# COMPANY PROFILE

maeps
Malaysia Exposition Park Serdang

## MARDI MAEPS Sdn Bhd

Incorporated in November 2008, MARDI MAEPS Sdn Bhd (MMSB) is wholly owned by the Malaysian Agricultural Research & Development Institute (MARDI) specially set up to manage MAEPS with the vision is to make it as a world-class unique knowledge-rich destination. Its mission is to manage and develop it into a sustainable park with discipline, focus, professionalism and accountability as its core values.

## Management Structure MARDI MAEPS Sdn Bhd

**BOARD OF DIRECTORS**
YBhg. Dato' Zahida Zarik Khan
Datuk Dr. Sharif Haron
Dr. Radzuan Abdul Rahman
YBhg. Datuk Yahaya Bujang
YBhg. Prof Madya Dr. Ramzah Dambul

| Chief Operating Officer | Puan Norafizah Rahman.CEM |
|---|---|
| Managers | En. Fred T. Malintan |
| | En. Aziz Ali |
| | En. Muhd Khairul Azwan Che Azman |

## Corporate Information

| | |
|---|---|
| Company Secretary | Proviz Corporation Services Sdn Bhd<br>Unit No. 2.17, 2nd Floor, (Lobby No. 5)<br>Damansara Intan, No. 1 Jalan SS20/27)<br>47400 Petaling Jaya<br>Selangor |
| Company Solicitor | Abu Talib Shahrom<br>39, Jalan Desa<br>Taman Desa<br>58100 Kuala Lumpur |
| Auditor | Wan Nadzir & Co (AF1234)<br>No. 1C, 3rd Floor, Block 1,<br>Worldwide Business Park<br>Jalan Tinju 13/50, Section 13,<br>40675 Shah Alam<br>Selangor Darul Ehsan |
| Principal Banker | Malayan Banking Berhad<br>Taman Sri Serdang Branch<br>Selangor |

# INTRODUCTION

**Event@maeps**

First established in 2006, MAEPS has had many recent updates to the infrastructure and property. Located in Serdang, Selangor, there is a comprehensive range of support facilities, services and amenities to help ensure the success of any event, big or small.

The MAEPS Management Team endeavours to offer flexibility and innovation in its products and services to meet the evolving needs of the local and international M.I.C.E. industry and Agrotourism. MAEPS signature experiences reaffirm her reputation as a world-class facility and strives for perfection and excellence to become the global market's preferred choice and making it 'A Destination For All.'

# MAEPS, SELANGOR MALAYSIA

## MALAYSIA EXPOSITION PARK SERDANG (MAEPS)

Established by Ministry of Agriculture and incorporated in 2006, MAEPS is home to the infamous Malaysia Agriculture, Horticulture & Agrotourism (MAHA) which is held biennially and serves as a venue for industry-focused events and activities. The exhibition park set in 130 hectares of rolling countryside amidst lush green surroundings has since transformed itself from a M.I.C.E. facility to a venue where pleasure, leisure, adventure and agrotourism awaits you! As one of the largest showgrounds in the region, MAEPS is a 'Destination and a place for everybody with something for everybody.'

## Your events, the MAEPS way

# Vision

Malaysia Exposition Park Serdang (MAEPS) is a world-class unique knowledge-rich destination

MANAGED BY MARDI MAEPS SDN BHD

# Mission

To Manage and Develop MAEPS into a sustainable park as aspired by the Venue Owner;

- Showground to demonstrate the continuous advancement of knowledge-based agriculture
- Venue for large-scale exhibitions of international standard
- Agrotourism Park
- Park for edutainment, recreation and lifestyle


**MARDI MAEPS SDN BHD (838187-M)**

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43400 Serdang, Selangor Darul Ehsan, Malaysia
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Fax : +603 8948 4985
Email : info@maeps.com.my

GPS coordinate:
N 2°58'45.80"
E 101°41'51.52"


www.maeps.com.my

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Malaysia Exposition Park Serdang

**Your events, the MAEPS way**

Exhibition Hall | Showground | State Pavilion | Agrotourism | Lifestyle Park

# EXHIBITION HALL

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Malaysia Agro Exposition Park Serdang

## Hall D2

### Main Foyer

- Columnless
- Height Clearance 6 meter
- 150 3mx3m shell scheme
- Washroom facility
- Press Conference Room
- 2,000 pax theatre Seating Capacity

