

SOUTH-EAST ASIA & HALAL : TWIN OPPORTUNITIES

24 March 2017

Indonesia & Malaysia : opportunities & challenges

teleFAIRic® to MIHAS 2017 : the fair as if you were there!

Welcome Lunch offered by HFA to the Halal business community

Halal workshop on logistics, supply chain and quality control

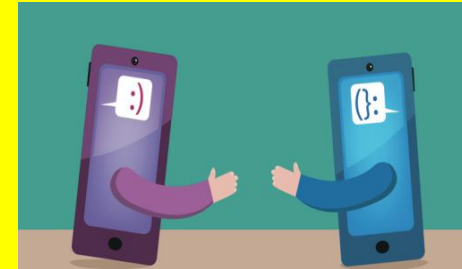
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24 March 2017



teleFAIRic® to MIHAS 2017 : the fair as if you were there!

THE CONCEPT : Marc DESCHAMPS, AWEX-CIEM



LOCAL CONTACTS : Eric de LAME, AWEX Kuala Lumpur

THE CONCEPT



AT HOME

info@telefairic.com

Pre-registration

based on last year's catalog as well as early birds registrations

Workshop

with presentation of the fair and suggestion of pre-selected targets

Registration

as 'televisitor' with a target list and instructions for initial contacts

Documentation & samples

name cards & brochures and samples & procedure for demo sent to the base camp

TeleMeeting

pre-arranged tele meetings in the teleFAIRic® studio on the booth

Follow-up

support in the after-fair contacts with hub facilities when appropriate

THE CONCEPT



AT HOME

info@telefairic.com



AT THE FAIR

Info@awex.xox.my

Video Tour

a thirty minute video of the fair shot by the 'teleFAIRic explorer' with potential additional pictures

Selection & Invitations

initial contacts with selected booths with invitation to join the TeleMeeting

Name cards & Documentation

exchange of information in preparation for the TeleMeeting

Samples & Demonstrations

presentation of your samples with demonstration when needed

Tele Meeting

pre-arranged tele meetings in the teleFAIRic® studio on the booth

Follow-up

support in the after-fair contacts with hub facilities when appropriate

THE OPPORTUNITY



539 companies
from 29 countries

22.027 buyers & trade visitors
from 75 countries

Halal Food & Beverage : 58%
Halal Pharma & Cosmetics : 23%
Halal Ingredients : 12%

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