

16th MALAYSIA
**GIFTSTM
FAIR 2026**

30 JUNE – 2 JULY | TUE – THU
10AM – 6PM

KUALA LUMPUR CONVENTION CENTRE

**EXHIBITOR
PROSPECTUS
INTERNATIONAL
EDITION**

*Redefining Sustainable Gifting
For a Better Tomorrow*



#mgf2025



15th MALAYSIA GIFTS FAIR 2025

Sustainable Innovation, Gifts for Tomorrow

24 ▶ 25 ▶ 26 JUNE TUE - THU
Hall 1 - Hall 3 • 10am - 6pm
KUALA LUMPUR CONVENTION CENTRE



ASEAN's Largest Gifts Fair
attracting more than 15,000
visitors & growing annually



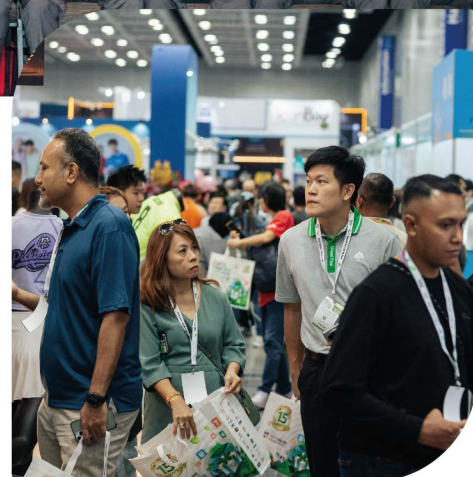
More than USD 8.295 Million
worth of transaction making
this the most effective platform



More than USD 100,000 spent
on Advertising & Promotion
to attract potential buyers for you!



Access to financial aids
and grants from government
agencies and financial institutions.



**For Enquiry
Please Contact**

Show Secretariat :

Suzanna Liew

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67-2, 2nd Floor, Block F, Zenith Corporate Park,
Jalan SS 7/26, 47301 Petaling Jaya
Selangor Darul Ehsan, Malaysia.



Redefining Sustainable Gifting For a Better Tomorrow

ASEAN's Largest Gifts Fair Is Now Back!

Pioneering a Circular, Sustainable Future in Gifting!

Organised by



ASEAN
Records



Join us at the **Malaysia Gifts Fair 2026**, the premier event for the gifts and premium industry, where innovation and sustainability take center stage. Following a successful turnout of more than 15,000 visitors in 2025, we are excited to aim for over 16,000 attendees in 2026. This year, the fair will expand even further, growing from 3 halls to 4 halls, offering more opportunities, more connections, and more inspiration than ever before.

Malaysia Gifts Fair 2026 offers the perfect platform for businesses to explore new opportunities and connect with key decision-makers in this rapidly evolving sector. With our continued focus on sustainable practices, this year's theme, **"Redefining Sustainable Gifting For A Better Tomorrow,"** reinforces our dedication to embedding ESG principles into every aspect of the gifting industry.

This year's fair will feature six dynamic categories that highlight the diversity and depth of the industry in which Gifts, Machinery, Packaging & Printing Services, Handicraft, Souvenir & Specialty/Novelty Gifts and Stationery.

Exhibitors will have the unique opportunity to present cutting-edge products and eco-friendly solutions to an audience that includes corporate buyers, trade professionals, and industry leaders.

At Malaysia Gifts Fair 2026, you will not only showcase your products & services, but also contribute to a collective movement toward a more sustainable, responsible, and forward-thinking future for the industry. Be a part of this transformative experience and help drive meaningful change. Together, let's continue to shape the future of gifting at Malaysia Gifts Fair 2026!



Why Participate?



Widest Reach in Shortest Time

Expand your market presence quickly, reaching a diverse & extensive audience.



Attract Ready-to-Buy Leads

Meet buyers actively seeking purchases, accelerating your sales process.



High ROI Opportunities

Secure significant returns through direct, on-spot engagement with ready buyers.



Global Brand Exposure

Showcase your brand to visitors from more than 10 countries, enhancing global presence.



Forge Personal Connections

Engage directly with clients, building trust and stronger business relationships.





Supercharge Your Business with The Most Successful Show Ever!

We're expecting a surge in attendance, with an anticipated 16,000 visitors, a notable increase from the previous year. This expansion symbolises our dedication to providing a more diverse, enriching experience for both exhibitors and attendees, ensuring that Malaysia Gifts Fair 2026 is the most dynamic and successful gifts & premium fair yet.

