

22  
-  
24

OCT 2024

**PROPOSAL**

**CAFEO 42 MALAYSIA**



22  
24  
OCT 2024

# THE CAFEO 42 EXHIBITION



Welcome to the CAFEO 42 Exhibition, where the best and brightest minds in engineering converge from across the ASEAN and BIMP-EAGA regions. Explore a dynamic showcase of innovation, collaboration, and excellence, featuring over 200 booths displaying the latest advancements in engineering technology.

Step into a world of cutting-edge solutions as you discover the latest technologies in various areas of engineering. From digital technology to smart engineering and sustainable solutions, the exhibition offers a comprehensive overview of the tools and methodologies shaping the future of our industry.

Engage with industry leaders, experts, and innovators as you explore interactive displays, hands-on demonstrations, and informative presentations. Gain insights into emerging trends, best practices, and groundbreaking innovations that are driving progress and shaping the future of engineering in our region.

Whether you're seeking to stay ahead of the curve, forge new partnerships, or simply be inspired by the possibilities of engineering, the CAFEO 42 Exhibition is the place to be. Join us as we chart a course towards a more sustainable, connected, and prosperous future through the power of engineering innovation.

Don't miss this unparalleled opportunity to connect with peers, discover new technologies, and be a part of the conversation shaping the future of engineering in ASEAN and beyond. We look forward to welcoming you to the CAFEO 42 Exhibition!

22  
24  
OCT 2024

# CAFEO 42 VENUE

The Sabah International Convention Center (SICC) in Kota Kinabalu, Malaysia, is a modern multipurpose venue for conferences, exhibitions, and cultural events. With various meeting rooms, exhibition halls, and ballrooms equipped with modern amenities, SICC accommodates events of all sizes. Its strategic location boosts tourism and local economy by attracting visitors and generating business for surrounding services. The center's contemporary architecture and versatile spaces make it a hub for diverse gatherings, fostering economic growth and cultural exchange.



22  
-  
24

OCT 2024

# ONLY HAPPENS IN MALAYSIA

## ONCE IN A DECADE.

42<sup>nd</sup> Edition by CAFEO Asean Federation of Engineering Organization,  
Malaysia, Indonesia, Thailand, Myanmar, Cambodia, Laos, Vietnam,  
Philippines, Singapore & Brunei



**ASEAN**  
ASSOCIATION OF SOUTHEAST ASIAN NATIONS



22  
-  
24

OCT 2024

# "UP TO 300,000 MEMBERS IN SEA"

MALAYSIA



IEM, INSTITUTION OF ENGINEERS MALAYSIA  
OVER 50,000 MEMBERS

INDONESIA



PII, PERSATUAN INSINYUR INDONESIA  
APPROXIMATELY 63,371 MEMBERS

THAILAND



EIT, ENGINEERING INSTITUTE OF THAILAND  
AROUND 30,000 MEMBERS

MYANMAR



FED.MES FEDERATION OF MYANMAR  
ENGINEERING SOCIETIES  
ABOUT 67,117 MEMBERS

CAMBODIA



BEC, BOARD OF ENGINEERS CAMBODIA  
ROUGHLY 3,000 MEMBERS

LAOS



LUSEA, LAO UNION OF SCIENCE  
AND ENGINEERING ASSOCIATIONS  
APPROXIMATELY 2,000 MEMBERS

PHILIPPINES



PTC, PHILIPPINE TECHNOLOGICAL COUNCIL  
APPROXIMATELY 80,000 MEMBERS

SINGAPORE



INSTITUTION OF ENGINEERS SINGAPORE  
AROUND 8,000 MEMBERS

BRUNEI



PUJA, PERTUBUHAN UKUR JURUTERA & ARKITEK  
ABOUT 1,000 MEMBERS

22  
-  
24  
OCT 2024

# MISSION

- To create a dynamic space for ASEAN engineers to share best practices, innovate jointly, and tackle regional challenges together
- To leverage Cafeo 42 as a catalyst for sustainable infrastructure, economic growth, and knowledge transfer in Sabah
- To showcase advancements in sustainable technology and inspire the integration of environmental and social responsibility into all engineering endeavors.

