

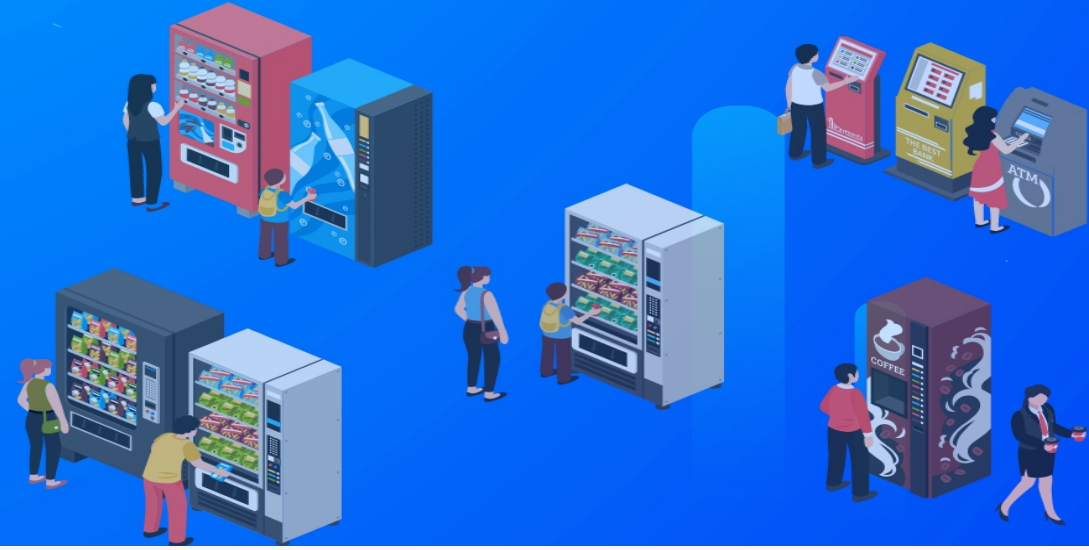


2023 Southeast Asia (Malaysia) Vending Machines & New Retail Industry Expo

**MITEC, Kuala Lumpur, Malaysia
December 1-3, 2023**



Why Malaysia?



● The Fast-Growing Market

According to the survey, in the five years to 2022, Malaysia's vending machine sales increased by 70%, China by 40%, Singapore and Thailand by about 10%. Smart vending machines drive the amount up.

The penetration of mobile payment in Asia is high and the security is relatively good, with low risks of theft and vandalism. High labor costs also contribute to the sales of vending machines...



● Broad Space for Market Development

In Asia, what drives the use of smart vending machines is the high penetration of mobile payments. Data from US financial services giant Fidelity National Information Services (FIS) shows that 44% of payments in stores in the Asia-Pacific region are mobile payments!

All kinds of vending machines in Malaysia are relatively complete, in addition to the traditional beverage machines, the existing smart cabinets and drug vending machines with non-inductive payment can be seen !



The world's first artificial intelligence unmanned shop set up in Parliament opened on July 1, 2019 at the Malaysian Parliament Building. It was officially opened by Mohamad Arif, Speaker of the lower house of the National Assembly, at 1:00 p.m.

In Malaysia, the retail sector is an important part of the national economy. Malaysia's economy is relatively booming, with relatively high per capita consumption, stronger purchasing power, and, as an important transit station of international trade, as well as one of the world's most popular tourist destinations, Malaysia has a large number of tourists, which has promoted the development of the retail industry.

The development of the retail industry has largely increased the demand for vending machines, according to the "In-Depth Research and Analysis Report of Malaysia's Vending Machine Market 2021-2025" released by the Newsijie industry research center, profit margins of Malaysia's traditional retail stores have been repeatedly compressed because of the rising store rents and employee wages. And it is also difficult for the new unmanned retail store to achieve sustainable development because of the low frequency of consumption and high costs. In contrast, vending machines have such characteristics as small footprint, low initial investment, low operating costs, wide distribution and high density. The machine itself can also be rented as advertising space. It is expected that in the future, vending machines will form a huge industrial chain. It will be the third major reform in retail after department stores and supermarkets, and is one of the future trends of retail industry.

