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裝

主旨：本校「馬來西亞及新加坡區域經貿文化及產學資源中心」（簡稱本中心）將召集臺灣團隊參加 2018年馬來西亞畜牧展（2018 Livestock Asia Expo & Forum），徵求有興趣之相關單位報名參加，請查照。

訂

說明：

一、為響應新南向政策與促進臺馬產業多向交流與媒合，本中心召集臺灣團隊於民國107年4月19日至21日至吉隆坡會展中心（Kuala Lumpur Convention Center）參加馬來西亞畜牧展。

二、馬來西亞具備發展畜牧業之各種條件，該國農業部計畫大力推廣無疫病畜牧業，尤其重視動物健康以及動物防疫，因此市場規模快速成長。此兩年1次舉辦的亞洲區域規模最大之畜牧展，是臺灣畜牧方面技術及產品進入大馬畜牧市場的最佳時機。

線

三、惟名額有限，本中心在取得投件資料後，進行審核及篩選最為合適參展之案件。合格名單將於報名截止一週後公佈。

四、本中心僅負擔報名費及攤位場佈相關支出，其餘費用，如參展人員

機關影像檔公文

國立暨南國際大學

總收文　107/02/09
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之差旅費、日支費、各校文宣品製作費用等，請各校參展人員自行負擔。

五、報名網站：https://goo.gl/KV2uQT（報名截止日：民國107年2月28日）。

六、活動中英文海報及文宣請參考附件一、二，請各單位代為宣傳。

正本：公私立大專校院
副本：教育部高等教育司、本校研究總中心、技轉育成中心 107/02/09 12:34:59

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LIVESTOCK ASIA EXPO & FORUM 2018

NEW DATE
19-21 APR
NEW DATE

19-21 APRIL 2018

KUALA LUMPUR CONVENTION CENTRE, MALAYSIA

Asia's International
Feed, Livestock & Meat
Industry Show

Co-located events:

ASIAMEATEC 2018 EXPO & FORUM

AQUACULTURE ASIA

Organised by:

UBM

www.**livestockasia**.com

Once again, the event will opens their remarkable 9th edition featuring on the exhibition floor and informative presentations given at the international conferences. Conceived in the year 2001, **Livestock Asia 2018 Expo & Forum** has become one of the most awaited agricultural events to take a lead and gather industry players representing integrators, veterinarian, livestock farmers, feed millers, wholesalers, retailers, food processors, importers, and distributors. The last edition has recorded approximately over **6,000** visitors who source the best solution in Asian feed and livestock industry with more than **300** exhibitors from over **37** countries.

Asia Meatec 2018

Asia's International Meat Processing & Packaging Industry Event

In one of the well-attended event held with **Livestock Asia 2018 Expo & Forum**, Asia Meatec will focus specifically on the needs of the meat industry - from production, processing and packaging to plate. Asia Meatec is the practical combination of these shows just makes sense, as it covers the entire meat value chain from farm to fork. This powerful partnership will greatly add to the practical appeal of both shows to exhibitors and visitor alike.

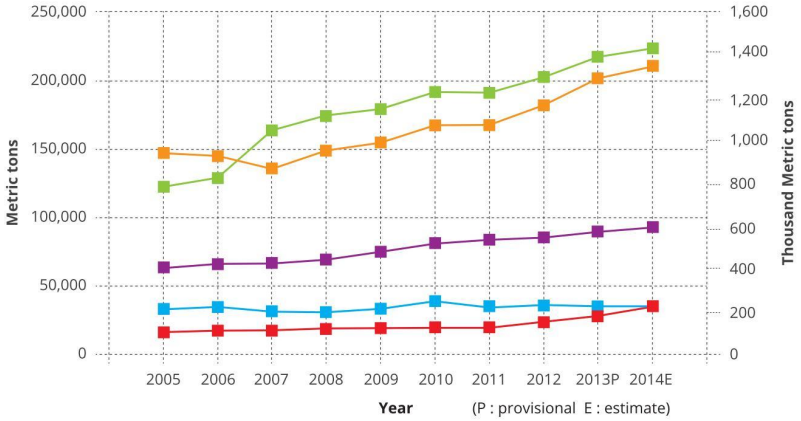
12th world broiler meat producer
(Source: USDA)

3rd largest poultry meat producer in the Asia Pacific region
(Source: USDA)

