

Introducing

Best of Malaysia

Festival & Showcase



Presented by

rexpo



<https://bestofmalaysia.my>

The Time is **NOW** to **EXPLORE** the World

Imagine a world stage where global enthusiasts come together to witness the brilliance of Malaysian innovation and entrepreneurship.

"The Best of Malaysia" represents an unparalleled opportunity, and we extend an invitation to your company to join this extraordinary event. We at REXPO are dedicated to crafting an unmatched showcase where Malaysian companies can seamlessly expand their global business reach.

It's an opportunity to attain international recognition, forge partnerships, and access new markets. Beyond that, it's a celebration of Malaysia's rich culture, diverse heritage, and boundless potential. Come and be a part of our journey as we introduce Malaysia's finest to the world.



Malaysia a popular education destination among Bruneians

By Lyna Mohamad

Malaysia has been a popular education destination for Bruneians, with the most popular being in the fields of engineering, medicine, and business. The country's diverse culture and high standards of education have attracted many Bruneian students to study abroad.



The education fair is organized by the Ministry of Education, and it is held annually in the capital city of Bandar Seri Begawan. The fair provides a platform for Malaysian universities to showcase their programs and facilities to potential students from Brunei and other countries.

The fair is a great opportunity for Bruneian students to learn more about the education system in Malaysia and to meet with university representatives to discuss their options.

The fair is also a chance for Malaysian universities to build relationships with potential students and to promote their programs.

The fair is a success for all involved, and it is a testament to the popularity of Malaysia as an education destination.

The fair is a great opportunity for Bruneian students to learn more about the education system in Malaysia and to meet with university representatives to discuss their options.

The fair is also a chance for Malaysian universities to build relationships with potential students and to promote their programs.

The fair is a success for all involved, and it is a testament to the popularity of Malaysia as an education destination.

The fair is a great opportunity for Bruneian students to learn more about the education system in Malaysia and to meet with university representatives to discuss their options.

The fair is also a chance for Malaysian universities to build relationships with potential students and to promote their programs.

The fair is a success for all involved, and it is a testament to the popularity of Malaysia as an education destination.

The fair is a great opportunity for Bruneian students to learn more about the education system in Malaysia and to meet with university representatives to discuss their options.

The fair is also a chance for Malaysian universities to build relationships with potential students and to promote their programs.

The fair is a success for all involved, and it is a testament to the popularity of Malaysia as an education destination.

The fair is a great opportunity for Bruneian students to learn more about the education system in Malaysia and to meet with university representatives to discuss their options.

The fair is also a chance for Malaysian universities to build relationships with potential students and to promote their programs.

The fair is a success for all involved, and it is a testament to the popularity of Malaysia as an education destination.

The fair is a great opportunity for Bruneian students to learn more about the education system in Malaysia and to meet with university representatives to discuss their options.

The fair is also a chance for Malaysian universities to build relationships with potential students and to promote their programs.

The fair is a success for all involved, and it is a testament to the popularity of Malaysia as an education destination.



Huge turnout at expo testament to Malaysia as education hub

Lyna Mohamad

The Yes2Malaysia education expo at Pusat Insoni in Seria last Friday had a huge turnout with visitors comprising Bruneians, Malaysians and other expatriates dropping by to look for study opportunities for their children.

"This is a good testament that Malaysia is an education hub. We have other nationalities - Middle-East, China, Japan and Korea - coming to Malaysia to pursue their studies," said REXPOCentral Sdn Bhd Senior Partner and Chief Executive Officer Ahmad Reza in an interview at the Yes2Malaysia Education Fair yesterday.

REXPOCentral has been the organiser of Yes2Malaysia for many years with this year marking its 15th iteration and the biggest to date. "Malaysia continues to be a primary destination for a lot of Bruneians," he added. "Although the main market is Bruneians, a number of Malaysians also attended the fair to look for study opportunities for their children."

The education fair is organised twice a year - in February and August. He also said that there is not much difference pre- and post-pandemic as the demand has been steadily growing throughout years, except during the height of COVID-19 during which the demand was stunted. But since borders have re-opened, they are expecting a huge influx of international students this year.



REXPOCentral Sdn Bhd Senior Partner and Chief Executive Officer Ahmad Reza during an interview. PHOTO: LYNNA MOHAMAD

"I continue to advocate education in Malaysia because it is not only affordable, but it is also quality education and experience. A lot of Bruneians like to go to Malaysia because they feel there is no gap in terms of experience. Like going to other countries where you need some time to adapt," he said.

"The expo has a collection of top universities in Malaysia and it is held after the release of the 'O' and 'A-Level' examinations and this helps to attract people to the expo," said Ahmad Reza.