This year, we are also relentlessly dedicated to attracting an increased number of international buyers and visitors, recognising the immense value and diversity they bring to our fair. Our focused efforts in international marketing and strategic partnerships are aimed at making Malaysia Gifts Fair 2026 a global hub for the gifts and premium industry.

Delivering on Every Commitment

Malaysia Gifts Fair 2025 Exhibitor Feedback [1]

65%

will return to exhibit

66%

Raise Brand Visibility

59%

Generate Valuable Leads

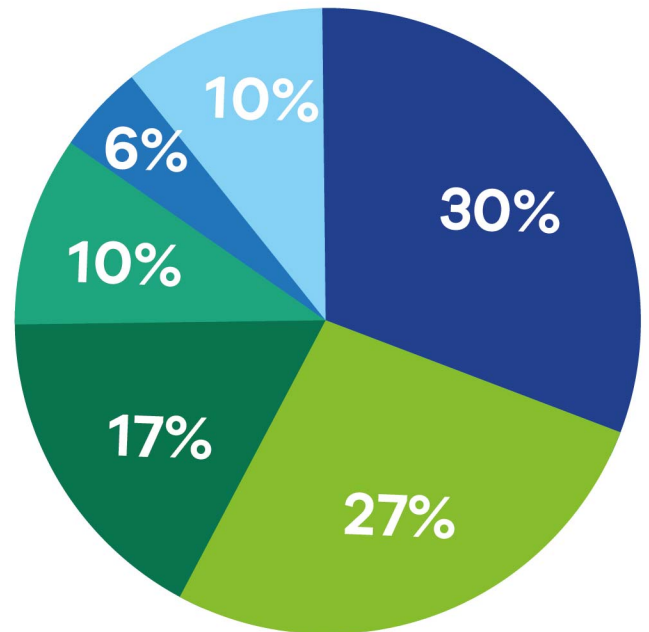
57%

Meet suitable buyers for future business

[1] Results generated from Malaysia Gifts Fair 2025 Exhibitors' Survey

Our Track Record for Malaysia Gifts Fair 2025

Sales Close At Malaysia Gifts Fair 2025



More than

USD 8.295 Million
in Trade Deals ^[1]



14,623

Buyers and Visitors ^[2]



147 Exhibitors
occupying 301 booths ^[2]

[1] Estimated figure from exhibitor interview

[2] Official statistics of Malaysia Gifts Fair 2025 verified by Licensed Auditor

Exhibitor Profile

- | | |
|---|--|
| 01 Gifts & Premium Wholesale Stationery | 12 Packaging & Paper Products |
| 02 Apparels/ Headwear/ Textiles | 13 Pewter-ware/ Crystals |
| 03 Awards/ Trophies/ Badges & Pins | 14 Portfolios & Diaries |
| 04 Bags & Leather Goods | 15 Printing Services |
| 05 Drinkware/ Mugs/ Ceramics | 16 Souvenirs & Specialty/ Novelty Gifts |
| 06 Gold & Jewelry | 17 Sports, Games & Toys |
| 07 Hampers/ Party Packs/ Food as Gifts | 18 Stationery |
| 08 IT & Electronics/
Watches & Timepieces | 19 Sustainable Gift Products |
| 09 Lanyards & Ribbons | 20 Umbrellas/ Sunshades |
| 10 Logistic Services | 21 Writing Instruments/ Desktop
Accessories/ Wooden Products |
| 11 Machinery & Imprint Services | 22 Others |

Global gathering from More Than 30 countries ^[2]