As Malaysia is experiencing rapid economic and human population growth, it has led to an increase in the demand-driven consumption of livestock products. Based on the Malaysian National Agro-food Policy 2011 - 2020, the demand and production for meat are expected to increase. The demand is expected to increase from 1.4 million MT in 2010 to 1.8 million MT in 2020 with a grow of 2.4% per annum while meat production is forecast to increase from 1.6 million MT to 2.1 million MT respectively with a growth of 2.7% per annum in the same period.
(Source: USDA)

Livestock consumption in Malaysia

(Source: Department of Veterinary Services, Malaysia)



Poultry Meat (thous. MT)
Eggs (thous. MT)
Mutton (MT)
Beef (MT)
Pork (thous. MT)

Aquaculture Asia 2018

Asia's International Aquaculture and Fisheries Industry Event

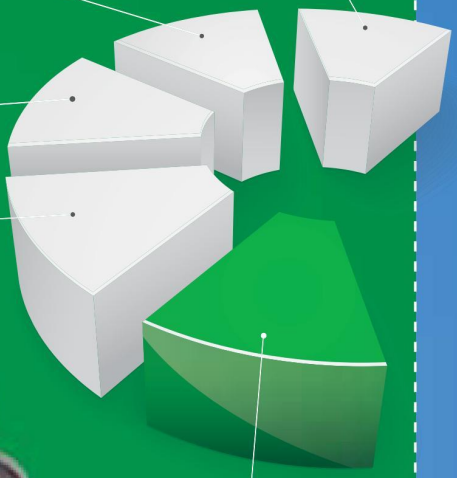
Livestock Asia 2018 Expo & Forum is the ideal platform to staging Aquaculture Asia. The event will offer an excellent platform to meet, delibrate on various aspect of aquaculture and involving an exposition of recent developments in aquaculture industry connecting a large number of farmers, hatchery operators, feed manufacturers, suppliers and manufacturers of aquaculture, scientists and experts from the regions.

18th world aquaculture producer
(Source: FAO)

Within Eleventh Malaysia Plan, fisheries industry including aquaculture expected to reach the average of annual growth by 3.7%. Demand for fish expected to increase by 3.8% annually from 1.3 million tan metric at the year 2010 to 1.9 million metrics tons at the year 2020. The fish consumption per capita is expected to increase from 46kg to 55kg which is 1.9% of annual growth.

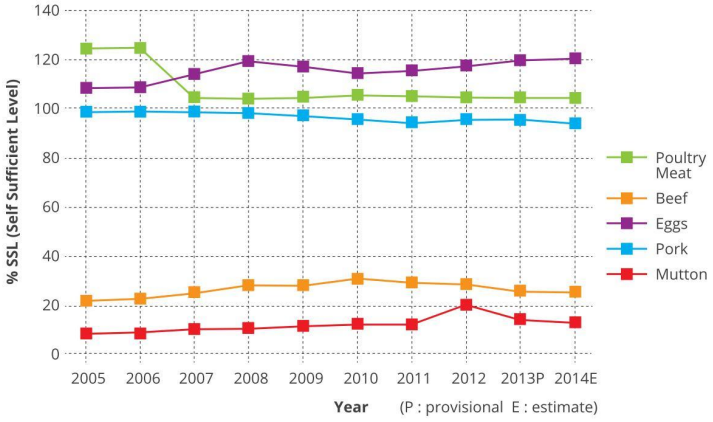
Consistent of Aquaculture Development Plan, contribution for aquaculture is expected to increase to 50% or 1.76 million metric tons from the total of fish producers when approaching the year 2020. Export value of aquaculture including fish product expected to increase from RM 1.4 billion at the year 2010 to RM 3.2 billion at the year 2020. During the period of Eleventh Malaysia Plan, aquaculture industry development strategy are adding the supply of high quality fish eggs, transforming small-scale of aquaculture farmers, increase production of high-value aquaculture, ensure supply of high quality fish feeds and affordable, improve the sustainable management of fishery resources and strengthen the capacity of coastal fishing and deep-sea fishing. (Source: Department of Fisheries Malaysia)

Top 5 visitors by type of organisation



Livestock product self-sufficiency level in Malaysia

(Source: Department of Veterinary Services, Malaysia)



Visitor Profiles

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

- Buyers & Specifiers
- Consultants & Researchers
- Feedmillers
- Fish Farmers
- Food Exporters, Wholesalers, Retailers & Distributors
- Food Scientists
- Government & Education
- Importers and Exporters
- Livestock & Aquaculture Farmers & Integrators
- Meat / Fish / Seafood Processors
- Nutritionists
- Processed Food Manufactures
- Producer Associations
- Quality Controllers
- Senior Management
- Slaughterhouses
- Supermarkets, Hotel, Restaurants
- Traders, Suppliers & Distributors
- Veterinarians

plus many others

Market Overview

Policies that support livestock industry in Malaysia

Third National Agriculture Policy (1984-2010) and the National Agro-Food Policy (2011-2020) were designed to ensure the livestock industry remains significant as one of the important sectors in its National economic growth. Among the strategies to develop the livestock industry as well as address the issues and challenges are:

