



**AFRICA
EXPO 2022**
Kuala Lumpur, Malaysia

AFRICA EXPO 2022

**9-11
NOV
2022**

**WORLD TRADE CENTRE
KUALA LUMPUR**

Organised by

**MYEVENTS
INTERNATIONAL**
DELIVERING EXCELLENCE

In Collaboration with

**DEWAN PERNIAGAAN
ASIA AFRIKA**
ASIA-AFRICA CHAMBER OF COMMERCE

Title Partner

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COMMERCE & INDUSTRIES
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Business together

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AFRICA
TO ASIA



EXPERIENCING THE WONDER OF AFRICA IN ASIA THROUGH MALAYSIA

Expo Africa is the first ever Business-to-Business (B2B) tradeshow dedicated to African business owners and business professionals to showcase their products to Malaysia where it will be the gateway opportunity to the Asian market. This event is established to promote bilateral trade between Africa and Asia through Malaysia.

Africa and Asia, both being the largest two continents in the world will be leading the global economy in the future. Asia being the largest continent is expected to top 50% of the Global Domestic Product (GDP) by 2040 and drive 40% of the world's consumption, representing a real shift in the world's centre of gravity. Meanwhile, Africa whose 16% of world total population (19 median age; the youngest continent), have been showing significant growth in purchasing power; 4.8% per capita growth in 2 years. The estimated value of African market is estimated to reach a whooping 12 trillion USD by 2050.

This event will bring together the world's biggest market in providing both parties an endless opportunity that one can't imagine. Due to its enormous number of consumers from both continents, there lies a huge potential for international investment, from other parts of the world.

EVENT OBJECTIVES

- To open the market for African products and services globally especially to Asian continent
- To connect the industry players especially manufacturers, service providers, policy makers, potential clients, distributors and agents
- To encourage bilateral trade between the two continents among government-to-government (G2G), entrepreneurs and business leader
- Malaysia to act as a gateway to Asia continents and connecting point for both continents
- To connect government bodies, chambers and associations from these continents to understand and explore opportunities among them
- To understand and foster better relationship between these continents
- To act as a cultural exchange between African countries and Asian countries

EVENT HIGHLIGHTS



Industrial Site Visit



Exhibition



Summit



Roundtable Discussion



Business Matching



Africa Leadership
Business Award
2022

EVENT FOCUS



150
Booths



10,000
Visitors



500
Delegates

ACCESS TO:



54 African Countries
1.3 billion African Population Market

48 Asian Countries
4.7 billion Asian Population Market

WHY EXHIBIT?

- To explore new Asian region markets, which is a dynamic market with over 640 million consumers and ranked 8th economy in the world
- To leverage this platform to further promote and strengthen brand awareness
- To launch and promote products and services from the African and Asian market
- To explore new upcoming trends and technologies
- To meet new business connections or potential partners via business matching platform by sharing information and establish new business deals
- To explore opportunities and connect with government bodies, chambers and associations from these continents
- To explore viable business ideas that leads to securing partnerships

WHO SHOULD EXHIBIT?



Policy Makers



Government Bodies



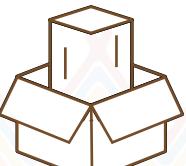
Local Authorities



Manufacturers



Importers & Exporters



Wholesalers



Distributors



Entrepreneurs & Business Owners



African Companies
Seeking Opportunities



Asian Companies
Expanding Businesses

MAIN SECTORS



Agriculture



Banking



Business Services



Chemicals & Biotechnology



Constructions



Cosmetics



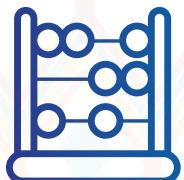
Drones & Robots



Education & Training



Fashion Textiles & Footwear



Finance



Food & Beverages



Gems & Mining



Halal Services



Healthcare & Wellness



Infrastructure



Lifestyle



Machinery & Automotive



Pharmaceuticals



Technology



Travel & Hospitality

PROGRAMME

9 NOVEMBER 2022 | CONFERENCE DAY 1

8:30AM - 9:00AM
9:00AM - 9:30AM
9:30AM - 9:45AM
9:45AM - 10:15AM
10:15AM - 11:30AM

11:30AM - 11:45AM
11:45AM - 12:15PM
12:15PM - 12:30PM
12:30PM - 1:45PM
1:45PM - 3:00PM
3:00PM - 4:15PM

4:15PM - 5:30PM
5:30PM - 6:00PM
6:00PM

Delegates Registration
Tea Break
Emcee Remarks
Welcome Remarks by Organising Chairman
Session 1: Future of Technology Trends:
Drone & Innovations
Opening Ceremony
- Arrival of Guest of Honour
- Keynote Address by Guest of Honour
- Token of Appreciation Presentation
Lunch Break
Session 2: New Age of Business Enterprise
Session 3: Strengthening Trade Partnerships:
Businesses & Investments
Session 4: Market Access in Asia & Africa
Tea Break
End of Day 1