Newsijie Malaysia industry analysts believe that as an emerging product of the combination of e-commerce and traditional retail, vending machines have many advantages such as simple operation and convenient consumption. As one of the world's most popular tourist destinations, Malaysia has a large number of tourists and a more developed retail industry, and as the retail industry hit a bottleneck due to problems like the rising store rents and employee wages, the development of vending machines is generally considered as one of the future trends of retail industry with huge development potential.



Overseas non-inductive intelligent vending machine is also officially launched in Malaysia.
It integrates AI technology, gravity sensing and dynamic visual recognition technology, taking the advantages of intelligent hardware and IOT to interact with users and meet the needs of different sales directions, with the help of monitoring and payment systems, etc.



Leading mobile payment platforms in Malaysia

In Malaysia, mobile payments have developed rapidly, with Internet penetration reaching 70%, providing a foundation for the development of online payments. More and more stores are starting to support credit cards, Grab Pay, Go Pay, Alipay and wechat Pay, and mobile payments include: Touch 'n Go eWallet (Alipay cooperation), Grab Pay, WeChat Pay MY (wechat wallet), MOL Global, Boost Pay, Maybank Pay, Fave Pay, BigPay, etc.



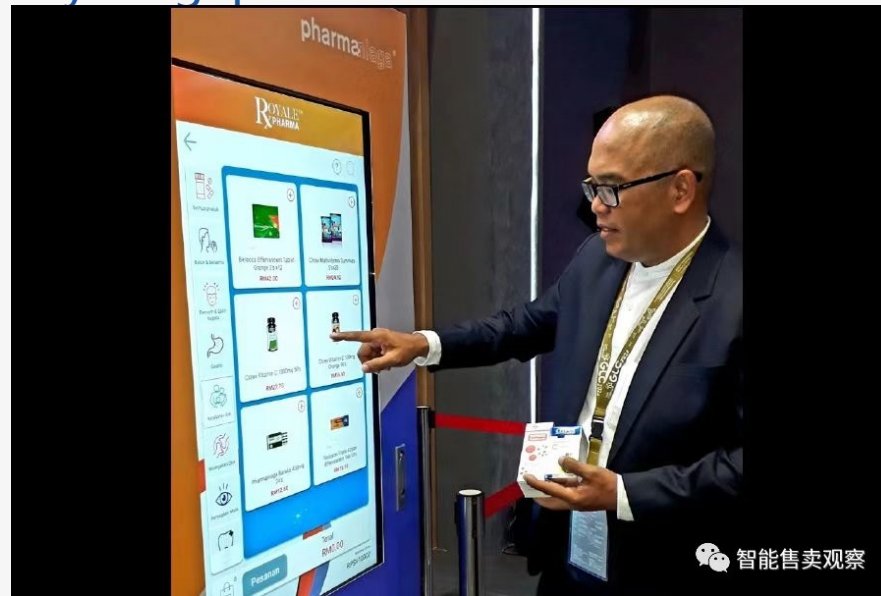
Malaysia is a country that fully accepts self-service machines, with government support and high market acceptance (Clothes, mobile phone 3C electronics, food and beverage, prepared dishes, daily necessities, medicine, etc.)

Almost every university in Malaysia has vending machines.

Malaysia is a country

- that advocates freelance work;
- where one-third of the population is Chinese;
- with thriving international tourism;
- with poor infrastructure and relies on car rental and self-driving for travel;

Note: A country suitable for creating vending machine scenario applications;
Radially affecting Southeast Asia, especially Singapore and Thailand.