Meet with our MALAYSIAN UNIVERSITY REPRESENTATIVES

18 & 19 AUGUST 2023 | 3PM - 7PM

9 Mulia Hotel, Bandar Seri Begawan

Yes2Malaysia Education Expo

Yes2Malaysia Education Expo

Yes2Malaysia Education Expo

Yes2Malaysia Education Expo

Yes2Malaysia Education Expo

Yes2Malaysia Education Expo

Yes2Malaysia Education Expo

Yes2Malaysia Education Expo

Yes2Malaysia Education Expo

Yes2Malaysia Education Expo

Yes2Malaysia Education Expo

Yes2Malaysia Education Expo

Yes2Malaysia Education Expo

Yes2Malaysia Education Expo

Yes2Malaysia Education Expo

Yes2Malaysia Education Expo

Yes2Malaysia Education Expo

Yes2Malaysia Education Expo

Yes2Malaysia Education Expo

Yes2Malaysia Education Expo

Yes2Malaysia Education Expo

Yes2Malaysia Education Expo

Yes2Malaysia Education Expo

Yes2Malaysia Education Expo

Yes2Malaysia Education Expo

Yes2Malaysia Education Expo

Yes2Malaysia Education Expo

Yes2Malaysia Education Expo

Yes2Malaysia Education Expo

Yes2Malaysia Education Expo

Yes2Malaysia Education Expo

Yes2Malaysia Education Expo

Yes2Malaysia Education Expo

Yes2Malaysia Education Expo

Yes2Malaysia Education Expo

Yes2Malaysia Education Expo

Yes2Malaysia Education Expo

Yes2Malaysia Education Expo

Yes2Malaysia Education Expo

Yes2Malaysia Education Expo

Yes2Malaysia Education Expo

Yes2Malaysia Education Expo

Yes2Malaysia Education Expo

Yes2Malaysia Education Expo

Yes2Malaysia Education Expo

Yes2Malaysia Education Expo

Yes2Malaysia Education Expo

* Promoting Malaysia in Brunei Darussalam for over a decade

UNVEILING the Wonders of Malaysia to Global Audience

"The Best of Malaysia" is far more than just an event; it serves as a gateway to new horizons. Through your participation, your company will occupy a prominent position on an international stage, surrounded by global industry leaders, potential clients, investors, and partners.

Through participation, your company will have a prominent position on an international stage, surrounded by global industry leaders, potential clients, investors, and partners.

Our meticulously curated program offers exclusive networking opportunities, thought-provoking seminars, and interactive exhibitions that empower you to showcase your brand and products to a captivated global audience.

Whether your focus is on technological innovation, culinary mastery, or industry disruption, "The Best of Malaysia" will amplify your brand's presence on the world stage and unlock doors to uncharted business territories.



FORGE a Partnership of Excellence

We recognize that a partnership transcends mere transactions; it's built on shared values and mutual growth. By becoming a sponsor or participant in "The Best of Malaysia", you are aligning your company with excellence and innovation.

Your support not only contributes to the realization of this event but also aids in the development and global recognition of Malaysian businesses.

This is your moment to be a part of something transformative. You can inspire and be inspired, as well leave a thoughtful mark on the global business landscape. Seize this remarkable opportunity to underscore your commitment to innovation, diversity, and international collaboration.

Join us as we embark on this incredible journey to introduce the world to the best of Malaysia. Together, we will create a global impact that resonates far beyond the event itself.

Visit us in person and see what amazing opportunities Malaysia offers at our expo today FOR FREE!

Explore the wonders of Information Day, where the option to visit the fair for face-to-face counseling and obtain information about tourism, visas, and many more! We can't wait to see you be it either physically.



Malaysian embassy holds 'Yes2Malaysia Day' on April 22, 23

KUWAIT: Embassy of Malaysia, in the State of Kuwait in collaboration with Hecpocentral Malaysia and Education Malaysia Office in Jordan, proudly presents Yes2Malaysia Information Day, which will be held on 22 and 23 April 2022 from 9 pm to 1 am during the holy month of Ramadan.

Malaysian Ambassador Dato' Muhammad Ali Selamat is proud to be able to host it at the Embassy of Malaysia in the State of Kuwait and very pleased to welcome all the Malaysians, Malaysians and other expatriates who have been residing in Kuwait as well as those who are new to the country/association etc.

With top-notch education standards, Malaysia is fast becoming a hot favorite with international students. Its educational institutes are counted within the top 200 universities in the world. The best part of Malaysia is its international students from around the globe, including India & other GCC countries. The ambassador is pleased to announce that the operation of its scheduled commercial flights to the city of Kuala Lumpur, Malaysia, via Bangkok, Thailand, commencing tentatively on 2 June 2022, with tri-weekly flights on Mondays, Thursdays, and Saturdays, which is one of the most important and new destinations of Kuwait Airways, selected after extensive and systematic research due to its historic and touristic attractions along with its rich, diverse culture.

Moreover, Kuala Lumpur also distinguishes itself as a suitable destination for holidays throughout the year and is considered the cultural, financial, and economic centre of Malaysia.

"Visit us in person and see what amazing opportunities Malaysia offers at our expo today FOR FREE!"

Explore the wonders of Information Day, where the option to visit the fair for face-to-face counseling and obtain information about tourism, visas, and many more! We can't wait to see you be it either physically.



Malaysian Embassy hosts 'biggest' education expo

Malaysia finally open for vaccinated, unvaccinated travelers, says ambassador

By: Naima

KUWAIT: The biggest education expo in the Middle East, the Malaysian Embassy in Kuwait, is proud to host the 'Yes2Malaysia' Information Day, which will be held on 22 and 23 April 2022 from 9 pm to 1 am during the holy month of Ramadan.