# VISION

- The Institution of Engineers, Malaysia aims to be the premier learned engineering society championing the adoption of ethics and professional best practices in all sectors of the industry
- To solidify IEM Malaysia's position as a driving force for engineering excellence in ASEAN, showcasing its commitment to collaboration and progress.

22  
24

OCT 2024

# CAFEKO 42 OBJECTIVE



## B2B Networking

- Exhibition
- Business Matching

## Expertise Gathering

- CAFEKO 2024
- Academic Conference

## Tourist Attraction

- Sabah Excursions
- Golf Tournament

22  
24  
OCT 2024

# WHY SHOULD EXHIBIT

The following above benefits collectively underscore the value proposition of exhibiting at CAFE 42 and highlight the unique opportunities available to participating companies, including engagement with authorities from the ASEAN+3 region.

## 1 Exposure To Cutting-Edge Engineering Innovations:

Exhibitors have the opportunity to showcase their latest products, technologies, and solutions in Digital Transformation, Smart Engineering, and Green Solutions.

## 2 Access to Emerging Trends and Best Practices:

Exhibitors can gain valuable insights into emerging trends, best practices, and groundbreaking innovations that are shaping the future of engineering in the region.

## 3 Networking with Industry Leaders, Experts, and Decision Makers:

The exhibition provides a platform for exhibitors to engage with top-level authorities, decision-makers, industry leaders, and experts from the ASEAN, BIMP-EAGA, and ASEAN+3 regions.

## 4 Interactive Demonstrations and Presentations:

Exhibitors can leverage interactive displays, hands-on demonstrations, and informative presentations to showcase their products and solutions to a targeted audience.

## 5 Market Expansion Opportunities:

Exhibitors to expand their market reach and explore new business opportunities within ASEAN, BIMP-EAGA, and beyond. The show attracts a diverse audience of industry professionals, decision-makers, and potential customers, providing exhibitors with valuable exposure and visibility.