Increase the efficiency of the ruminants industry

Through this strategy, the focus is to increase the efficiency of meat production and become environmentally friendly. Efforts also focus on increasing productive ruminant populations through effective breeding services. Improve quality of local breeds through public-private partnership research.

Increase the production of animal feeds

Local animal feed production is needed 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, MARDI 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 while maintaining its competitive prices.

Toward a free-diseases nation

Government efforts are toward foot and mouth diseases (FMD) free nation through vaccine programs. Nine zones have been recognized to be Newcastle disease free and five quarantine area for birds and pigs have also been established in five production zones.

(Source: Department of Veterinary Services, Malaysia)

Why should you exhibit?

- Generate new business opportunities.
- Launch new products and educate buyers on products.
- Meet with high volume potential buyers.
- Expand professional networks and connections.
- Learn from emerging industry topics and technologies.

9th Asian Livestock Industry Award

This landmark award is co-organised by Asian Agribusiness Publication and the Organising Committee of **Livestock Asia** and it acknowledged exceptional achievements, as judged by an independent panel, in four broad categories. Namely: Industry Leadership, Use of Technology in Operation, Health, and Safety, and Marketing and Promotions.

ASIAN LIVESTOCK INDUSTRY AWARDS 2018

9th Malaysian Livestock Industry Award

Endorsed by the Department of Veterinary Services Malaysia and organised by the **Livestock Asia** steering committee, the prestigious biennial Malaysian Livestock Industry Award will recognise individuals and organizations for their significant contributions to the development of the feed, livestock, and meat processing sector.

MALAYSIAN LIVESTOCK INDUSTRY AWARDS 2018

Why Livestock Asia?

Reputation: Since 2001 as Asia's leading event for the feed, livestock, and meat industries.

High-level conference: A series of informative seminars and conferences led by world-renowned experts.

Strong support from Government and Associations.

Comprehensive marketing strategy to attract quality visitors.

Good response from trade visitor and exhibitor.

5 top dominant professions of visitors

13.17%
Sales & Marketing Management

11.61%
Manufacturing / Processing Plant Management

09.77%
Administrative & Finance Management

16.12%
Farm Production & Operation Management

24.89%
Corporate Senior Management / Owner

Exhibitor Profiles

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

- Animal Health / Pharmaceutical
- Biosecurity
- Breeding / Hatchery
- Crop / Grain / Raw Material
- Egg Processing Equipment
- Farm Equipment / Supplies / Accessories
- Feed Additives / Feed Ingredients
- Feed Products
- Feed Machinery / Equipment / Supplies
- Grain Storage
- Laboratories
- Integrator
- Meat Processing
- Packaging
- Publication / Organization
- Service
- Transportation
- Water Treatment

  plus many others

Cost of Participation

Option 1: **Space Only**

USD 383 per sqm (min. 18 sqm)

* excluded GST 6%

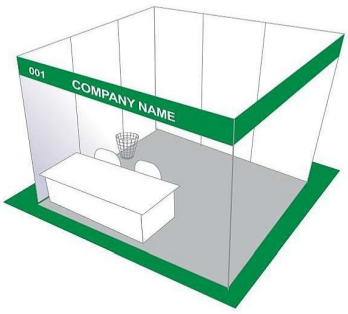
Space only and does not include any form of construction, furnishing and electrical fittings. Exhibitor is responsible for design, construction, carpeting, furnishing and electrical fittings.

Option 2: **Walk-On Package**

USD 424 per sqm (min. 9 sqm)

* excluded GST 6%

Walk-On Package is a basic stand framework build by our appointed stand contractor on your behalf. Walk-On Package is inclusive of:



- Information Desk
- Folding Chair
- Round Table
- Easy Arm Chair
- Waste Basket
- Lockable Cabinet
- Spotlight
- 13 Amp Socket

Book Your Stand Now!