10 NOVEMBER 2022 | CONFERENCE DAY 2

8:30AM - 9:00AM
9:00AM - 9:30AM
9:30AM - 9:45AM
9:45AM - 11:00AM
11:00AM - 12:15PM

12:15PM - 2:00PM
2:00PM - 3:15PM

3:15PM - 3:45PM
4:00PM - 4:30PM
4:30PM - 5:00PM
5:00PM - 6:00PM
6:00PM

Delegates Registration
Tea Break
Emcee Remarks
Session 5: The Healthcare Transformation Globally
Session 6: Developing Economic Corridors to Stimulate Intra-Continent Trade
Lunch Break
Session 7: Africa-Economical Turbulences & Legal Aspects of Modern Trade
Closing Remarks by African Guest of Honour
Cultural Performances
Award Presentations
High Tea
End of Day 2

***The organiser has the rights to change the programme as to where it sees fit**

ABOUT MALAYSIA

The global economy, Malaysia included, continues to endure the severe challenges of the COVID-19 pandemic. This black swan event has affected Malaysians of every ethnicity and social strata as well as workers in both the public and private sectors. Whole industries faced upheavals, and many of our day-to-day interactions are now conducted virtually.

Malaysia has embarked on its digitalisation journey since 1996 with the introduction of the Multimedia Super Corridor. Through this initiative, the country has recorded some success stories, such as attracting domestic and foreign information and communication technology (ICT) companies to operate in specific economic zones.

WHY MALAYSIA?

-  Business Friendly Environment
-  Ease of Doing Business
-  Strategic Location
-  Systematic Infrastructures
-  Government Incentives
-  Skilled Workforce

NATURAL RESOURCES

-  Natural Gas
-  Crude Oil
-  Palm Oil
-  Rubber
-  Timber
-  Tin

FUN FACTS

-  32.7 million population
-  4.5% projected GDP growth
-  Comprehensive incentive for COVID-19
-  Ranked 3rd highest average daily vaccination

HOST COUNTRY MALAYSIA

Malaysia is designed to serve the business community it is one of the best in Asia. Telecommunication networks served by digital and fibre optic technology, five international airports (all with air-cargo facilities), well-maintained highways and seven international seaports make Malaysia an ideal springboard to the Asia-Pacific market.

Industries in Malaysia are predominantly located in over 500 industrial estates and Free Zones developed throughout the country. These zones are categorised as export processing zones, which cater to the requirements of export-oriented industries. There are also specialised parks that have been developed to cater to the needs of specific industries.

As a result of perceptive foresight, strategic planning and abundant resources, Malaysia offers investors a wide spectrum of investment opportunities. The technologically inclined economy of Malaysia is proven through the country's involvement in the advanced electronics manufacturing, R&D, biotechnology, photonics, logistics, design, innovations, and a highly automated manufacturing sector, to name a few. The Government's objective is also to make Malaysia as a hub for other value chain activities such as design and development (D&D), procurement, distribution and marketing, business support services and shared services.



AFRICA LEADERSHIP BUSINESS AWARD 2022

Africa Leadership Business Award 2022 (ALBA 2022) is to recognise business leaders who demonstrate innovation, profitability, and business excellence while serving as role models to inspire the world's next generation of entrepreneurs.

The award is a network for people who are passionate about developing 10 million leaders for Asia and Africa by 2035. The mission is to create a convening place for all those who believe in this vision to transform Global Economy.

AWARD OBJECTIVES

1. Opportunity to show excellence and ability to shine in the industry
2. Recognise contribution of entrepreneurs to respective countries economy
3. Recognise contributions to the industries and the betterment of the economy
4. A platform for committed and self-motivated people who support and drive the achievement of their objectives

Award Categories

1) Lifetime Achievement Award

3) Global Business Leadership Awards

- Inspiring Entrepreneur of the Year
- Inspiring Woman Entrepreneur of the Year
- Young Arising Leader of the Year
- Visionary Leader of the Year
- Iconic African Leader of the Year
- Iconic Asian Leader of the Year
- Promising Tech Start-Up of the Year
- Best SME Company of the Year
- Venture Capitalist of the Year
- Outstanding Growing Business Leader of the Year

2) Philanthropist of the Year

4) Global Industry Leadership Awards

- Agriculture
- Banking & Finance
- Logistics & Transportation
- Telecommunications
- Food & Beverages
- Drones, Robotics & Technology
- Tourism & Hospitality
- Culture & Education
- Media & Entertainment
- Healthcare & Wellness
- Oil & Gas
- Others



AFRICA EXPO 2022

Kuala Lumpur, Malaysia

AFRICA EXPO 2022 SECRETARIAT

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