The ambassador is proud to be able to host it at the Embassy of Malaysia in the State of Kuwait and very pleased to welcome all the Malaysians, Malaysians and other expatriates who have been residing in Kuwait as well as those who are new to the country/association etc.

With top-notch education standards, Malaysia is fast becoming a hot favorite with international students. Its educational institutes are counted within the top 200 universities in the world. The best part of Malaysia is its international students from around the globe, including India & other GCC countries. The ambassador is pleased to announce that the operation of its scheduled commercial flights to the city of Kuala Lumpur, Malaysia, via Bangkok, Thailand, commencing tentatively on 2 June 2022, with tri-weekly flights on Mondays, Thursdays, and Saturdays, which is one of the most important and new destinations of Kuwait Airways, selected after extensive and systematic research due to its historic and touristic attractions along with its rich, diverse culture.

Moreover, Kuala Lumpur also distinguishes itself as a suitable destination for holidays throughout the year and is considered the cultural, financial, and economic centre of Malaysia.

"Visit us in person and see what amazing opportunities Malaysia offers at our expo today FOR FREE!"

Explore the wonders of Information Day, where the option to visit the fair for face-to-face counseling and obtain information about tourism, visas, and many more! We can't wait to see you be it either physically.

Visit us in person and see what amazing opportunities Malaysia offers at our expo today FOR FREE!

Explore the wonders of Information Day, where the option to visit the fair for face-to-face counseling and obtain information about tourism, visas, and many more! We can't wait to see you be it either physically.

Visit us in person and see what amazing opportunities Malaysia offers at our expo today FOR FREE!

Explore the wonders of Information Day, where the option to visit the fair for face-to-face counseling and obtain information about tourism, visas, and many more! We can't wait to see you be it either physically.

Visit us in person and see what amazing opportunities Malaysia offers at our expo today FOR FREE!

Explore the wonders of Information Day, where the option to visit the fair for face-to-face counseling and obtain information about tourism, visas, and many more! We can't wait to see you be it either physically.

Visit us in person and see what amazing opportunities Malaysia offers at our expo today FOR FREE!

Explore the wonders of Information Day, where the option to visit the fair for face-to-face counseling and obtain information about tourism, visas, and many more! We can't wait to see you be it either physically.

Visit us in person and see what amazing opportunities Malaysia offers at our expo today FOR FREE!

Explore the wonders of Information Day, where the option to visit the fair for face-to-face counseling and obtain information about tourism, visas, and many more! We can't wait to see you be it either physically.

Visit us in person and see what amazing opportunities Malaysia offers at our expo today FOR FREE!

Explore the wonders of Information Day, where the option to visit the fair for face-to-face counseling and obtain information about tourism, visas, and many more! We can't wait to see you be it either physically.

Visit us in person and see what amazing opportunities Malaysia offers at our expo today FOR FREE!

Explore the wonders of Information Day, where the option to visit the fair for face-to-face counseling and obtain information about tourism, visas, and many more! We can't wait to see you be it either physically.

Visit us in person and see what amazing opportunities Malaysia offers at our expo today FOR FREE!

Explore the wonders of Information Day, where the option to visit the fair for face-to-face counseling and obtain information about tourism, visas, and many more! We can't wait to see you be it either physically.

Visit us in person and see what amazing opportunities Malaysia offers at our expo today FOR FREE!

Explore the wonders of Information Day, where the option to visit the fair for face-to-face counseling and obtain information about tourism, visas, and many more! We can't wait to see you be it either physically.

Visit us in person and see what amazing opportunities Malaysia offers at our expo today FOR FREE!

Explore the wonders of Information Day, where the option to visit the fair for face-to-face counseling and obtain information about tourism, visas, and many more! We can't wait to see you be it either physically.

Visit us in person and see what amazing opportunities Malaysia offers at our expo today FOR FREE!

Explore the wonders of Information Day, where the option to visit the fair for face-to-face counseling and obtain information about tourism, visas, and many more! We can't wait to see you be it either physically.

Visit us in person and see what amazing opportunities Malaysia offers at our expo today FOR FREE!

Explore the wonders of Information Day, where the option to visit the fair for face-to-face counseling and obtain information about tourism, visas, and many more! We can't wait to see you be it either physically.

Visit us in person and see what amazing opportunities Malaysia offers at our expo today FOR FREE!

Explore the wonders of Information Day, where the option to visit the fair for face-to-face counseling and obtain information about tourism, visas, and many more! We can't wait to see you be it either physically.

Visit us in person and see what amazing opportunities Malaysia offers at our expo today FOR FREE!

Explore the wonders of Information Day, where the option to visit the fair for face-to-face counseling and obtain information about tourism, visas, and many more! We can't wait to see you be it either physically.

Visit us in person and see what amazing opportunities Malaysia offers at our expo today FOR FREE!

Explore the wonders of Information Day, where the option to visit the fair for face-to-face counseling and obtain information about tourism, visas, and many more! We can't wait to see you be it either physically.

Visit us in person and see what amazing opportunities Malaysia offers at our expo today FOR FREE!