### Seminar Room

- 6 Seminar / Function Room
- Columnless
- Height Clearance 5 meter
- Seminar Room 1,2,3,4,5,6
- VIP Room
- Media Room
- 1,500 pax theatre seating capacity
- Washroom facility
- Equipped with cargo lift
- Fully air-conditioned
- Loading Bay

LAYOUT PLAN HALL D - LEVEL 2

LAYOUT PLAN HALL D - LEVEL 1

LAYOUT PLAN HALL D - LEVEL G

| ROOMS | SIZE (L X W) | AREA (sq.m) | CEILING (m) | CAPACITY | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | RECEPTION (Pax) | THEATRE (Pax) | BANQUET (Pax) | CLASSROOM (Pax) | U-SHAPE (Pax) | HOLLOW RECTANGULAR (Pax) | BOARDROOM (Pax) | BOOTH CAPACITY (3 x 3) |
| Hall D2 | 142 x 48 | 6,816 | NA | NA | NA | NA | NA | NA | NA | NA | NA |
| - Main Foyer Area D | 77 x 48 | 3,696 | 6 | 4,000 | 2,200 | 1,500 | 1,200 | 1200 | NA | NA | 120 |
| - Seminar Room 1 * | 16.9 x 16.3 | 275 | 6 | 400 | 400 | 250 | 110 | 55 | 80 | 60 | - |
| - Seminar Room 2* | 16.9 x 16.3 | 275 | 6 | 400 | 400 | 250 | 110 | 55 | 80 | 60 | - |
| - Seminar Room 3* | 16.9 x 16.3 | 275 | 6 | 400 | 400 | 250 | 110 | 60 | 80 | 60 | - |
| - Seminar Room 4* | 16.9 x 16.3 | 275 | 6 | 400 | 400 | 250 | 110 | 60 | 80 | 60 | - |
| - Seminar Room 5* | 16.9 x 16.3 | 275 | 6 | 400 | 400 | 250 | 110 | 60 | 80 | 60 | - |
| - Seminar Room 6* | 16.9 x 16.3 | 275 | 6 | 400 | 400 | 250 | 110 | 60 | 80 | 60 | - |
| - Media Room | 9 x 7 | 63 | 6 | 80 | 50 | 50 | 30 | NA | NA | 25 | - |
| - VIP Room | 9 x 9 | 81 | 6 | 35 | NA | NA | NA | NA | NA | NA | - |
| - Side Foyer 1 Hall D | 53 x 5 | 265 | 6 | 400 | NA | 150 | NA | NA | NA | NA | - |
| - Side Foyer 2 Hall D | 53 x 5 | 265 | 6 | 400 | NA | 150 | NA | NA | NA | NA | - |
| Hall D1 | 142 x 48 | 6,816 | 5 | 6,000 | 4,000 | 2,500 | 2,000 | NA | NA | NA | 300 |
| Hall DG | 142 x 48 | 6,816 | 5 | 6,000 | 4,000 | 2,500 | 2,000 | NA | NA | NA | 300 |

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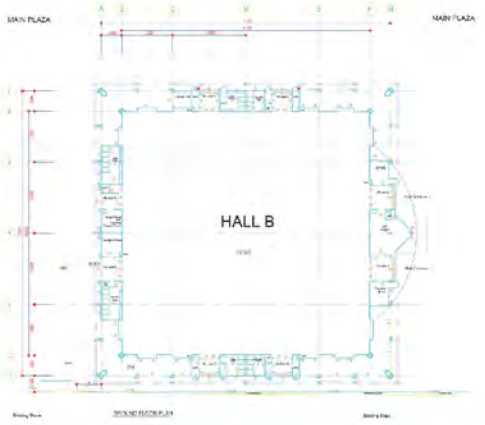
## HALL B

