



2023 ASIA SMART FARMING & FOOD SECURITY EXHIBITION & CONFERENCE

3-5 OCT 2023 | MITEC, KUALA LUMPUR

MAKING FARMING ATTRACTIVE AGAIN

PROPOSAL SPECIALLY PREPARED FOR

MALAYSIAN PRODUCTIVITY CORPORATION
(MPC)

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**MYEVENTS
INTERNATIONAL**
DELIVERING EXCELLENCE

Co-Organised by Strategic Partner Venue Partner



JABATAN
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SELANGOR

MITEC



CONTENT

- 1. INTRODUCTION**
- 2. KEY FOCUS AREA**
- 3. EVENT HIGHLIGHT**
- 4. WHY PARTICIPATE**
- 5. EXHIBITOR & VISITOR PROFILE**
- 6. BOOTH PACKAGE & CONFERENCE DELEGATE RATES**
- 7. CONFERENCE (LIST OF SPEAKERS)**
- 8. ASF 2023 PROGRAMME**
- 9. SPONSORSHIP PACKAGES**



ABOUT THE EVENT

INTRODUCTION

Asia Smart Farming & Food Security 2023 (ASF 2023) focuses strategically on pesticide-free smart farming through knowledge-sharing and skills development for farmers and technology sharing from world-renowned agrotech companies to address the challenges that farmers face such as:

- limited access to technologies
- lack of proper training and education
- knowledge gap on high-yield seeds
- difficulty in getting financial assistance
- heavy dependence on chemical pesticides
- limited access to market
- inefficient logistic facilities for perishables and others

The tagline for this event is "Making Farming Attractive Again". The event provides visitors with access to proven smart farming technologies to produce higher quality products that command better prices and higher income for farmers.

These include artificial intelligence, sensors, drones, data analytics, automation and ESG-compliant consumables.

ASF 2023 provides a professional agriculture conference and exhibition platform that brings together local and international experts, innovators, policy-makers, financiers and other stakeholders in smart farming technologies. The opportunities presented during this unique conference, exhibition and B2B matching session expose farmers to sustainable business opportunities.

Participants of ASF 2023 will highlight new business ventures and share their knowledge and experience while providing hands-on opportunities to local agro-preneurs to participate in the lucrative domestic agriculture sector from upstream to downstream activities, including the food processing industries.

ASF EVENTS

A. SMART FARMING EXHIBITION

Showcasing the best practices in agriculture across the world.

Promoting the adoption of pesticide-free smart farming technology for the agriculture sector to address food security.

Facilitating business matching and agriculture technology adoption between technology providers and farmers (seed-to-market solutions).

B. NoSelf AND (As Nature Does) CONFERENCE

Sharing scientific knowledge and background of the breakthrough findings of the inhibitory effect of extra-cellular DNA (Self-DNA).

Promoting awareness of the Self-DNA principles and presenting a sustainable path forward in agriculture.

Providing a platform to accelerate the implementation and use of Self-DNA technology in agriculture.



KEY FOCUS AREA

MAKING FARMING ATTRACTIVE AGAIN

BREAKTHROUGH

Introducing newest solution that revolutionises agriculture by reducing costs and improving pesticide management. NoSelf technology promotes sustainability, increases yields, and ensures cost-efficiency for farmers



INNOVATION

Witness latest commercialised innovation in smart farming, a game-changing solution that showcases the future of agriculture

SECURITY

Discover and experience solutions provided that contribute to ensuring sustainable food production and food security



EVENT HIGHLIGHTS



CONFERENCE



EXHIBITION



BUSINESS
MATCHING



PRODUCT
PITCHING



KNOWLEDGE
SHARING



TECHNOLOGY
SHOWCASE

WHY PARTICIPATE?