Explore the wonders of Information Day, where the option to visit the fair for face-to-face counseling and obtain information about tourism, visas, and many more! We can't wait to see you be it either physically.

Visit us in person and see what amazing opportunities Malaysia offers at our expo today FOR FREE!

Explore the wonders of Information Day, where the option to visit the fair for face-to-face counseling and obtain information about tourism, visas, and many more! We can't wait to see you be it either physically.

Visit us in person and see what amazing opportunities Malaysia offers at our expo today FOR FREE!

Explore the wonders of Information Day, where the option to visit the fair for face-to-face counseling and obtain information about tourism, visas, and many more! We can't wait to see you be it either physically.

Visit us in person and see what amazing opportunities Malaysia offers at our expo today FOR FREE!

Explore the wonders of Information Day, where the option to visit the fair for face-to-face counseling and obtain information about tourism, visas, and many more! We can't wait to see you be it either physically.

Visit us in person and see what amazing opportunities Malaysia offers at our expo today FOR FREE!

Explore the wonders of Information Day, where the option to visit the fair for face-to-face counseling and obtain information about tourism, visas, and many more! We can't wait to see you be it either physically.

Visit us in person and see what amazing opportunities Malaysia offers at our expo today FOR FREE!

Explore the wonders of Information Day, where the option to visit the fair for face-to-face counseling and obtain information about tourism, visas, and many more! We can't wait to see you be it either physically.

Visit us in person and see what amazing opportunities Malaysia offers at our expo today FOR FREE!

Explore the wonders of Information Day, where the option to visit the fair for face-to-face counseling and obtain information about tourism, visas, and many more! We can't wait to see you be it either physically.

Visit us in person and see what amazing opportunities Malaysia offers at our expo today FOR FREE!

Explore the wonders of Information Day, where the option to visit the fair for face-to-face counseling and obtain information about tourism, visas, and many more! We can't wait to see you be it either physically.

Visit us in person and see what amazing opportunities Malaysia offers at our expo today FOR FREE!

Explore the wonders of Information Day, where the option to visit the fair for face-to-face counseling and obtain information about tourism, visas, and many more! We can't wait to see you be it either physically.

Visit us in person and see what amazing opportunities Malaysia offers at our expo today FOR FREE!

Explore the wonders of Information Day, where the option to visit the fair for face-to-face counseling and obtain information about tourism, visas, and many more! We can't wait to see you be it either physically.

Visit us in person and see what amazing opportunities Malaysia offers at our expo today FOR FREE!

Explore the wonders of Information Day, where the option to visit the fair for face-to-face counseling and obtain information about tourism, visas, and many more! We can't wait to see you be it either physically.

Visit us in person and see what amazing opportunities Malaysia offers at our expo today FOR FREE!

Explore the wonders of Information Day, where the option to visit the fair for face-to-face counseling and obtain information about tourism, visas, and many more! We can't wait to see you be it either physically.

Visit us in person and see what amazing opportunities Malaysia offers at our expo today FOR FREE!

Introducing

The Best of Malaysia

Where diversity meets precision in two distinct variants: the **"Best of Malaysia Festival"** and the **"Best of Malaysia Showcase"**.



The
Best of Malaysia
Festival 2024



The
Best of Malaysia
Showcase 2024

Each variant is carefully crafted to cater to different interests and objectives, offering a unique and tailored experience for our valued participants. Here's why we've chosen to embrace this duality:



The Best of Malaysia Festival 2024

Experience the magic of Malaysia like never before at the "Best of Malaysia Festival" – a grand extravaganza that welcomes businesses of all sizes and industries to partake in an unparalleled celebration of all things Malaysian.

Here, we break down the boundaries that limit participation, making it a massive event where even the smallest enterprises can shine on the global stage. But what sets this festival apart?

Inclusivity Reigns Supreme

Unlike many events that cater exclusively to specific industries or large corporations, the "Best of Malaysia Festival" is open to all. This inclusivity fosters an atmosphere of diversity and innovation, where businesses from various sectors come together to showcase their unique offerings.



A Cultural Extravaganza

Malaysia's rich cultural tapestry takes center stage. Foreign visitors will be transported to a vibrant world of traditional dances, sumptuous cuisine, and immersive cultural experiences. This cultural immersion allows businesses to not just exhibit their products but also create lasting impressions through memorable interactions.



Networking Nirvana

In this festival of boundless opportunities, networking knows no bounds. Whether you're a startup looking for partnerships or a well-established corporation seeking to expand your horizons, the "Best of Malaysia Festival" offers a platform where connections are forged, ideas are exchanged, and collaborations are born.



The Best of Malaysia Showcase 2024

For those seeking targeted and in-depth engagement, look no further than the "Best of Malaysia Showcase".

This event focuses exclusively on five pivotal sectors – Education, Healthcare, Property, Tourism, and Investments – where Malaysia excels and offers unrivaled opportunities. Here's why it's the ultimate showcase:



Precision Meets Potential

The "Best of Malaysia Showcase" hones in on five sectors that exemplify Malaysia's strengths and potential. For businesses operating within or interested in these sectors, this event is the gateway to unparalleled exposure and connection.