22  
24

OCT 2024

# WHO SHOULD ATTEND

Engineers  
and  
Technologist

Industry  
Leaders and  
Decision-Maker

Academics  
and Researcher

Government  
Representative

Entrepreneurs  
and Innovators

Students and  
Emerging  
Professionals

Technology  
Enthusiasts

Investors

22  
24

OCT 2024

# WHO SHOULD EXHIBIT

Engineering Companies

Educational Institutions

Energy and Environmental Companies

Technology Providers

Professional Associations

Manufacturers

Research Institutions

Non-profit Organisations

Transportation and Logistics Companies

Government Agencies

Consulting Firms

Telecommunication Companies

Startups

Construction and Infrastructure Companies

Financial Institutions

22  
24  
OCT 2024

# FLOORPLAN

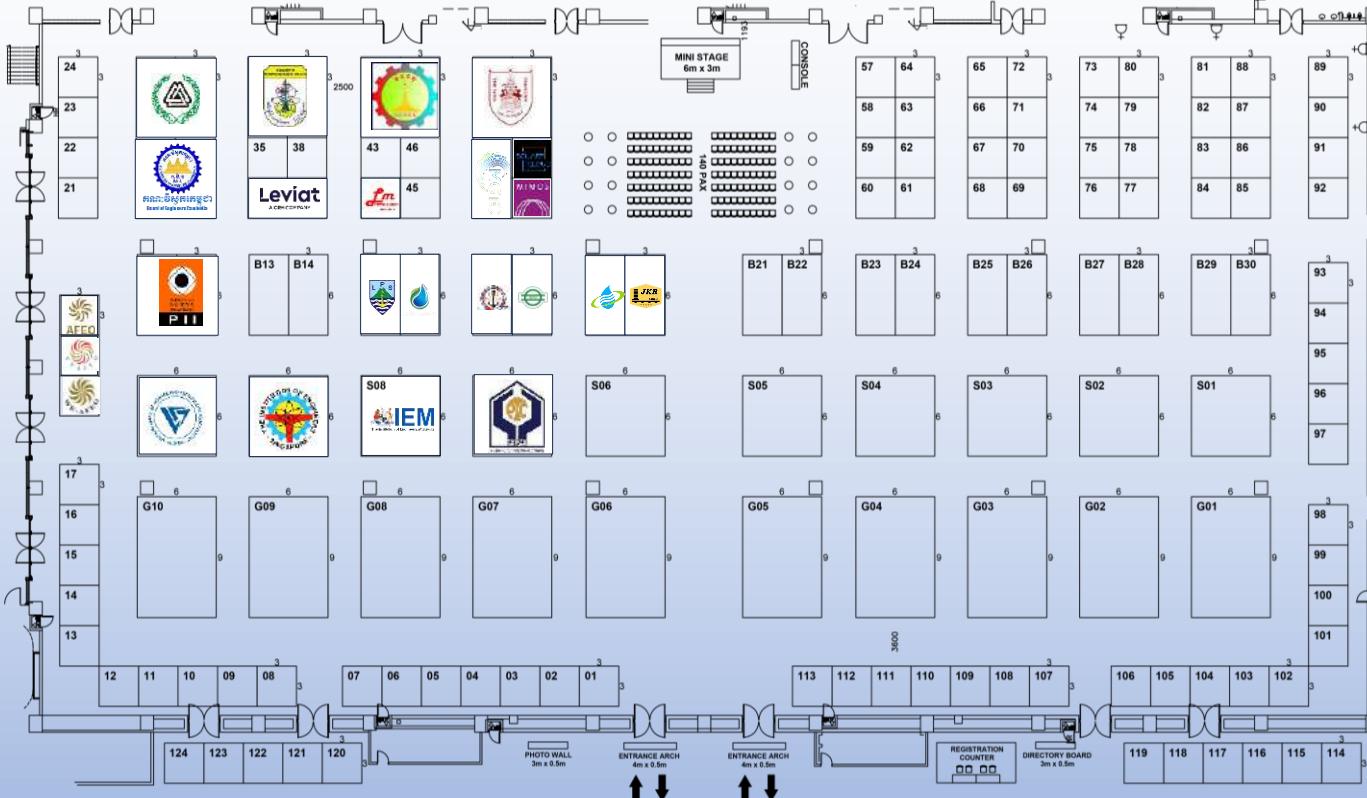
## LEGEND

**GOLD 6m x 9m  
(10 Units)**

**SILVER 6m x 6m  
(10 Units)**

**BRONZE 3m x 6m  
(20 Units)**

**3m x 3m  
(140 Units)**



## LIST OF EXHIBITORS

- S10 – VUSTA , Vietnam Union of Science and Technology Association
- S09 – IES, Institution of Engineers Singapore
- S08 – IEM, Institution of Engineers Malaysia
- S07 – PTC , The Philippine Technological Council
- B11,B12 – PII , Persatuan Insinyur Indonesia
- B15 – Lembaga Pelabuhan –Pelabuhan Sabah
- B16 – Jabatan Perkhidmatan Permbetungan Sabah
- B17 – Jabatan Pelabuhan dan Dermaga Sabah
- B18 – Jabatan Keretapi Negeri Sabah
- B19 – Jabatan Air Negeri Sabah
- B20 – JKR Sabah , Jabatan Kerja Raya Sabah
- 25,26,31,32 – PUJA, Pertubuhan Ukur Jurutera & Arkitek
- 27,28,29,30 – BEC, Board of Engineers Cambodia
- 33,34,39,40 – Fed.MES, Federation of Myanmar Engineering Societies
- 36,37 – Leviat Sdn Bhd
- 41,42,47,48 – LUSEA, Lao Union of Science and Engineering Associations
- 44 – LM Intruments Sdn Bhd
- 49,50,55,56 – The Engineering Institute of Thailand
- 51,52 – MGTC, Malaysia Green Tech Council
- 53 –MIMOS,
- 54 –SquareCloud,

22  
24

OCT 2024

# BOOTH PACKAGE | SHELL SCHEME

## SHELL SCHEME RM10,800.00

USD2,700.00

### Booth Dimensions

3m x 3m

### Booth Size

9sqm

### Location

Fourth row and  
sides of hall

### Power

1 x 13amp / 230-volt  
single phase power

### Info Counter

1 Units

### Furniture

2 x Folding Chair



22  
-  
24

OCT 2024

# BOOTH PACKAGE

**Raw Space – Build your own stand  
on bare floor space**

\*The prices mentioned above do not include the 8% Malaysia Sales & Service Tax (SST).

