sq m (54,790 sq ft) that can accommodate around 200 booths. It offers a venue ideal for exhibitions, consumer fairs and product launches, with the flexibility to host both large-scale exhibitions and smaller specialist shows. The flexible, interconnected halls offer endless possibilities for all types of imaginative exhibitions and events.

### Viva Home 展览厅

Viva Home Expo Hall坐落于马来西亚吉隆坡南区黄金地段，是集展览厅餐饮、四星级精品酒店 ([www.vivatel.com.my](http://www.vivatel.com.my))、娱乐、购物、休闲的大型综合商场Viva Home Shopping Mall ([www.vivahome.com.my](http://www.vivahome.com.my)) 的一员；地理位置优越，从吉隆坡“金三角”地区和商业中心驱车前往只需10分钟，是巴生谷区域商务和休闲活动的理想地点。

Viva Home Expo Hall由2个展览厅组成，总面积为5090平方米（54790平方尺），场地宽敞舒适，装修完善，会议设施设备齐全，可用于举办各类型大小会议、研讨会、展览会及其他活动。

# Application Form 申请表格

## EXHIBITOR DETAILS 参展者资料

[illegible]

## INDUSTRY EXHIBITION RATES

Booth Type	Dimension	Unit Price	No Of Booth	Total (RM)
Standard Booth 标准展位	3m x 3m	RM 4,250.00		
Booth Number 展销位编号			For Office Use Only :	

### Terms & Conditions:

1. Closing date for registration: 31st August 2013.
2. The exhibition booths/lots are first come first serve basis.
3. Priority on the exhibition booths/lots will be given to companies that make full payment.
4. Payment must be made payable to : Tea Trade Association Of Malaysia.
5. Payment by cash will not be accepted.
6. 50% of deposit shall be made upon confirmation of booking and the balance shall be paid before 31st August 2013.

To apply, please complete this form and fax/email to us together with the proof of payment to :

马来西亚茶业商会

**Tea Trade Association Of Malaysia**

No. 1-5-16, Jalan 1/50, Diamond Square, off Jalan Gombak, 53000 Kuala Lumpur, Malaysia

Tel: +603 40220088

Fax: +603 40253877

Email: [info@tea.org.my](mailto:info@tea.org.my) Website: [tea.org.my](http://tea.org.my)

Website: [tea.org.my](http://tea.org.my)



## 2013 Malaysia International Tea & Coffee Festival