Sector-Specific Insights

In-depth panels, discussions, and presentations dive into the nuances of each sector. Gain valuable insights from industry leaders, discover emerging trends, and explore untapped opportunities, all within a focused and informative environment.



Investment Opportunities Abound

For investors seeking promising ventures, this showcase unveils a treasure trove of opportunities. From lucrative property investments to cutting-edge healthcare solutions, the "Best of Malaysia Showcase" serves as your guide to the country's thriving investment landscape.



Expertly Curated Networking

Networking takes on a strategic dimension as you connect with sector-specific experts, potential collaborators, and decision-makers. Whether you're looking to expand your education network or explore healthcare partnerships, this event ensures that every connection is a valuable one.

Why Join **rexp**o

THE BEST OF MALAYSIA?

Joining "The Best of Malaysia" organized by REXPO offers sponsors and companies a unique and compelling opportunity for a multitude of reasons:



1 Proven Track Record

* All smiles with our Ambassador during our promotions of Malaysia in Bahrain.

REXPO's impressive 15-year history of championing Malaysia through its global events in the education sector showcases its expertise and commitment to promoting Malaysia on the international stage. This track record demonstrates REXPO's ability to create successful and impactful events.



2 Government Collaboration

* Key figures promoting Malaysia enhance outreach in Kuwait.

REXPO's collaboration with various Malaysian ministries, including the Ministry of Higher Education, Ministry of Education, Ministry of Human Resources, and Ministry of Tourism & Tourism Malaysia, underscores its credibility and strong connections within the government. This collaboration ensures that "The Best of Malaysia" will receive the support and endorsement of key government bodies.





* Saudi Arabia: Our primary Middle Eastern market for promotions.



3 Global Reach

With over 10 annual events conducted globally like clockwork over the past 15 years – with no disruptions during the pandemic, REXPO has a well-established presence and network in various regions.

This extensive reach enables sponsors and companies participating in "The Best of Malaysia" to access a wide and diverse audience, making it an ideal platform for international exposure and business expansion.

4 In-House Expertise

REXPO's status as a complete company, conducting all events through in-house resources, guarantees a high level of quality and control over event execution.

This ensures that "The Best of Malaysia" will be professionally organized, providing sponsors and companies with a seamless and effective experience.



5 Extensive Networks

REXPO's extensive networks with Malaysian missions, associations, trade councils, and other key stakeholders have been cultivated through its unique education events.

These networks offer sponsors and companies unparalleled access to influential individuals and organizations, facilitating valuable connections and partnerships.



6 Tailored Business Matchmaking

REXPO's expertise in event organization includes an exceptional ability to facilitate targeted business matchmaking.

Sponsors and companies will benefit from customized meetings and networking opportunities designed to connect them with potential partners, investors, and clients who align with their objectives and industries.



* Positive results from our events in UAE, Egypt, and Bahrain.



7 Market Entry Support



* Supporting Tourism Malaysia at the ASEAN Tourism Summit in Myanmar.

REXPO's extensive experience in global events extends to providing market entry support. Sponsors and companies can leverage REXPO's knowledge and network to navigate the complexities of entering international markets.

Whether it's understanding local regulations, identifying distribution channels, or establishing a presence abroad, REXPO's expertise can be a valuable resource in your globalization journey.



8 Comprehensive Marketing Support



* Globally promoting Malaysian Healthcare.

REXPO understands the importance of visibility. Sponsors and companies will receive comprehensive marketing support, including promotional materials, press coverage, and digital marketing campaigns.

This exposure not only enhances brand recognition but also attracts potential business collaborators and customers.

9 Showcasing Malaysia's Strengths

As an event dedicated to showcasing Malaysia, "The Best of Malaysia" allows sponsors and companies to align themselves with the nation's strengths and unique offerings.

This association can enhance your brand's reputation and credibility on a global scale, leveraging Malaysia's appeal as a business and tourism destination.

* Hosting esteemed dignitaries at events in UAE and Saudi Arabia.