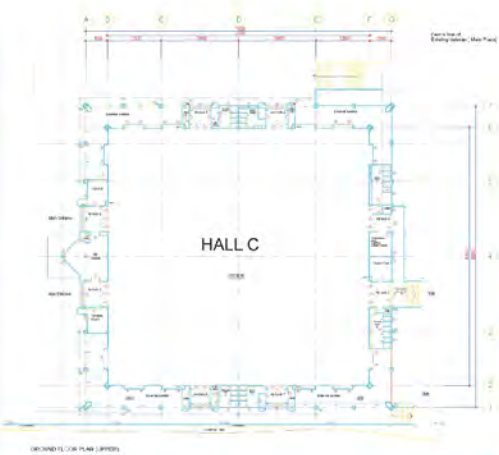
- Columnless
- Fully air-conditioned
- Height Clearance 9 meter
- 200 units 3mx3m shell scheme
- Organizer's Office
- 2 sides washroom facility
- VIP Room
- Loading bay




| ROOMS | SIZE (L X W) | AREA (sq m) | CEILING (m) | CAPACITY | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | RECEPTION (Pax) | THEATRE (Pax) | BANQUET (Pax) | CLASSROOM (Pax) | U-SHAPE (Pax) | HOLLOW RECTANGULAR (Pax) | BOARDROOM (Pax) | BOOTH CAPACITY (3 x 3) |
| Hall B | 60 x 60 | 3,600 | 9 | 4,000 | 3,200 | 2,500 | 1,500 | NA | NA | NA | 220 |
| - VIP Room | 13 x 9 | 117 | 3.5 | 20 | 20 | NA | NA | NA | NA | NA | - |
| - Room B1 | 5 x 4 | 20 | 3.5 | 10 | 10 | NA | NA | NA | NA | NA | - |
| - Room B2 | 5 x 4 | 20 | 3.5 | 10 | 10 | NA | NA | NA | NA | NA | - |

## HALL C

- Size is identical to Hall B
- Columnless
- Fully air-conditioned
- Height Clearance 9 meter
- 200 units 3mx3m shell scheme
- Organizer's Office
- 2 sides washroom facility
- VIP Room
- Loading bay



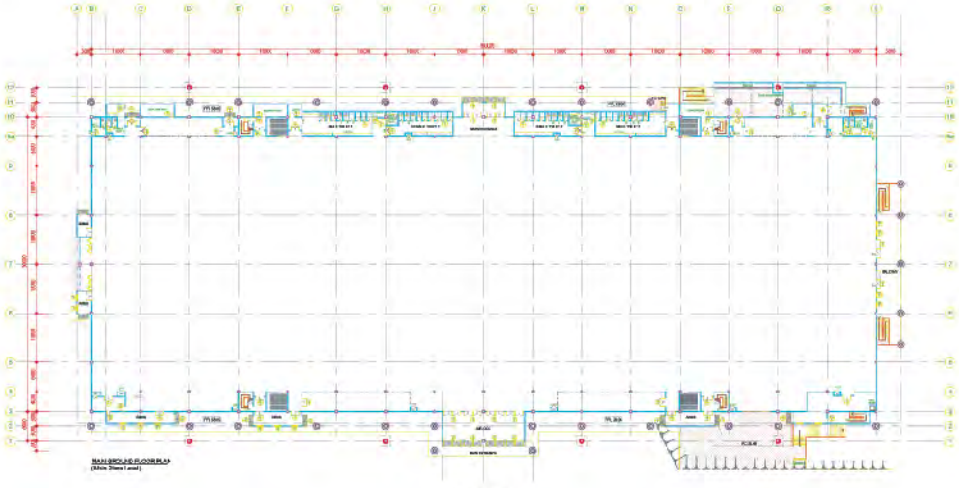

| ROOMS | SIZE (L X W) | AREA (sq m) | CEILING (m) | CAPACITY | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | RECEPTION (Pax) | THEATRE (Pax) | BANQUET (Pax) | CLASSROOM (Pax) | U-SHAPE (Pax) | HOLLOW RECTANGULAR (Pax) | BOARDROOM (Pax) | BOOTH CAPACITY (3 x 3) |
| Hall C | 60 x 60 | 3,600 | 9 | 4,000 | 3,200 | 2,500 | 1,500 | NA | NA | NA | 220 |
| - VIP Room | 13 x 9 | 117 | 3.5 | 20 | 20 | NA | NA | NA | NA | NA | - |
| - Room C2 | 5 x 4 | 20 | 3.5 | 10 | 10 | NA | NA | NA | NA | NA | - |

## EXHIBITION HALL

- The largest state-of-the-art event venue in Malaysia specially designed to cater to the needs of the M.I.C.E. Industry.(Meeting, Incentives, Conventions and Exhibitions)
- Large column-free multi-purpose halls

## HALL A

- Columnless
- Fully air-conditioned
- Height Clearance 7.5 meter
- 500 units 3mx3m shell scheme
- Mezzanine Organizer's Office
- 15,000 pax theatre seating capacity
- Section A1, A2, A3
- Washroom facility
- Loading bay
- Banquet seating capacity for 5,000 pax



