



Held Alongside

**INVENTION & INNOVATION
AWARDS 2011**

Incorporating



The Invention & Innovation Expo & Awards

17 - 19 February 2011 • KLCC • Kuala Lumpur • Malaysia

**Moving Innovations
To Market**

www.mte.org.my

Agriculture • Biotechnology • Consumer Technology • Environmental Technology • Healthcare Technology
Information Communication Technology • Industrial Technology • Infrastructure Technology



MTE2011 OBJECTIVES

- Driving new innovations to break through the international market
- Promoting science and technology to younger generations through exciting and innovative inventions that are able to change our way of living
- Honouring excellence in science and technologies innovations through the conferment of MTE's Invention and Innovation Awards
- Continuously encouraging innovations and inventions and strive to be an excellent "lab to market" platform
- To be the foremost R&D incentive among the various industries and research institutions in achieving innovative outcomes

MTE2010 SUMMARY REPORT

Total Exhibitors : 100 Exhibitors from 7 Countries
Total Visitors : 10,000 Visitors from 23 Countries

MTE2010 VISITORS REPORT

Visitors Classified by Nature of Business

	Description	%
01	Government	22%
02	Manufacturing	19%
03	Banking & Finance	2%
04	Agriculture	4%
05	Education, Training & HR	15%
06	Marketing & Trading	9%
07	Service Industry	13%
08	Trade Organisation	2%
09	ICT / Telecommunication	8%
10	Others	6%



"Moving Innovations To Market"

The Malaysia Technology Expo (MTE) 2011 celebrates its 10th anniversary and continuously strengthening its presence in this region by serving as a platform for the latest inventions, technology, innovations, markets, and trends. The cumulative success from the past nine years has established MTE as the largest invention and innovation expo in Malaysia. Themed "**Moving Innovations To Market**" where visibility and marketability of inventions are the main focus, MTE 2011 offers larger exhibition space, boosting more awards entries and ever growing number of trade visitors.

Why Exhibit at The Largest Invention and Innovation Expo Ever in Malaysia

- Exhibition space sprawling over 4,800 sqm with projected number of 350 booths
- Minimum 10 country pavilions are expected. MTE 2010 saw 100 exhibitors from Malaysia, Singapore, Spain, Poland, Croatia, Korea, and Taiwan
- Recruit new customers and strengthen relationship with the old clients
- Share your company's innovations and latest development with clients
- Exchange ideas and information
- Gather market information
- Promote your corporate image
- Network, establish contacts and negotiate deals with inventors, potential funders, public and private research institutes, government agencies, policy makers, industry professionals, and business decision makers
- Launch new products and services to a more than 10,000 targeted trade visitors
- Targeted buyers at your doorsteps and seal the deal without having to travel to so many places (cost effective)
- An avenue to network with industry players; generate wider publicity on new inventions that leads to commercialization and patent copyright benefits
- If your invention wins, you stand a chance to represent Malaysia at prestigious innovation awards abroad!
- An exclusive promotional platform for your products and services through our comprehensive marketing plan for the expo
- Easily accessed convention center via any points and mode of transportation with state of the art technologies and the best service in town

10th Invention & Innovation Awards 2011

Held concurrently with the 10th Malaysian Technology Expo, the Awards recognize creative and outstanding inventions and innovations in technology based industries. The most awaited Awards event is presented by the Malaysian Association of Research Scientists (MARS) and PROTEMP Exhibitions Sdn Bhd to encourage, identify and recognize new scientists and researchers for their excellence in technologies R&D.

Be seen at the Awards ceremony and strengthen your company's image by networking with local and international participants, exploring new ideas, and building new research and business contacts.

The Woman Inventor Of The Year Award, 18 Special Awards, and 17 Foreign Awards were given away in 2010 in addition to 79 gold medals, 138 silver medals and 211 bronze medals to winners selected out of more than 500 entries. For the very first time, a new award category, The Young Inventor Award, is dedicated to inventors aged 8 – 14 years old as an encouragement for them to produce creative invention for this competition. With expected overall entries of more than 550, the Awards event this year will be more competitive and exciting as the panel having a hard time choosing the BEST of the best!

	2004	2005	2006	2007	2008	2009	2010	2011 Forecast
No. of entries	288	292	297	329	430	460	500	550
No. of Gold winners	20	30	38	43	60	65	79	85

What's new at MTE 2011

1st GreenInnovation 2011

Be it black, pink, red or whatever, green is the new and hottest color. GreenInnovation 2011 is a showcase of innovative and viable green technologies, products, and services that highlights the aspects of environmental sustainability, source reduction, efficient utilization on energy management, practical green solutions on reclaimable materials (cradle to cradle designs), and green-ICT based management system solutions.