Vietnam, Malaysia convenience stores, supermarkets, brand enterprises

马山集团Masan Group
CIRCLE (OK)
Family Mart (全家)
7-ELEVEN(7-11)
MINI STOP
VinMart
麦德龙
乐天
永旺
欧尚
City Mart
B's mart
GS25
KK
mynews
99
Tesco Pernama Ekspress USJ
888 Mart
ST
100 Yen Usj Taipan
Mtb 1 Express

MAJU NEWS STAND
AzZainMart
El Shabir Mini Mart
Cosway Usj 14
Just Fresh Mart
Nasgene Apc
Nice Fresh Mart
R&B Supermart
xenoed
On On Engineering
Vincom
AEON Mall
Crescent Mall
Diamond
Lotte Mart
Parkson
Pobins
Takashimaya
VivoryCity
Total
Hari Mart
Kedai Mini USJ

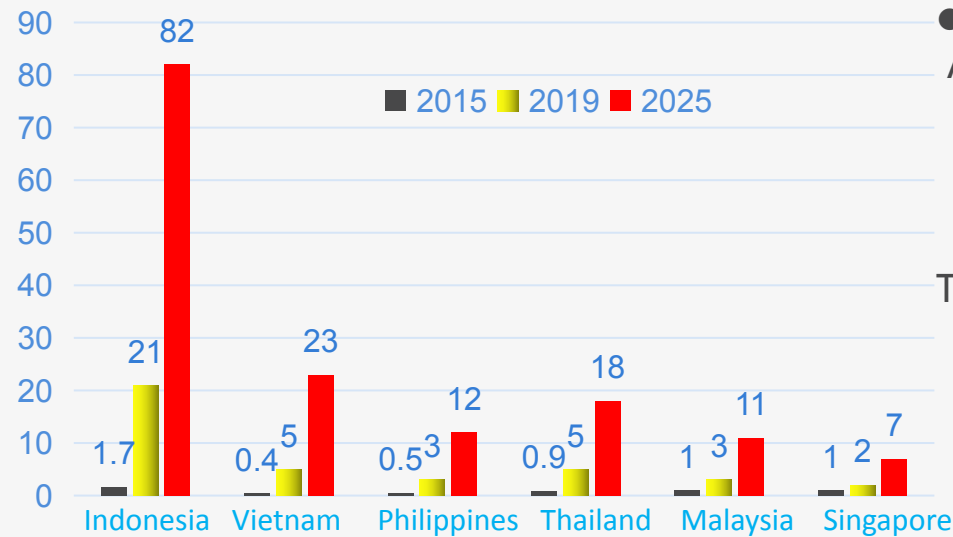
Yew & F Enterprise
Fong Supplies
马来西亚购物中心
Sunway Canopy Walk
MyToyz
S & J Setia City Mall
DND Precious Boutique
100 Yen Shop
The Amazing Buddha Zone
LRS Holdings Sdn. Bhd
Rasyid Mini Market
三十六行街
芽庄夜市
大叻夜市
Big C超市
同春市场
diamond plaza
victory PLAZA
NOW ZONE PLAZA
ZEN PLAZA
SAIGON CENTER PLAZA
百盛商场
Royal City
Trang Tien Plaza

乐天中心
Vincom Centre
Hang Da Galleria
芽庄中心
Dong Ba Mrket
Maximark Shopping Mall
Parkson CT Plaza
Bai Chay Commercial Center
Hom Market
Savico Megamall
Almaz
Pandora City Shopping Mall
Vincom Plaza
Aeon Mall

WHY SOUTH-EAST ASIA ?

SHOPEE/LAZADA/TIKTOK

- The Fast-Growing Market
The implementation of RCEP and the favorable policy; Live e-commerce, the rise of influencer marketing and the formation of new consumption concepts;
The epidemic situation and economic recession have objectively accelerated the online consumption and localization of supply chain in Southeast Asia.
It is estimated that the GMV in Southeast Asia will reach US\$ 363 billion in 2025.



- Broad Space for Market Development
As of May 2020, the penetration rate of new retail in five Southeast Asian countries is below 5%, and there is room for 8-10 times improvement compared with the mature new retail market.
The penetration rate of new retail continues to increase to a certain trend, which breeds a broad space for industry development.

Why Southeast Asia

According to the latest data released by the World Bank, the total GDP of the 10 ASEAN countries in Southeast Asia reached 3.4 trillion US dollars in 2021, and the total population of the 10 ASEAN countries in 2021 was about 657 million, with a huge number of users.