Please contact our sales offices for the best location

About the Organiser

UBM Malaysia is part of UBM Asia, the leading organiser of exhibitions in Asia. Owned by United Business Media plc which is listed on the London Stock Exchange, UBM Asia operates in 19 market sectors with headquarters in Hong Kong and subsidiary companies across Asia, including UBM China in Shanghai, Hangzhou, Guangzhou and Beijing. We have over 240 products including trade fairs, conferences, trade publications, B2B/B2C portals and virtual event services. As Asia's leading exhibition organiser and the biggest commercial organiser in China, India and Malaysia, we stage the leading events of their kind across the region. Our 200 events, 24 publications and 16 vertical portals serve over 1,000,000 quality exhibitors, visitors, conference delegates, advertisers and subscribers from all over the world with high value face-to-face business-matching events, quality and instant market news and industry trends, and round-the-clock online trading networks and sourcing platforms. We have over 1,100 staff in 21 major cities across Asia.

We deliver high value to our partners and customers through our:

- ✓ Over 25-year track record of operating large scale international exhibitions, conferences and major publications in Asia.
- ✓ Pioneering industry-specific B2B portals that provide year-round business-matching and high quality information.
- ✓ Highly professional management team with years of practical experience in the exhibition industry.
- ✓ Strong global network with wholly-owned subsidiary companies in major cities including, Bangkok, Beijing, Shanghai, Hong Kong, Tokyo, Guangzhou, Chengdu, Singapore, Mumbai, New Delhi, Bangalore, Chennai, Seoul, and Taipei in Asia and New York in the USA.

Don't Delay

- Prime Space Goes Quickly

Booths are allocated on a first come, first served basis, so book now for a prime location. Discover how easy we can make finding new business opportunities by booking your stand today. Contact your UBM office to help select your location and confirm your space.

UBM

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www.**livestockasia**.com

亞洲博聞 UBM Asia Ltd 主辦國際 B2B 專業 Livestock & Aquaculture 系列展

2018 台灣台北、2018 馬來西亞吉隆坡、2018 越南胡志明、2019 菲律賓馬尼拉、

2018 年亞洲國際家禽、畜牧、肉類、漁業、水產養殖暨加工設備、飼料、獸藥、包裝技術展

2018 年 04 月 19-21 日|馬來西亞吉隆坡會議中心

兩年一展馬來西亞展會為馬國政府大力支持的國際專業展!!!

【市場概況】

馬來西亞有豐富灌溉草場，適合發展畜牧業，市場規模快速成長，主要是因為該國農業部計畫大力推廣無疫病畜牧業。當地政府從國外引入優良品種的家禽來改善國民生活水平。馬來西亞畜牧業總產值為 2,367 億台幣，其中家禽占 42.6%，豬占 27%，蛋品占 21.4%，牛肉占 7.4%，羊肉、奶、皮張等占 1.6%，主要的豬、禽、水產動物飼養數量就達到畜牧業的 70%，飼主對於動物健康的重視以及動物防疫的助益逐漸提升、人畜共通疾病案例增加、動物對於疾病抵抗能力降低、飼料添加劑及疫苗技術創新等因素，是廠商進入馬來西亞畜牧業市場的最佳時機。

第 9 屆馬來西亞展，將集結獸醫、畜漁農民、飼料廠、批發商、零售商、食品加工商、進口商及經銷商、顧問和研究人員、質量控制人員、政府和教育、生產者協會、貿易商，等齊聚一堂。

【2015 年的展會回顧】

300 家參展商，來自 37 國將近 7,000 名專業買家。

【2018 年專業論壇研討會】

【展品範圍】

- 動物健康
- 飼料添加劑和動物營養
- 農場用品
- 水產養殖和牲畜用品
- 水產養殖和牲畜飼料
- 飼料原料
- 飼料加工及製造設備及軟體
- 送料系統
- 家禽和牲畜遺傳與人工授精
- 孵化設備
- 水產養殖工業用品和設備
- 乳品設備
- 遺傳與人工授精
- 氣候控制設備
- 肉類、蛋品及乳製品加工與包裝材料與技術
- 清潔與消毒化學品及設備
- 飲水設備
- 食品包裝及加工設備
- 行業協會
- 媒體和行業出版物
- 信息系統
- 清真食品認證製造和加工

【參展費用】(未含 6%稅)

- **標準攤位**：USD 424 / sqm (9 sqm 起租)
- **光地費用**：USD 383 / sqm (18 sqm 起租)

【與我們聯繫!!】欲瞭解更多展會資訊,請來電 Tel:02-2738 3898 吳泗桂先生或填妥以下資料回傳 FAX : 02-2738 4886

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以上資訊僅供參考，一切以大會發出之文宣或合約書正本為準!

UBM