

200 Exhibitors 30,000 Visitors



7

- Sales and Lead Opportunities
- Take advantage of Face-to-Face Marketing
- Boost Brand Visibility
- Research Your Industry and Competition
- Build Lasting Relationships within Your Industry
- Showcase New Products and Services
- Listen to Customer Feedback

2nd The Largest Expo in Sabah

# SABAH INTERNATIONAL WOMEN ENTREPRENEUR EXPO

Expo Usahawan Wanita Antarabangsa Malaysia Sabah 2022



10 -13 March 2022

Sabah International Convention Centre [SICC]  
Kota Kinabalu Sabah

Organised By



ESM Exhibitor Relations

Presented By



Supported By



Official Media



Official Hotel



016 - 837 2654



Expo Usahawan Wanita  
Antarabangsa Malaysia Sabah 2022

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## Expo Usahawan Wanita Antarabangsa Malaysia Sabah 2022

2nd Sabah International Women Entrepreneur Expo 2022

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Kota Kinabalu, Sabah

### **Greetings from the team Expo Usahawan Wanita Antarabangsa Malaysia Sabah 2022!**

With reference to the above , we are pleased to invite your esteemed organisation to participate in the upcoming SIWE2020. Don't miss the chance to be a part of SIWE2022

#### **The main event**

Expo Usahawan Wanita Antarabangsa Malaysia Sabah 2022 , brings you 200 booths showcasing a variety of products and services that will bring key market players and most professional buyers together . Over 200 exhibitors with more than 500 products will join the event . It will be a great mix of new products from major manufacturers , suppliers and international exhibitors .

#### **Why Participate ?**

1. Sales and lead opportunities
2. Take advantage of face-to-face marketing
3. Boost brand visibility
4. Research your industry and competition
5. Build lasting relationships within your industry
6. Showcase new products and services
7. Listen to customer feedback.

#### **General Exhibition Information**

Date - 10 - 13 March 2022

Venue - Exhibition Hall 1 & 2 Kinabatangan Hall,  
Level 2, Sabah International Convention Centre  
SICC, Kota Kinabalu, Sabah, Malaysia

Visiting Hours – 10.00am to 8.00pm

#### **Admission To Exhibition**

Exhibition is open to public

Free Tickets

#### **Expo Stats**

30,000 visitors

200 exhibitors

3,500 square meters expo space





**SIWE 2022**

Expo Usahawan Wanita  
Antarabangsa Malaysia Sabah 2022  
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Kota Kinabalu, Sabah

## Product Profile

- Food and Beverage
- Healthcare and Herbs
- Consumer products
- Manufacturing
- Beauty products
- Lifestyle products
- Fashion Accessories
- Handicraft and Gift Items
- cosmetics and Purfumes
- Government Agencies

## Advertisement And Promotions Activity

- On site bunting and events boards
- Advertising campaign in major newspaper
- Street bunting and banners
- Social media campaign
- Press conference
- Editorial coverage
- Influencer partnerships
- Content marketing
- Collaboration with GRAB as official transport



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## Event Highlights



**Grand Opening Ceremony**



**Financial Streets**



Exhibitors from **other States and Countries**



**E-Commerce Platform**



**Business Matching** with Wholesalers and Hypermarkets



Appearance of 3 Bantut **Loy, Sakinah and Susi Shaundal**



**Trade Meetings**



**Live Performance**



**Mini Job Fair**



**Lucky Draw**



**Rural Women Business Challenge 2021**



**500 Goodies Bag**



**International Women's Day**  
Celebration



**Drawing and Coloring Contest**  
for School Children



**Talk Shows**



**Games and Fun**



**Celebrities' Booths**



Free Sampling and **Jumbo Sales**