Malaysia: As Southeast Asia's third-largest economy, it has a young population and a keen place to shop online through major social media. According to Bain analysis data, the Malaysian market size reached US\$14 billion in 2021, a year-on-year increase of 68%.

Thailand: Thailand has the highest Internet penetration rate in Southeast Asia other than Singapore, and it is developing rapidly. According to Bain analysis data, the market size of Thailand reached 21 billion US dollars in 2021, a year-on-year increase of over 68%.

Vietnam: Despite the low GDP per local population, consumers have a strong preference for Chinese electronics. In 2021, the sales of local 3C home appliances grew rapidly, and the mobile e-commerce foundation was good. With a year-on-year increase of 53% in 2021, 3C home appliances have greater room for development.

Indonesia: Indonesia is the fourth most populous country in the world, with about 100 million people using the Internet, accounting for 38% of the total population, and 60% of these people live in large cities such as Jakarta and Bandung; Indonesia's economic growth is also very optimistic, and the income group of Indonesia's middle class is expanding, which is expected to exceed 45 million people.

Who is suitable to participate in this exhibition (exhibitors)?

I 、 Self-service vending equipment exhibition area

Food and beverage vending machines, intelligent vending cabinets, AI retail cabinets, self-service catering machines, vending machines, juice vending machines, fresh food vending machines, self-service ice cream machines, self-service coffee machines, vending machines, hotel vending machines, water vending machines, automatic ticket vending machines, self-service lottery machines, comprehensive vending machines, unmanned supermarkets, gacha machines, blind box machines, lucky bag machines, doll machines, gift machines, candy machines, lottery machines, self-service printers, self-service jukeboxes, self-massage chairs, etc

II、 Smart retail terminals and information technology exhibition area

Intelligent cash register all-in-one machine, face payment cash register, self-service cash register, cash register, POS all-in-one machine, self-ordering machine, smart cash register system, ordering system, automatic identification of products, scanning gun, barcode printer and consumables, electronic shelf label, electronic price tag, interactive terminal, touch all-in-one machine, transparent screen, intelligent display, LCD splicing, advertising machine, etc.; Smart store solutions, smart retail solutions, customer flow statistical analysis systems, big data analysis systems, cloud storage, big data cloud management platform systems, digital marketing, POS, ERP systems, omni-channel solutions, etc

III、 Retail display props and packaging exhibition area

Intelligent shelves, containers, display cabinets, commodity display equipment, display props, signage, smart cash register, smart shopping basket, commodity anti-theft system (EAS), entrance and exit anti-theft equipment, camera monitoring anti-theft equipment, space design, lighting, packaging materials and equipment, etc

IV、 Daily necessities, FMCG

Bottled/canned beverages, mineral water and distilled water, small packages of convenience food, rechargeable products, kitchen supplies, restaurant supplies, household products, digital electronics, clothing, shoes and hats, maternity and baby products, personal care products, etc

Who will visit this exhibition?

- Distribution channels
- Department stores
- Agents
- Government agencies
- Convenience stores/community stores
- Cross-border EC sellers
- Online store owner
- Trade City
- Supporting service enterprises (logistics and distribution, information consultation, capital settlement)



This is not just an exhibition --- multi-latitude sales and integrated service system