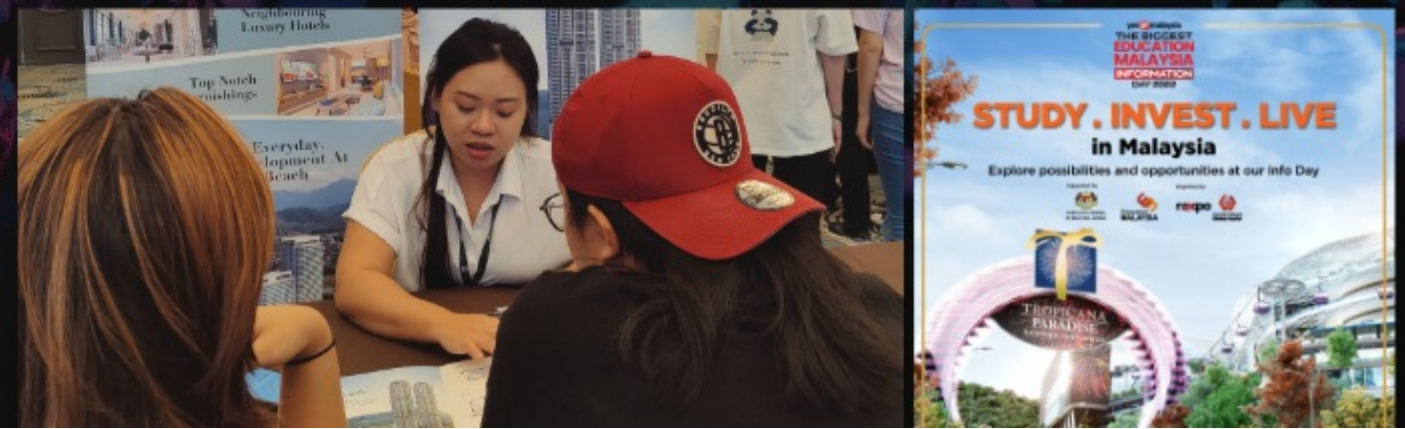


10 Post-Event Sustainability

REXPO's commitment extends beyond the event itself. They have a track record of ensuring post-event sustainability and ongoing support for sponsors and companies seeking to expand their international presence.

This means that your participation in "The Best of Malaysia" can lead to long-term business opportunities and partnerships.

* Advancing Malaysian properties for international buyers.



Seize the Future: **THE BEST OF MALAYSIA**

Your Path to Global Success, **Both in Person & Online**

Get ready to embark on a groundbreaking journey that seamlessly merges the physical and digital realms at "The Best of Malaysia."

We're breaking new ground by offering sponsors and participating companies a dual experience that guarantees maximum exposure like never before. Here's why you can't afford to miss out:





* Our Yes2Malaysia Virtual Education Malaysia Event reaches over 20+ countries.

Global Reach, Local Impact

Our event is designed to make waves in both physical and digital spaces. By entering the intended country with a dynamic physical show, sponsors and companies can make an immediate impact, forging in-person connections and striking while the iron is hot. **But we don't stop there.**

Our powerful digital platform ensures that discussions can continue long after the physical event ends. This means that even visitors from the furthest corners of the globe can engage with Malaysian companies, broadening your reach and impact.

Click here to take a guided tour of the platform.

Unlimited Networking Possibilities

"The Best of Malaysia" is not just an event; it's a hub of possibilities. The physical show provides that invaluable face-to-face engagement for building trust and initiating conversations. **But the digital platform extends those conversations to limitless possibilities.**

Visitors who can't attend the physical event can still meet Malaysian companies virtually, fostering connections that transcend borders and time zones.



* Virtual edition of the Brunei Shopping Festival.

Extended Engagement

In today's fast-paced world, decisions often take time. Having a digital platform means that sponsors and companies can engage in prolonged discussions with potential partners or clients, nurturing relationships at a pace that suits all parties involved.

This level of flexibility ensures that no opportunity is left unexplored.

* UiTM Custom Virtual Platform for the ICT Conference.



Unmatched Convenience

We understand that not everyone can travel, yet they hold immense potential.

By offering both physical and digital avenues, we make participation convenient for everyone. Attendees can choose the mode that suits them best, ensuring that you reach your target audience regardless of their location or circumstances.

Amplified Exposure

"The Best of Malaysia" doesn't just double your exposure; it multiplies it exponentially. The physical show captures the attention of local and regional stakeholders, while the digital platform casts a wider net, drawing global interest.

This dual approach elevates your brand's visibility to new heights, attracting partners, investors, and clients from around the world.



* Hosted the largest Middle Eastern Virtual Study in Canada Expo.



* Customised virtual platforms for extended engagements.

We Stay Ahead of The Game

There has never been a contender like REXPO in the arena of big name brands. Amongst marketing behemoths, REXPO's remarkable victory in winning the Best Event Response to COVID-19 award is a testament to their innovative technology and shrewd digital strategies. Despite entering the competition as an underdog, facing formidable behemoth brand names, REXPO distinguished itself by leveraging cutting-edge digital tools and a nimble approach to adapt to the challenges posed by the pandemic. Their swift pivot to virtual events, seamless attendee engagement through immersive online platforms, and a robust system for data analytics and attendee feedback stood out.

REXPO's ability to foster meaningful connections in the virtual realm, while large industry players struggled to do so, was a game-changer. Their commitment to excellence and adaptability in a rapidly changing landscape catapulted them to a well-deserved victory in a fiercely competitive arena.

Best Event Response to COVID-19



2021 FINALISTS



DBS Bank
Campaign: POSB #HuntYourZodiac 2021
Agency: The Secret Little Agency (TSLA)



HEINEKEN Cambodia
Brand: Heineken®
Campaign: Heineken® House of UEFA EURO 2020
Agency: IdeaFactory Advertising



Hongkong and Shanghai Banking Corporation
Brand: HSBC
Campaign: Moving ForwART Campaign
Agency: Ogilvy Singapore



Hongkong and Shanghai Banking Corporation
Campaign: HSBC Hex-Live
Agency: Pico Art International



Johnson & Johnson
Brand: Acuvue
Campaign: Acuvue Define Fresh Collection
Trade Launch
Agency: Motion for Impact



Malaysian Higher Education Institutions
Campaign: Yes2Malaysia The Biggest Education Malaysia Virtual Expo 2020