ICT Commercialization Pavilion

Built to highlight the latest inventions and innovations in ICT industry, the Pavilion will enable companies and inventors alike to gain further market exposure for ICT products and services such as hardware, software, networking applications, satellite technology, telecommunication solutions, mobile solutions platforms, and information security solutions. Peek into the future that's to come that will change the way we live, work, and play.

Sponsorship Opportunities

Malaysia's largest invention and innovation MTE 2011 Expo is a perfect gateway for your business to expand its market potential and build new network local and internationally. Our specially tailored sponsorship packages provide you with the excellent value-for-money sponsor's benefits and great market visibility through our carefully developed advertising and promotions plan.

WHY Sponsor?

- Inclusion of sponsor's logo listing in print and electronic media - pre, during, and post event
- Extra mileage through exclusive tie up with MTE's advertisement, promotional, and publicity activities
- Broader marketing network with direct access to our well-built database of more than 10,000 entries, saving you time, effort and manpower for dynamic marketing tasks
- Higher traffic to your company website via link on MTE's website
- Free full page full colour advertisement in the handy and informative MTE's show directory
- Free banner advertisement on MTE's website

Interested? Be part of the exciting and high quality expo by contacting Ms Jennifer Long at Tel: +603.6140.6666 or email: jennifer@protempgroup.com

Event Highlights

- Opening Ceremony
- 10th Invention & Innovation Awards
- 10th Invention & Innovation Awards Presentation Night
- International Pavilion
- ICT Commercialization Pavilion
- Robotics Technology Interactive Display
- Young Inventors Pavilion
- GreenInnovation 2011



Visitors' Profile

- System Integrators
- Intellectual Property Providers
- Plant Designers
- Technical Consultants
- Entrepreneurs
- R&D Organizations
- Institutions & Universities
- Ministries & Associations
- Advisors/Consultants
- Material Managers
- Factory Managers
- Dealers/ Distributors
- Manufacturers
- Venture Capitalists
- Students

Exhibits' Profile

- Aeronautical & Aerospace
- Agricultural
- Medicine & Pharmaceutical
- Food Science
- Biotechnology
- Bio-Informatics
- Technology Engineering
- Information Technology
- System Automation & Robotics
- Advance Material
- Building & Construction
- Audio Visual Equipment
- Finance & HR Solution
- Environmental Health
- Environment Health Technology
- Household Electronics
- Office Appliances
- Data Management & Storage
- Computer Science & Programming
- System & Software Integration
- ICT & Information Security
- Robotics Technology & Innovation
- Computer Networking
- Computer Engineering
- Supply Chain System & Technology
- Fire Science
- Green Technology

Benefits

- Capture new market i.e. joint ventures & partnership
- Showcase the latest R&D and technology
- Create market awareness on latest products & services
- Over 100 exhibitors & 10,000 trade visitors are expected
- A platform of acquiring prominence and international business partnership opportunities with key players
- An arena for exchanging ideas and marketing intelligence
- Generating new business and sales leads

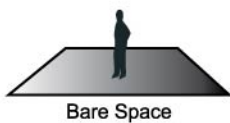


The Venue

Set in the heart of Kuala Lumpur's Golden Triangle, Kuala Lumpur Convention Centre (KL Convex) is a self-contained city within a city where it is surrounded by luxurious hotels, office skyscrapers, shopping malls and many other attractions.

A place well known for holding industry-standard events all year through, KL Convex is equipped with some of the most advanced technologies available. Public transport is easily accessible especially with the light rail transit system (LRT) which stops right at the door step of Kuala Lumpur City Centre (KLCC).

Space & Booth Rental



Bare Space

EXHIBITOR'S NAME BOOTH NO



Shell Scheme

Bare Space

- Bare Space : RM 750 per sq.m (US\$250/sq.m/min. 18 sq.m)

Shell Scheme

- Shell Scheme : RM 800 per sq.m (US\$270/sq.m/min 9 sq.m)

EXHIBITOR'S NAME BOOTH NO



Corporate Package

Corporate Package

- RM 850 per sq.m (US\$285/sq.m/min. 9 sq.m)



Design 1

Premium Package

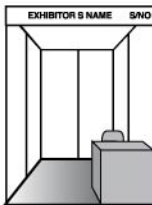
- RM 950 per sq.m (US\$320/sq.m/min. 18 sq.m)



Design 2

Premium Package

- RM 950 per sq.m (US\$320/sq.m/min. 18 sq.m)



Individual Inventor

Individual Inventor

- Individual Inventor : RM 1,500 per booth (US\$500/booth/4 sq.m)

Reply Form

- Exhibiting. Please reserve: _____ sqm.
 Sponsorship. Please send me further details.
 Visiting. Pre-register me for the show.

Fax reply (603) 6140 8833

Name: _____

Designation: _____

Company: _____

Address: _____

Nature of business: _____

Tel: _____ Fax: _____

E-mail: _____ URL: _____

protemp

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