- **Overseas Warehouse** At present, the 14 overseas warehouses in Southeast Asia linked with SAVM basically cover the main commercial regions in Southeast Asia, which can provide foreign-trade-related services such as logistics, customs clearance, delivery and after-sales service for exhibitors.
- **Distribution Platform** The industry-leading distribution platform (store students) has launched 10,000+ SKUs, registered overseas distribution sellers 30,000+, suppliers 1,000+, GMV 80 million yuan in 2021 , providing strong distribution capabilities for exhibitors' products to enter the Southeast Asian market.
- **Live streaming** As the TSP of TIKTOK, Guangzhou Xiangrong Information Technology Co., Ltd., the co-organizer, has deeply laid out the Southeast Asian market, extensively established a new media marketing network, and maintained close cooperation with associations, MCN institutions, live broadcast talents, Internet celebrity agencies, etc. in Southeast Asia; STRATEGIC COOPERATION WITH TIKTOK TO BUILD AN ECOSYSTEM CAN PROMOTE THE RAPID AND EFFICIENT EXPORT OF ENTERPRISE PRODUCTS TO THE SOUTHEAST ASIAN MARKET BY CONNECTING EXHIBITORS WITH INFLUENCER MARKETING, ARRANGING LIVE BROADCASTS OF INFLUENCERS, AND PROVIDING TRAFFIC SUPPORT.
- **Offline Agents** The local team that has been deeply engaged in Southeast Asia for many years, is well versed in the operation mode of local traditional wholesale markets and community stores, and strives to open up incremental markets on the basis of serving existing agents of enterprises with the help of mature offline channels, so as to achieve all-round coverage of enterprise product sales.
- **Inventory Promotions** Through the festival promotions, high-net-worth goods with gifts, offline meetings, carnival festivals, exhibition on-site promotions, etc. of local mainstream online platforms, it assists enterprises to clear the backlog of goods, quickly return funds, and achieve a virtuous cycle of sales.
- **Exhibition experience** After the exhibition, we will establish an offline display service center for enterprises, and provide display, experience, promotion services and promote spot transactions for offline buyers in the form of physical stores of wholesale centers; Strive to promote product dissemination and marketing promotion in the form of warehouse broadcast, scene live broadcast, live broadcast experiencing, user feedback dialogue, etc.
- **Comprehensive Services** We will work closely with local teams to provide comprehensive services such as brand promotion, trademark registration, product installation, use training, after-sales maintenance, dispute resolution, legal affairs and other comprehensive services for exhibitors going overseas in Southeast Asia to ensure that corporate goods are sold in compliance in the Southeast Asian market, avoid risks and develop in the long term.

Important Activity Subjects

In-depth marketing

Committed to solving the core problems of rapid product expansion market and large-scale sales



Exhibiting Process

Attend Chamber of Commerce training

Evaluate the current situation of the Southeast Asian market (including online and offline), evaluate the adaptability of products to the market and the risks of going overseas.



Develop a plan for going to sea

According to the characteristics of products, determine the applicable channels and overseas methods.

Pay the relevant fees

Complete the payment of exhibition fees, and retain various vouchers for policy subsidies.



Exhibition site docking

Decide on participation in person or by proxy according to the epidemic control policies.

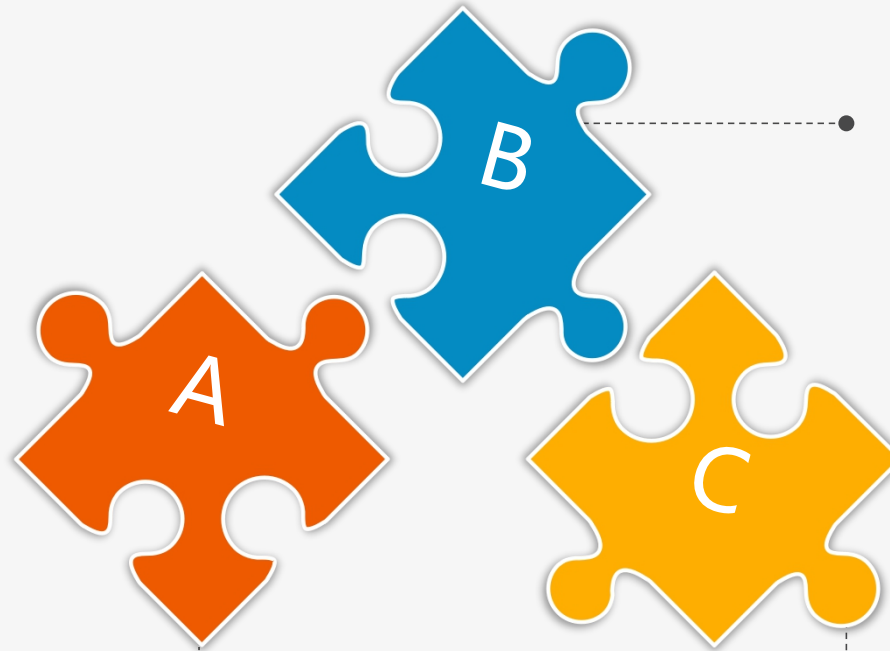


Long-term exhibition hall / long-term procurement matchmaking meeting

Decide how to put products on the exhibition hall of the Trade City and participate in the monthly or quarterly small procurement matchmaking meeting of the Trade City.