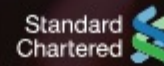
Nestlé Indonesia
Brand: LACTOGROW
Campaign: Grow Happy Fantasea Drive Thru
Agency: Fabulous Indonesia



Nestlé Indonesia
Brand: MILO
Campaign: MILO Activ Indonesia
Agency: Fabulous Indonesia



Singapore Retailers Association
Brand: eGSS
Campaign: eGSS Shop. Win. Experience.
Agency: TMRW



Standard Chartered Bank
Campaign: Recognition Awards 2020
Agency: New Comms Asia

2021 WINNERS



Gold
Nestlé Indonesia
Brand: LACTOGROW
Campaign: Grow Happy Fantasea Drive Thru
Agency: Fabulous Indonesia



Silver
Hongkong and Shanghai Banking Corporation
Brand: HSBC
Campaign: Moving ForwART Campaign
Agency: Ogilvy Singapore



Bronze
Malaysian Higher Education Institutions
Campaign: Yes2Malaysia The Biggest Education Malaysia Virtual Expo 2020



Bronze
rexpo

Malaysian Higher Education Institutions
Campaign: Yes2Malaysia The Biggest Education Malaysia Virtual Expo 2020

We Will Be **LOUD** in Promoting the Event

To ensure the continued success of REXPO's global events, our very own "Art of EXPO" winning formula that intertwines strategic foresight, adaptability, and a steadfast commitment to attendee satisfaction is deployed. Here's an in-depth exploration of the essential components within this recipe:



Strategic Planning with Market Experience

Success begins with meticulous strategic planning, and REXPO has honed its approach through 15 years of market experience.

We leverage our deep understanding of the industries we serve to create events that align precisely with the needs and preferences of our attendees, sponsors, and partners.

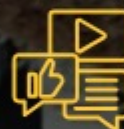
Dynamic Adaptability with a Technological Edge



In today's fast-changing world, adaptability is crucial, and REXPO combines strategic planning with advanced technology.

We stay at the forefront of emerging trends and technologies to pivot seamlessly when necessary, ensuring our events remain relevant and engaging.

Engaging Content



The heart of our successful events is engaging and valuable content.

We invite renowned speakers and industry experts, and our comprehensive digital marketing promotions, a forte of REXPO, ensure that attendees can access high-quality content that meets their interests and skill levels.



Seamless Technology

Technology plays a pivotal role in our events, from real-time chat to AI-powered matchmaking.

REXPO's expertise in technology deployment ensures that our events provide a seamless and user-friendly experience for attendees, sponsors, and partners.



Robust Marketing & Promotion

REXPO's marketing approach is second to none. We are loud with our marketing, utilizing both conventional methods (ATL BTL) and comprehensive digital marketing promotions.

This approach creates a buzz leading up to the event and drives attendance.

Sponsor & Exhibitor Support



Engaging sponsors and exhibitors is critical, and REXPO offers attractive sponsorship packages.

Our dedicated support ensures that sponsors and exhibitors maximize their participation, including leveraging our accurate forecasts of visitor interest generated through our marketing approach and technology.

Attendee Feedback & Post-Event Analysis



Continuous improvement is essential, and REXPO collects feedback and conducts thorough post-event analysis.

Our holistic approach ensures that we refine our strategies based on input from attendees, sponsors, and partners.



Strong Organizational Culture

Behind every successful event is a motivated team. REXPO fosters a culture of innovation, collaboration, and excellence within our organization, and we invest in professional development to keep our team's skills and knowledge up-to-date.



Nurturing Attendees with a Personal Touch

At REXPO, our approach goes beyond promotion. We have a holistic process of nurturing those who have expressed interest in attending.

Through personalized communications, we ensure that attendees are not just informed but engaged and excited about their participation, which contributes to a higher level of satisfaction.



Why is it The Right Time to Go **ABROAD?**

Embarking on globalization is more opportune than ever before, and several factors make this the ideal time for sponsors and companies to expand their international presence:

Post-Pandemic **Consumer** Behaviors

The COVID-19 pandemic has reshaped consumer behaviors dramatically. With increased online engagement, a greater emphasis on health and safety, and a surge in e-commerce, companies that adapt to these changes can capitalize on shifting consumer preferences in international markets. Expanding globally allows businesses to reach new customers who have embraced these changes.



Diversification and Risk Mitigation

Relying solely on a domestic market can be risky. Economic downturns, political instability, or unforeseen events can negatively impact businesses.

By going abroad, companies can diversify their customer base and revenue streams, reducing dependence on a single market and mitigating risks associated with domestic challenges.



Access to Emerging Markets

Many emerging markets are experiencing rapid economic growth, creating a wealth of opportunities for businesses.

By going global, companies can tap into these markets, where there is often less competition and a growing middle class with increasing purchasing power.

EVENTS · MARKETING · CONSULTANCY · COMMUNICATIONS · COMMERCE



Technological Advancements

Advancements in technology, especially in communication and logistics, have made it easier for companies to operate globally.

Virtual meetings, e-commerce platforms, and efficient supply chain management systems enable businesses to navigate international markets more seamlessly.



Enhanced Global Connectivity

International trade agreements and improved global connectivity facilitate cross-border business operations.