Visitors Profile



Malaysia



Singapore



China



Brunei



Hong Kong



Australia



Taiwan



India



Indonesia



USA



Bangladesh



United Kingdom



Thailand



Korea



Philippines



Germany



Vietnam



France



Pakistan



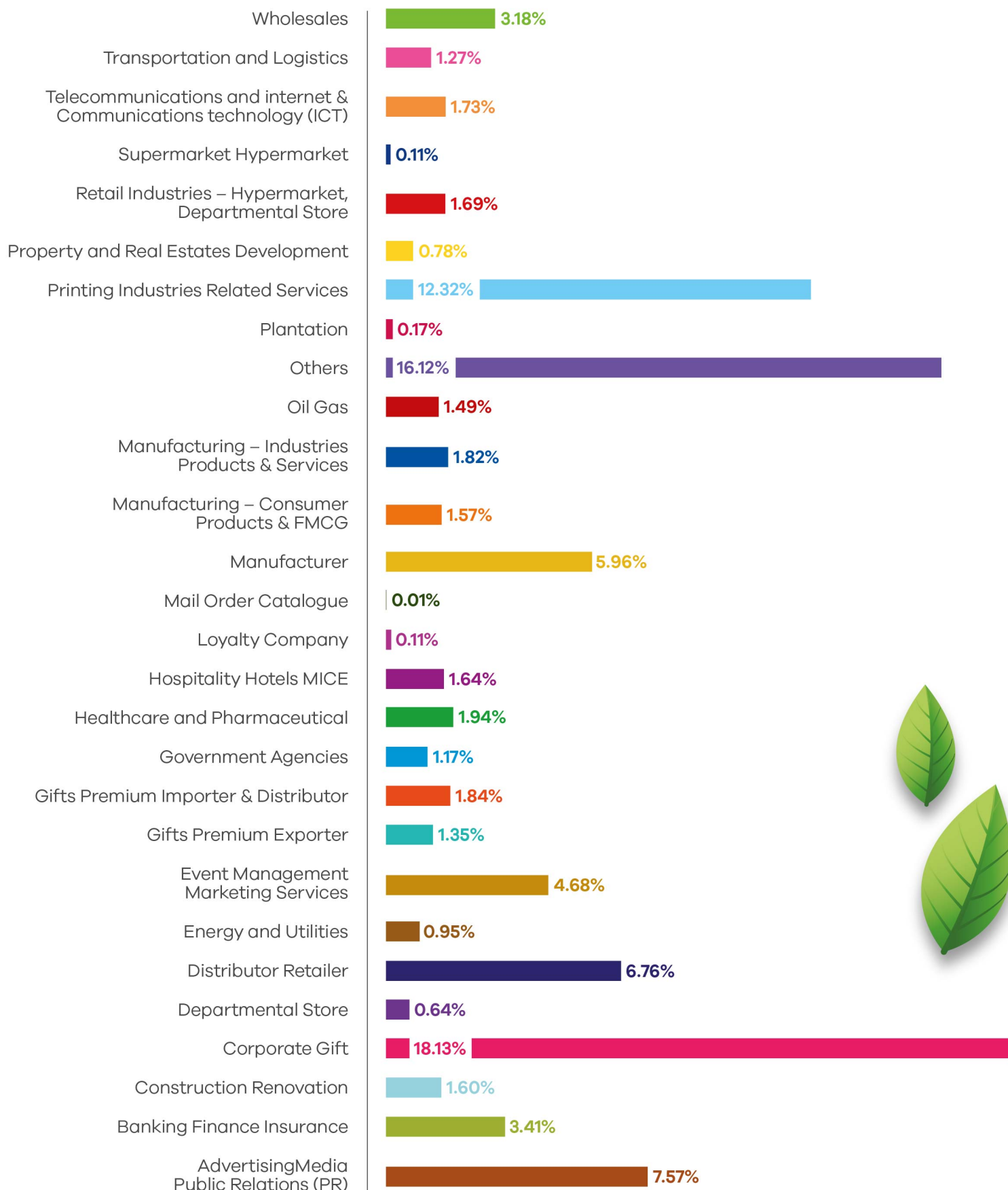
Saudi Arabia



Japan

[2] Official statistics of Malaysia Gifts Fair 2025 verified by Licensed Auditor

Business Nature





Event Highlights

A Complete Marketing, Advertising & PR Event To Drive Buyers to Your Business



[CLICK HERE](https://www.mgfonline.com.my)

Malaysia Gifts Fair stands out as the first and largest platform blending online and offline gift sourcing, offering unparalleled convenience and reach.

Malaysia Gifts Fair and MGF Online both serve as a powerful business tool, connecting buyers with exhibitors online, ensuring wider market reach and prolonged exposure for exhibitors.



E-Click Buyers Guide

[CLICK HERE](#)

Each exhibitor at Malaysia Gifts Fair 2026 is entitled to a complimentary one-page advertisement in our digital catalogue, providing you with extended brand visibility and awareness.

This E-Click Buyers Guide is accessible 365 days, 24/7 from the Malaysia Gifts Fair website. This ensures that visitors and buyers can discover and source for products they need, enhancing the exhibitors' market reach and engagement opportunities.