## **GOLD** **RM59,400.00**

USD14,850.00

**Booth Dimensions**

6m x 9m



**Booth Size**

54sqm

**Location**

Front row of hall  
entrance

## **SILVER** **RM39,600.00**

USD9,900.00

**Booth Dimensions**

6m x 6m



**Booth Size**

36sqm

**Location**

Second row of  
hall entrance

## **BRONZE** **RM19,800.00**

USD4,950.00

**Booth Dimensions**

3m x 6m



**Booth Size**

18sqm

**Location**

Third row of hall  
entrance

## **STANDARD** **RM9,900.00**

USD2,500.00

**Booth Dimensions**

3m x 3m



**Booth Size**

9sqm

**Location**

Fourth row and  
sides of hall

22  
24

OCT 2024

# SPONSORSHIP PACKAGE



PACKAGE	ELITE RM150,000.00 USD37,500.00	PRESTIGE RM75,000.00 USD18,750.00	LUXE RM50,000.00 USD12,500.00	SIGNATURE RM30,000.00 USD7,500.00
APPEARANCE OF COMPANY LOGO ON				
Event Website & Facebook Page	✓	✓	✓	✓
Event Registration	✓	✓	✓	✓
Event Lanyard	✓	✓	✓	
Event Backdrop	✓	✓	✓	
Event Brochure	✓	✓		
Bunting & Banner	✓	✓		
Event Photobooth	✓	✓		
Event Entrance Arch	✓			
Show Directory	✓			
Digital Board	✓			

22  
-  
24

OCT 2024

# CONFERENCE PACKAGE



## PROFESSIONAL ENGINEERS

\* Certificate of Participation  
will be provided

**AFEO Members**

**RM600**

USD 120

**Non - Members**

**RM1,200**

USD 250

Special rate for YEAFEO members – to participate, individuals must register through their respective organisations. If you’re interested in participating, please send and email to [secretariat@cafeo42malaysia.com](mailto:secretariat@cafeo42malaysia.com)

22  
-  
24  
OCT 2024

# MEDIA COVER FOR CAFEO42



On behalf of the Institution of Engineers Malaysia (IEM), we pleased to share with you a press release titled:

CAFEO RETURNS TO MALAYSIA WITH A FOCUS ON DIGITAL TRANSFORMATION, SMART ENGINEERING, AND GREEN SOLUTIONS

This year, CAFEO 42 is expected to attract 200 exhibitors and 1,500 conference participants from across the ASEAN region. The expansive exhibition will provide a unique platform for companies, innovators, and researchers to showcase their latest technologies, products, and services. It will be a dynamic space for networking, collaboration, and discovering new solutions that can propel the engineering sector forward.

CAFEO, an annual event that rotates among ASEAN member countries, is a cornerstone in the engineering calendar of the region. The conference serves as a vital platform for knowledge exchange, innovation, and collaboration among engineers, policymakers, and industry leaders. The event has received full support from the Sabah state government, as well as engineering organisations of all ASEAN Countries

As a unique event that combines exchange of knowledge, skills and trade – this year's CAFEO42, with its expanded engineering exhibition, aims to see RM50 million (USD 10.6 million in business value, research potential and collaborations between government, academia and industry.