Reduced trade barriers and access to global supply chains make it more cost-effective for companies to expand internationally.

What are the CHALLENGES?

While globalization presents numerous advantages, there are also challenges in the domestic market that make going abroad an attractive option:



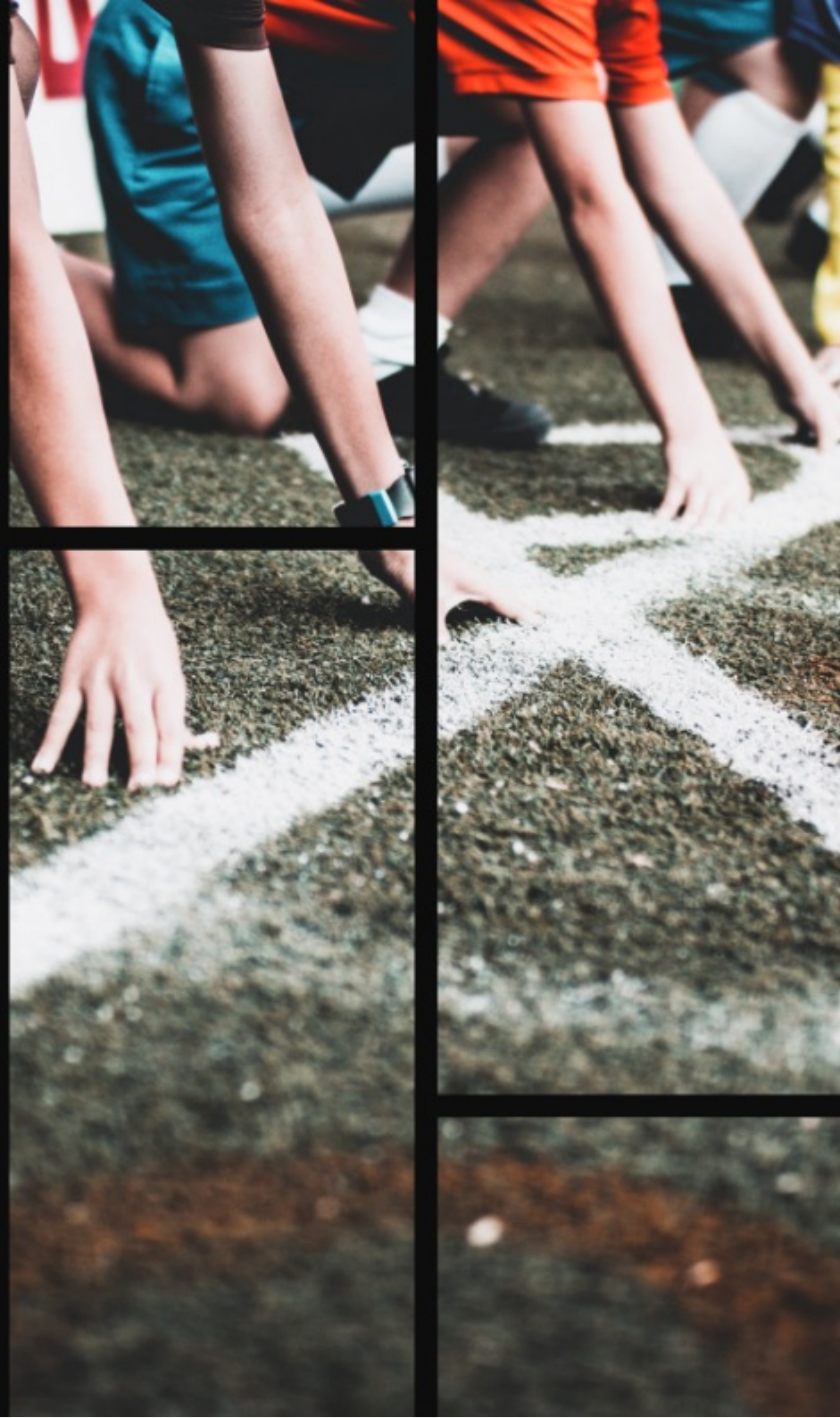
Market Saturation

In mature domestic markets, businesses often face intense competition and limited growth opportunities. Going abroad can open up new markets with untapped potential.



Regulatory Constraints

Some industries face stringent regulations and policies in their domestic markets, hindering growth. International expansion allows companies to explore markets with more favorable regulatory environments.



EVENTS · MARKETING · CONSULTANCY · COMMUNICATIONS · COMMERCE



Economic Uncertainty

Domestic markets can be subject to economic fluctuations, while diversifying internationally can provide stability through exposure to different economic cycles.



Changing Demographics

In some regions, shifting demographics, such as aging populations, can impact consumer preferences and purchasing power.

Exploring international markets with different demographic profiles can be a strategic response.



bratdigital



Contact our event specialists for more details.

Ms. Farah : +6013 398 6002

Ms. Eyra : +6019 316 6001

L1-13, Cova Square, Jalan Teknologi PJU 5, Kota Damansara, 47810 Petaling Jaya, Selangor



<https://rexpoxpo.com.my>



info@rexpoxpo.com.my



+603 6142 6001