360° Advertising And Promotion

Our aggressive omni-channel marketing now includes TikTok and Red Note(Xiaohongshu), ensuring widespread visibility for Malaysia Gifts Fair 2026 across multiple platforms.

We target to spend more than USD 100,000 on strategic online cum offline advertising campaigns.



Event Highlights

A Complete Marketing, Advertising & PR Event To Drive Buyers to Your Business



Targeted Sourcing Corner

Malaysia Gifts Fair 2026 introduces a dedicated Targeted Sourcing Corner, carefully designed to address the unique needs of specific industries. Featuring six key categories — Gifts, Machinery, Packaging & Printing Services, Handicraft, Souvenir & Specialty/Novelty Gifts, and Stationery — this specialised zone provides a focused platform for exhibitors to present their niche products and services.

For visitors and buyers, the Targeted Sourcing Corner offers a streamlined experience, making it easier to discover solutions that align seamlessly with their business goals and procurement needs, while enhancing networking and business-matching opportunities.



A Complete Networking Hub

Malaysia Gifts Fair 2026 offers opportunities to engage with government representatives and explore financial aids and grants from governmental agencies and financial institutions.

This platform allows exhibitors and visitors to forge valuable connections, gain insights into industry trends, and access crucial financial resources, all under one roof. It's the perfect place to expand your business network and discover new growth possibilities.



On-Ground Buyers-Sellers Engagement Activities

Malaysia Gifts Fair 2026 adds on the excitement by launching new on-ground activities such as photobooths, video contests, stamp & redeem, snap, like & share and many more!

These activities not only add excitement to the event but also enhance visitor engagement, drawing more attendees to explore what Malaysia Gifts Fair has to offer.

Advertising & Promotion Plan

More than USD 100,000 will be spent to maximise number of visitors in Malaysia Gifts Fair 2026



Multichannel Social Media Marketing

Promote via multichannel social platforms such as Facebook, Instagram, Tiktok & Red Note(Xiaohongshu) to reach out to wider audiences



Promotion At Overseas Shows

Exhibitions, Business Matching



Electronic & Print Media Advertising

Radio Advertising, Print, Media Interviews



Outdoor Advertising

Billboard, LED Banner, Lamp Post Bunting



Strategic Alliance Promotion

Leverage key partnerships from business associations & corporate companies to attract more potential buyers and networking opportunities.



Other Strategies

Email Marketing, Mobile Advertising, Pre Registration



Malaysia Gifts Fair 2025 Exhibition Happenings



Organised by



Supporting Organisation



Malaysia Gifts Fair 2025 Exhibition Happenings

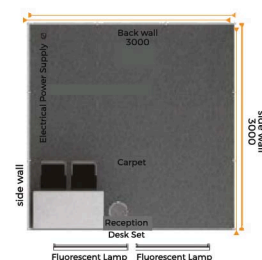


Space & Booth Rental

Package A

Price : USD 3,024.00/booth**

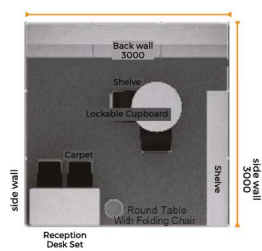
- Booth size: 3m x 3m
- Carpeted floor space
- Fascia board with company name
- 1 information counter
- 2 folding chairs
- 1 dustbin
- 2 fluorescent lights
- 1 13 amp power point



Package B

Price : USD 3,186.00/booth**

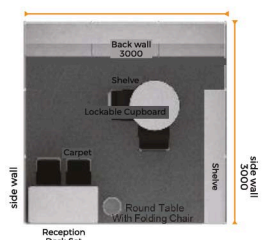
- Booth size: 3m x 3m
- Carpeted floor space
- Fascia board with company name
- 7 shelves
- 3 lockable cupboards
- 1 round table
- 4 folding chairs
- 1 dustbin
- 4 arm spotlights
- 1 13 amp power point



Package C

Price : USD 3,240.00/booth**

- Booth size: 3m x 3m
- Carpeted floor space
- 3 shelves
- 3 nettings
- 3 lockable cupboards
- 1 round table
- 4 folding chairs
- 1 dustbin
- 4 arm spotlights
- 1 13 amp power point



Raw Space

Price : USD 2,592.00/booth**

(min. 2 booths)

- Booth size: 3mx 3m
- Space only, exhibitor responsible for design construction & fittings.



** Inclusive of 8% SST

SIGN UP AS Malaysia Gifts Fair 2026 Exhibitor Today!

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