05 MAC 2024 SABAH TUAN RUMAH : PERSIDANGAN PERSEKUTUAN KEJURUTERAAN ASEAN, LIBATKAN 10 NEGARA  
<https://www.facebook.com/watch/?v=318085521253731>

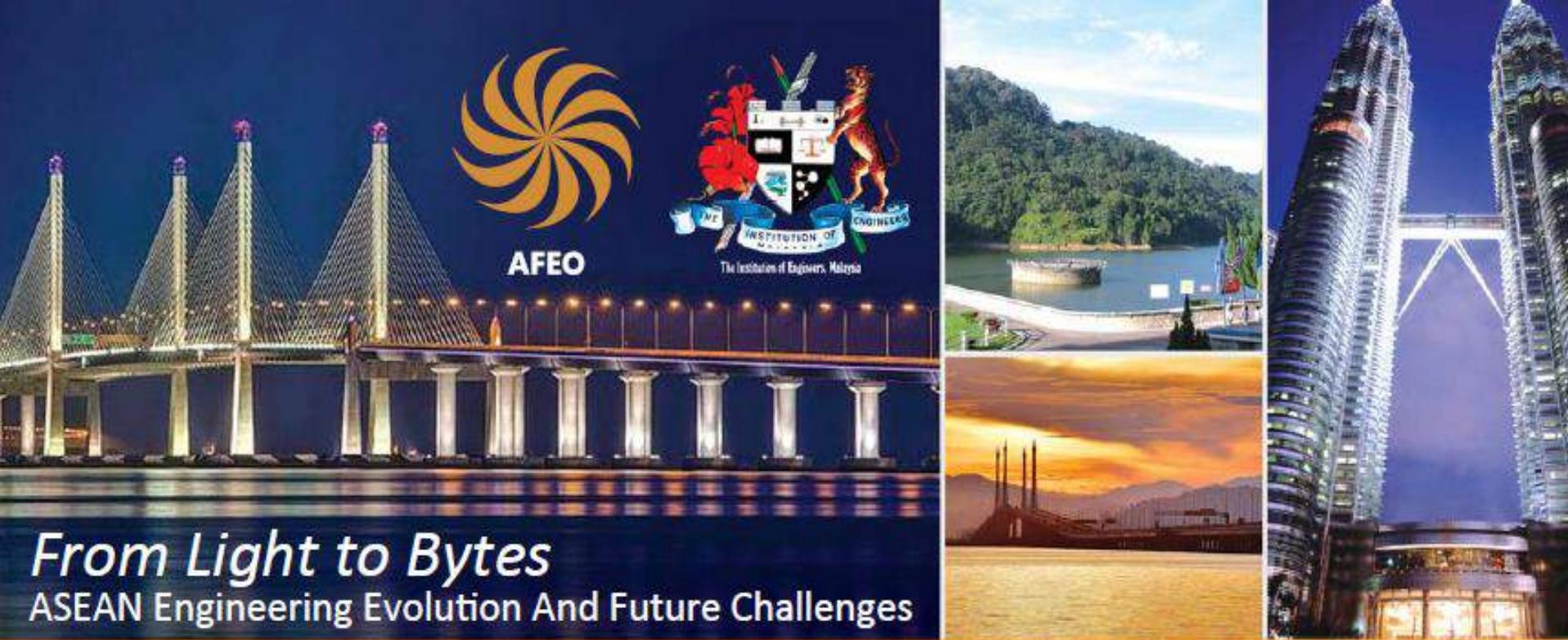
Soft Launch CAFEO42 on 31 May 2024 [https://www.instagram.com/reel/C7neW\\_7yHOG/](https://www.instagram.com/reel/C7neW_7yHOG/)

CAFEO Kembali Ke Malaysia dengan Fokus kepada Transformasi Digital, Kejuruteraan Pintar dan Penyelesaian Hijau – JUNE 1, 2024 (LNA)  
<https://my.lifenewsagency.com/2024/06/01/cafeo-kembali-ke-malaysia-dengan-fokus-kepada-transformasi-digital-kejuruteraan-pintar-dan-penyelesaian-hijau/>

IEM: Developing engineering talents crucial for Malaysia's advancement – JUNE 2, 2024 (the sun) <https://thesun.my/business/iem-developing-engineering-talents-crucial-for-malaysia-s-advancement-EE12521656>