- Malaysia is promoting agriculture as a main economic driver and it is time to grab the opportunity.
- ASF unleashes sustainable solutions for higher quality crops and higher yields, thus increasing farmer income, and addressing food safety, social issues and environmental protection.
- The event is making pesticide-free smart farming possible and accessible to commercial and small-scale farmers through skills development, technology showcases, and the sharing of valuable knowledge directly from specialists and industry players.
- Food security has become a national interest and the ASF is enabling possible solutions through proven pesticide-free smart farming, in collaboration with global leading pioneers in their respective technologies.
- The event serves as a platform to bridge the gap between industry players by providing a meeting-place for business players, manufacturers, researchers, experts to enable business opportunities.

WHAT TO EXPECT FOR ASF 2023

150
EXHIBITORS

20+
SPEAKERS

5,000
VISITORS

500
DELEGATES

20
COUNTRIES

20%
FOREIGN
ATTENDEES

300
BUSINESS
MATCHINGS



Government Agencies & NGOs Related to Food Security & Technology



Agricultural Service & Technology Providers



Transport and Logistic



Food Processing & Packaging Companies



Seed Solution Providers



Retailers, Wholesalers & Distributors

EXHIBITOR'S PROFILE

VISITOR'S PROFILE



Scientists, Researchers, Research Organisations / Universities



Farmers & Growers



Agropreneurs, Funders & Financial Institutions



Agriculture College Students, Trainees & Academics



Agri-based Industry Players & Commodity Groups

BOOTH PACKAGE

Size: 9m²

Items:

- i. 1 Infodesk
- ii. 2 Chairs
- iii. 1 Dustbin
- iv. 13 Amp plug point
- v. Needle punch carpet
- vi. Fascia name

RM 5,000



CONFERENCE DELEGATE RATE

MALAYSIAN DELEGATE

NORMAL PRICE RM 800

EARLY BIRD RM 600

STUDENT

NORMAL PRICE RM 200

EARLY BIRD RM 150

CONFERENCE

LIST OF SPEAKERS AND TOPICS

Tan Sri Abdul Rahman Mamat, Chairman MTDC

Professor Stefano Mazzoleni

The Discovery: Principles, Evidence and Application of the Inhibitory Effect of Self DNA

Mr. Marcello Diano, CTO NoSelf AND

The Power of Green: The Role and Use of Microalgae

Mr. Peter Jens, CEO NoSelf AND

An introduction of NoSelf principles Beyond Agriculture

Mr. Bram Koppert, Managing Director NoSelf Asia

Unlocking the NoSelf possibilities for Malaysia and Abroad

Mr. Saiful Zaimi Jamil, Research Officer, Agrobiodiversiti and Environmental Research Centre, MARDI

Holistic IPM in Malaysia: Challenges & Opportunities from a Local Perspective

Ms. Melissa Ong, Group Chief Officer, Impact Circle Sdn Bhd

Driving More Investment into Agrifood in Malaysia

Mr. Bruce Diale, Brucol Global Development

Transforming Farming Through Innovations

Mr. Manuel Madani, Priva Horticulture Netherlands

Empowering Technology to Produce Fresh, Safe and Healthy Foods

Mr. Friso Klok, Rijk Zwaan

Seed Technology - The Solution to Various Food Security Issues

Mr Rob Rippens, Koppert Biological System Netherlands

Partners with Nature – Biological Control Towards Food Security

Mr Alastair Mclean, Powerplants Australia

Revolutionise Smart Farming and Improve Sustainable Productivity In Food Security

