

# Official Launch of the 12th Malaysia Gifts Fair

Apr 13, 2022



Photo Credit: MyCEB

## Bringing Together Gifting Opportunities

Malaysian Gifts & Premium Association is back with the 12th edition of Malaysia Gifts Fair with its official launching and balloting day held on 12th April 2022. Organised by the Malaysian Gifts & Premium Association (MGPA) and endorsed by Malaysia External Trade Development Corporation (MATRADE), this 3-day exhibition is ASEAN's largest gifts, premium and stationery fair, bringing together various industry players from all over the world for the exchange of ideas, sharing of knowledge and networking opportunities.

The 12th Malaysia Gifts Fair is strongly supported by Malaysia Convention & Exhibition Bureau (**MyCEB**), an agency under the Ministry of Tourism, Arts and Culture. MyCEB serves as a central hub to assist meeting and event planners to bid and stage international business events in Malaysia and acts as a conduit for national product development.

*"We are excited for MGF 2022 to be part of the 3R initiative (Reset, Restart and Responsible), a recovery programme as announced by MyCEB. This puts our industry in an advantageous position to accelerate recovery and inspire growth,"* said Mr **Ivan Loo**, Organising Chairman of MGF 2022.

The launch ceremony was officiated by Yang Berhormat Datuk Seri Dr Santhara J.P, Deputy Minister of Tourism, Arts and Culture Malaysia. Also present was Mr Peh Leong Seng (President of Malaysian Gifts And Premium Association), Mr Ivan Loo (Organising Chairman of 12th Malaysia Gifts Fair 2022), exhibitors and guests.

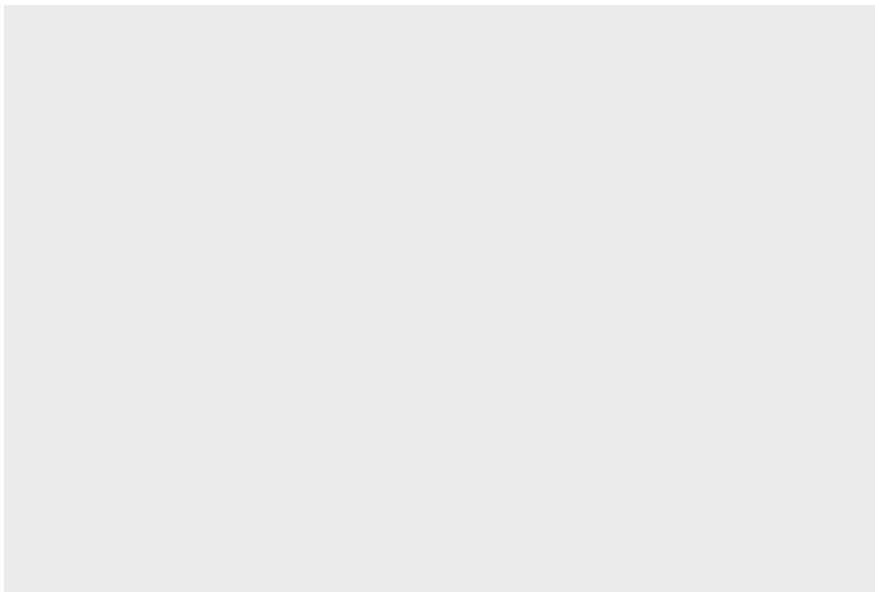


Photo Credit: MyCEB

Malaysia Gifts Fair (MGF) serves as a platform for both local and global gifts and premium industry players, comprising over 200 booths. This year, international exhibitors will be present in hybrid mode via MGF Online, with participation from reputable companies from Hong Kong, Taiwan, Thailand, Korea, and Indonesia. *"Meeting with the stakeholders gives us the chance to connect, empower and inspire each other to create future synergetic value, encourage knowledge sharing and strengthen personal and professional connections,"* said Mr **Peh Leong Seng**, President of Malaysian Gifts And Premium Association.

In the past, MGF has managed to attract more than 14,000 visitors in a 3-day fair, which proved that MGF is one of the most sought-after trade fairs in this region. To keep up with the ever-changing business landscape, the association has recently launched MGF Online, an online platform for all members and industry players to promote their products, thus increasing their visibility and reach. Another one of MGF's most interesting projects has been the Promotional Product Design Award (PPD). It aims to provide talented individuals to have their designs recognised, rewarded, and even commercialised in collaboration with established local entrepreneurs. *"The vision of the PPD Award is to provide a fair, ethical and competitive platform for professional and student designers from diverse backgrounds and experience to compete on while giving them a platform of the nationwide audience to showcase their success and talents,"* said Mr Peh Leong Seng.

With the full reopening of borders, MGPA hopes for a strong rebound in the industry as the border reopening will open doors for industry revival to bolster recovery. The fair will be held from 22 till 24 June 2022 at Kuala Lumpur Convention Centre. All business visitors are welcome to join.

Find out more at <https://www.myceb.com.my/>.

Post Views: 40

**Gorazd Čad**

<https://kongres-magazine.eu/>

A long-time meetings industry addict, Gorazd is the Founder and owner of marketing and event agency

Toleranca Marketing. He has many years of experience in planning, preparing and carrying out large international meetings and exhibitions. As the founder of the "Power to the Meetings" methodology, he still firmly believes in the power of live events and human to human communication. He is also the author of numerous articles and editor-in-chief of the meetings industry magazine Kongres Magazine.