# CAFEO 33 PENANG



*From Light to Bytes*  
ASEAN Engineering Evolution And Future Challenges

# CAFEO 33, 2015

• Penang, Malaysia • 22 - 26 November



# CAFEO 33, 2015

## PENANG INDUSTRIES



# AFEO – Asean Federation of Engineering Organization

**was formally established on 6th of February, 1980 by Five founding members representing Indonesia, Malaysia, The Philipines, Singapore and Thailand**



Chiefs of delegation of Engineering Institutions joining hands after signing the article of agreement for the establishment of the ASEAN Federation of Engineering Organisations (AFEO), at the closing day of the 2nd CEISAN on the 6th Feb 1980 in Manila. (L-R) Ir. Wong Kin Hong (President, IEM), Tay Sin Yan (President IES), Engr. Lydia G Tansinsin (Chairman, PTC & Organising Chairman 2nd CEISAN), Ir. G.M. Tampubolon (President, PII), Dr. Prasom Sthapitanonda (representing EIT)



1st CEISAN – Dinner Reception 1978. Seated on the left: Wong (IEM secretariat), Standing: Rosie Chiam (Ir. TT Chiam's wife), Mrs Yoon Shee Long, Datin Brigitte Yusof (wife of Datuk Yusof Yunus)

## HISTORY OF AFEO

AFEO WAS FORMALLY ESTABLISHED ON 6<sup>TH</sup> OF FEBRUARY, 1980 BY THE FIVE FOUNDING MEMBERS REPRESENTING INDONESIA, MALAYSIA, THE PHILIPPINES, SINGAPORE AND THAILAND. AFEO WAS SUBSEQUENTLY RECOGNISED AND REGISTERED AS A NON-GOVERNMENTAL ENTITY OF ASEAN ON AUGUST 1, 1982.

In view of their common historical background and geographical similarities, The Institution of Engineers, Malaysia (IEM) and The Institution of Engineers, Singapore (IES) promoted interaction and rapport among their members. This gave rise to engineering conventions between these two countries. This was the humble beginning of our regional engineering cooperation. The engineering convention was known as the IEM/IES or IES/IEM (depending on the hosting party) Engineering Convention.

The 1st IES/IEM Engineering Convention was held in Singapore in November 1973 with the theme, "The role of Engineers in National Development". This was followed by the 2nd IEM/IES Engineering Convention held in Malaysia in Nov/Dec 1974 with the theme "Industrial Safety".

In the meantime, the five South Asian countries of Indonesia, Malaysia, Philippines, Singapore and Thailand met to discuss the benefits of forming the Association of Southeast Asian Nations (ASEAN). This marked the beginning of regional-focused support, rather than looking to the West.

The 3rd IES/IEM was organised by Singapore in 1976. The theme of the convention was "Energy Resources, Utilisation & Conservation". The organiser strongly advocated to invite participants from fellow engineering institutions of other ASEAN countries. The proposal was accepted and the agreement was reached to invite other engineering fraternities in this region. During this convention, IES proposed for the establishment of the Convention of Engineering Institutions of South East Asian Nations (CEISEAN) in accordance with the set of "Ten-point Principles".

IEM/IES had to reach out to individual embassies to get the contact names and addresses of their engineering organisations. For the Philippines, however, they learned that there were numerous engineering associations by disciplines. Therefore they had to contact the governmental professional institution to get the integrated engineering association, the Philippine Technological Council (PTC).

During the discussion of CEISEAN's formation two years earlier, the Indonesian Institute of Engineers and the Institution of Engineers, Malaysia got in touch and proposed the formation of "Federation of Engineers of ASEAN", but this was not pursued.



1st CEISAN, 1978 - Exhibition. Standing: Ir. Chan Chiang Heng (Chairman of Exhibition Organising Committee), Razak Bidin, Tan Sri Ir. Lee San Choon (Minister of Works and Public Amenities), Chan Boon Teik, Ir. Yoon Shee Long



**JOIN US AND BE PART OF AFEo's  
4 DECADE LONG LEGACY**



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## CONTACT US

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[sales@cafeo42malaysia.com](mailto:sales@cafeo42malaysia.com)



**22 - 24 OCTOBER 2024**  
Sabah International Convention Center

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## VISIT US

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