Participation Fees Include:



Standard booth of 9 square meters

Including booth standard construction, infrastructure, lighting cleaning.

Follow-up integrated services

Storage, delivery, layout, finishing, repackaging, secondary shelving, after-sales service of exhibits before, during and after the exhibition (all fees are free of charge for exhibits in this exhibition)

Distribution platform user registration and store opening, products on the shelves

Product shelving (long-term display), procurement matchmaking meeting at least once a quarter .

Participation in Person & by Proxy(either-or)

- Visa for exhibitor representatives (limited to two persons).
- 5 days and 4 nights hotel accommodation during the exhibition (1 standard room in a hotel above 4 stars; lunch catering for 2 people).
- Post-expo city tour includes meals (limited to two persons).

**Self-Participation Package
(excluding airfare)**

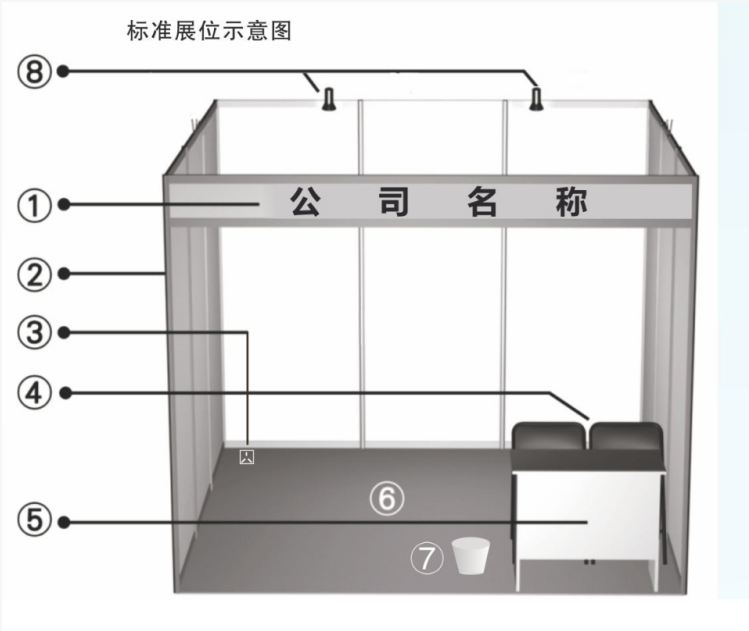


**The cost of
participation is
already included**

Exhibiting packages

- Booth layout, exhibit placement, equipment testing, network connection;
- During the exhibition, there is one on-site staff member who serves at the booth all day, reports to exhibitors every morning and evening with a work report every day.
- Lunch catering for staff during the exhibition.

Participation in Person & by Proxy(either-or)



**Booth illustration
(Participation in Person)**

- 1、Fascia board with company name in Chinese & English
- 2、Booth partitions
- 3、UK power socket x1
- 4、Folding chair x2
- 5、Information desk x1
- 6、Carpet
- 7、Trash can x1
- 8、Daylight lamp x2



**Booth illustration
(Participation by Proxy)**

Remote Video Exhibition System; hardware is limited for reference only; similar schemes are biased.

Exclusive staff on site introduce products, recommend exhibitors, collect buyer' s intention information, and assist in agency distribution.

Country	Standard booth fees	Custom-built booth fees	REMARK
Kuala Lumpur, Malaysia	5,700 USD/9 sqm	580 USD/square meter	December 01-03, 2023

2023 Southeast Asia Vending Machines & New Retail Industry Expo

Malaysia



Contact:

Mr.MAI 17576050214

Guangdong Chamber of Commerce
of Importers & Exporters
5th floor, No. 774, Dongfeng East
Road, Yuexiu District, Guangzhou
www.aisacve.com 400-698-0020



Some live pictures from the last session