Mr Wim Damsteegt, Dutch Greenery

Smart Technology Through Innovative Greenhouse

Mr Athula Fernando, Jiffy Group, Norway

Developing Sustainable Plant Growing Solution Towards Food Security

Mr. Shawn Ping, Greenheart Farm, Malaysia

Breakthrough Smart Biological Control Technology

Dr. Anbananthan Rathnam, MIDF, Malaysia

Lean Six Sigma Approach Towards Smart Farming Technology

Dr. Caithlyn Sears, USA

Pesticide-free Farming Towards Sustainable Food Production

Joontaik Lee, Sejong University, South Korea

Syed Hisham Alwi Syed Ibrahim, MTDC, Malaysia

Prof. Dr. Hamed Faghiri, Dorod Group Berhad

Prof. Dato' Dr. Aileen Tan Shau Hwai, USM, Malaysia

Dr Alison Watson, CSIRO

Prof. Dr. Ir. Y. Andi Trisyono, Indonesia

ASF 2023 PROGRAMME

3 OCTOBER 2023
Tuesday



EXHIBITION

4 OCTOBER 2023
Wednesday



BUSINESS
MATCHING



PRODUCT
PITCHING

5 OCTOBER 2023
Thursday



TECHNOLOGY
SHOWCASE

**SMART FARMING
CONFERENCE**

**SMART FARMING
CONFERENCE , NOSELF AND
TECHNOLOGY SHARING
SESSION**

**SMART FARMING
TECHNOLOGY
BUSINESS CONSULTATIVE
SESSIONS**

AWARDS GALA DINNER

SPONSORSHIP PACKAGES

SPONSORSHIP PACKAGES	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
SPONSORSHIP VALUE (RM)	100,000	75,000	50,000	25,000	15,000
CORPORATE LOGO WILL BE FEATURED IN BELOW MATERIALS:					
► Home page of the event website hyperlinked to your website	●	●	●	●	●
► Event e-backdrop	●	●	●	●	●
► Website banner	●	●	●	●	●
► Bunting	●	●	●	●	●
► Printed and Digital Promotional Materials	●	●	●	●	●
► Pre, during and post social media promotion	●	●	●	●	●
► Special acknowledgement during opening and closing ceremonies, conference (during the event)	●	●			
► 2 Full page colour advertisement (E-directory)	●	●			
► 1 Full page colour advertisement (E-directory)			●	●	●
► A slot to present a key topic in the main conference session which the topic will be mutually agreed by both parties	1 slot				
► Press Release announcing partnership	●	●			
► Complimentary passes for Conference	15 pax	12 pax	10 pax	6 pax	4 pax
► Complimentary passes for Gala Awards	10 pax	8 pax	5 pax	3 pax	2 pax
► VIP Seat during Gala Awards	2 pax				
► Prime exhibition space - bare space (in sqm)	36sqm	25sqm	18sqm	18sqm	18sqm
► Dedicated parking space	2	1			
► 30 seconds corporate video/promo video to be played during event	●				
► ASF AD on KLIA TV carrying client's logo	●	●	●	●	●
► Media Interview	●				
► PUBLICATIONS Handbook Volume 1	●				

SPONSORSHIP PACKAGES	AWARD SPONSOR	LUNCHEON SPONSOR	MERCHANDISE SPONSOR	LANYARD SPONSOR
SPONSORSHIP VALUE (RM)	100,000	50,000	15,000	10,000
CORPORATE LOGO WILL BE FEATURED IN BELOW MATERIALS:				
► Home page of the event website hyperlinked to your website	●	●	●	●
► Event e-backdrop	●	●	●	●
► Website banner	●	●	●	●
► Bunting	●	●	●	●
► Printed and Digital Promotional Materials	●	●	●	●
► Printed on Merch				
► Printed on Lanyard				
► Printed on Award E-Certificate				
► Pre, during and post social media promotion				
► Special acknowledgement during opening and closing ceremonies, conference (during the event)				
► 1 Full colour page advertisement (E-directory)				
► Press Release announcing partnership				
► Complimentary passes for Conference	10 pax	5 pax	3 pax	2 pax
► Complimentary passes for Gala Awards	20 seats	2 seats		
► VIP Seat during Gala Awards	2 seats			
► 30 seconds corporate video / promo video to be played during event	Corporate video played during Gala Awards	Corporate video played on loop during lunch		



2023 ASIA SMART FARMING & FOOD SECURITY

EXHIBITION & CONFERENCE

THANK YOU

www.asiasmartfarming.com

3-5 OCT 2023
MITEC, KUALA LUMPUR

FOR FURTHER ENQUIRIES :

ASIA SMART FARMING & FOOD SECURITY 2023 SECRETARIAT
⑨ No. 73, Jalan TPK 2/8, Taman Perindustrian Kinrara, 47180 Puchong, Selangor, Malaysia
⌚ (+6012) 335 5067 ☎ (+603) 8070 7666 📞 (+603) 8070 0666

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