HALL A

| ROOMS | SIZE (L X W) | AREA (sq.m) | CEILING (m) | CAPACITY | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | RECEPTION (Pax) | THEATRE (Pax) | BANQUET (Pax) | CLASSROOM (Pax) | U SHAPE (Pax) | HOLLOW RECTANGULAR (Pax) | BOARDROOM (Pax) | BOOTH CAPACITY (3 x 3) |
| Hall A | 160 x 60 | 9,600 | 9 | 9,800 | 8,000 | 6,500 | 4,400 | NA | NA | NA | 500 |
| - Hall A1 (Left Court) | 40 x 60 | 2,400 | 9 | 2,500 | 2,000 | 1,500 | 1,200 | NA | NA | NA | - |
| - Hall A2 (Centre Court) | 80 x 60 | 4,800 | 9 | 4,800 | 4,000 | 3,500 | 2,000 | NA | NA | NA | - |
| - Hall A3 (Right Court) | 40 x 60 | 2,400 | 9 | 2,500 | 2,000 | 1,500 | 1,200 | NA | NA | NA | - |
| Mezzanine Floor | | | | | | | | | | | |
| - Room 1 | 4 x 30 | 120 | 3 | 50 | 30 | NA | NA | NA | NA | NA | - |
| - Room 2 | 4 x 30 | 120 | 3 | 50 | 30 | NA | NA | NA | NA | NA | - |
| - Room 3 | 4 x 30 | 136 | 3 | 50 | 30 | NA | NA | NA | NA | NA | - |
| - Room 4 | 4 x 30 | 136 | 3 | 50 | 30 | NA | NA | NA | NA | NA | - |

# LIFESTYLE PARK

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Malaysia Aquaculture Park Serdang

# @maeps

**Drifting**
"Gotcha... You're out!"

**Orbing ball**
"I'm Dizzy, My head is Spinning!"

**Fishing**
"What a Whopper...!"

**Jogging**
"Stay Healthy, Jog Away!"

**Bistro**
"Great Taste, Cool Place!"

**Pasar Tani**
"Fresh From The Farm to Kitchen!"

**Light Park**
"Enchanting Fairyland By Night!"

**Spa**
"Simply Rejuvenating"

**Amphitheatre**
"Accoustically Vibrant Performance Space!"

**Lookout Tower**
"Panoramic View At Its Best!"

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# MAHA

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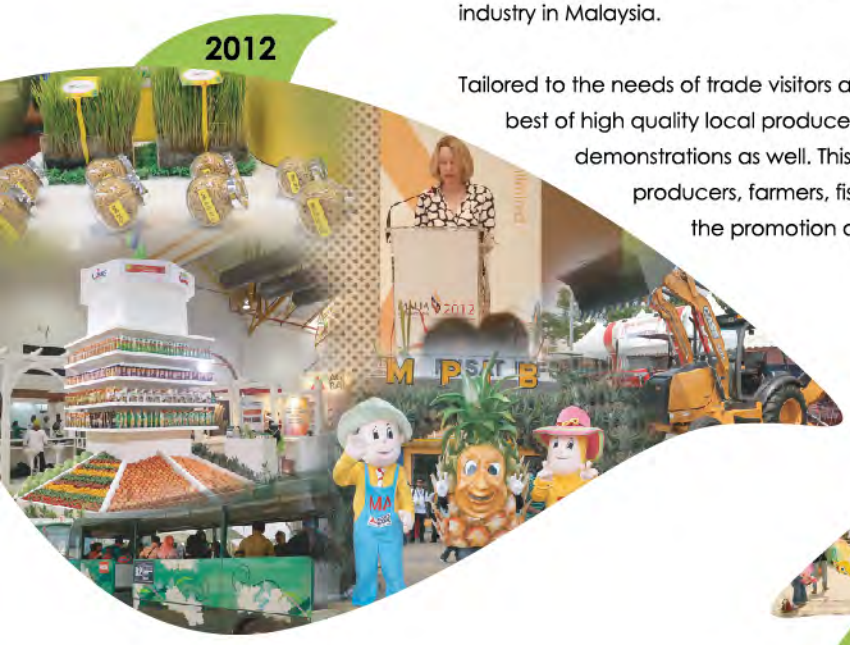
# MALAYSIA AGRICULTURE, HORTICULTURE & AGROTOURISM (MAHA) INTERNATIONAL SHOW

Held biennially, MAHA Exposition is Malaysia's leading agricultural show and is one of the largest and most comprehensive shows in the region.

Hosted by the Ministry of Agriculture & Agro-Based Industry Malaysia (MOA), MAHA Exposition serves as a platform to promote the Horticulture, Agricultural and Agrotourism industry in Malaysia.

Tailored to the needs of trade visitors and the general public, MAHA showcases the very best of high quality local produce, exhibits and showcase technology-centric demonstrations as well. This renowned exposition also accredit Malaysia's best producers, farmers, fishermen, stockmen and plays a significant part in the promotion and branding of Malaysia's agriculture industry.



| Statistics | 2006 | 2008 | 2010 | 2012 |
|---|---|---|---|---|
| Visitors (people) | 1,000,000 | 1,200,000 | 2,600,000 | 3,500,000 |
| Number of booths | 900 | 1,500 | 2,500 | 2,200 |

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# SHOWGROUND

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## Laman Ternakan (Livestock Showground)

A showground for livestock display, animal auction and other related events, complete with an open arena for rodeo and horse riding. Enjoy the natural area and surrounding where agricultural setting is at its best.

## Laman Jentera (Machinery Showground)

Explore and experience hands-on the various agricultural machinery and equipment and its application for tillage, harvesting, seeding, transplanting and many others.

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## Laman Nanas (Pineapple Showground)

Comprises a small, planted area to showcase different species of pineapple including Josapine, Mas Merah, N36, Bromeliad and an Information Centre with exhibition space to complement related activities. Visitors may walk through the field for pineapple picking. See and experience the cultivation of this sweet pine for an unforgettable hands-on experience.

## Laman Floriculture (Floriculture Showground)

A landscape garden with characteristics of Malay and Oriental Fragrance amid ample space to hold outdoor activities such as private parties, weddings and competitions. Be spellbound amidst the flora and fauna of this showground.

## Laman Perikanan (Fisheries Showground)

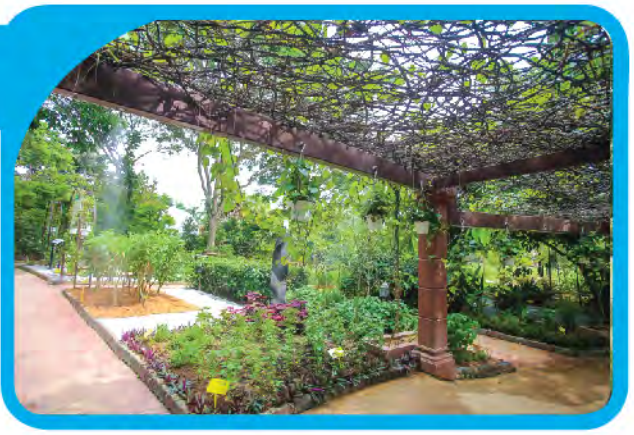
A collection of fish from various species such as Catfish and Tongsan under natural lake settings, and ornamental species such as Arowana in an aquarium. Be amongst fishes at this showground and enjoy the graceful movements of the fishes.

## Laman Sayur
## (Vegetables Showground)

An open showground of beautifully-decorated walkways covered with vegetables and fruits hanging from pergolas as well as a green house area displaying various types of vegetables under fertigation and hydroponic system. Come experience vegetables farming and feel the fresh greens naturally.

## Laman Herba
## (Herbs Showground)

An educational showground where the mind expands the soul is nourished. At 'Laman Herba', you can meet and become familiar with over 150 herbs and spices that contain medicinal value, colours and scent. Planted within a beautiful landscape, it provides a therapeutic effect to visitors. Come for a life enriching transformation on herbs at this showground.



## Laman Padi
## (Paddy Showground)

A gallery, an information centre and small-scale field planting under different stages of growth for visitors to experience the bendang panoramic view. Enrich yourself with all the facts & knowledge on padi culture and its various types. See, learn and feel nature at its best.

# STATE PAVILION

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Malaysia Agro Exposition Park Serdang

MOA

NEGERI SEMBILAN

MELAKA

PERLIS

KELANTAN

TERENGGANU

SABAH

SARAWAK

PERAK

JOHOR

PULAU PINANG

KEDAH

PAHANG

SELANGOR

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