



ASIACRAFT'23

13-15 SEPTEMBER 2023
BORNEO CONVENTION CENTRE, KUCHING



**"TRANSFORMATION OF
THE HANDICRAFT INDUSTRY
IN THE DIGITAL ECONOMY"**

13-15 SEPTEMBER 2023

**BORNEO CONVENTION CENTRE,
KUCHING (BCCK)**

Hosted by:



Ministry of Tourism,
Creative Industry and
Performing Arts
Sarawak, Malaysia

Supported by:

AHPADA



Organised by:

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www.asiacraftexpo.com



ASIA'S PREMIERE BUSINESS EVENT FOR **HANDICRAFT, ARTS, GIFTS, HOUSEWARES & LIFESTYLE INDUSTRY**

Kuching, Malaysia's only World Craft City will host the region's truly unique destination for buyers and sourcing agents for handicraft, art, gifts, textiles, housewares and lifestyle products. Awarded by the World Crafts Council, Kuching is among the 57 craft cities in the world.



ASIACRAFT 2023 Expo & Forum, which will be held from 13-15 September 2023 at the Borneo Convention Centre, will showcase a delightful variety of traditional handicrafts ranging from priceless authentic antiques to exquisite modern hand-made crafts. The arts and crafts of the region especially Malaysia are as colourful and rich as its multicultural background.

From cloths to kites, Malaysian artisans use various media for their expression. Internationally renowned Malaysian arts and crafts include fashionable home and fashionable textiles, woodcraft and hand made pewter products. Popular such as design batik, songket, ceramics and Sarawakian tribal motif pottery. Contemporary items include vases, flower-pots, decorative pottery, kitchenware to fashion such as handbags, jewelry and shoes.

ASIACRAFT 2023 is the essential stop for international buyers & distributors, collectors, hobbyists, designers, architects & ID, retailers and major departmental stores. It is also the perfect marketing platform for arts and handicrafts manufacturers and suppliers from across the region to explore new markets, build brand awareness, meet key buyers and get updated on new trends and developments.

MINISTRY OF TOURISM, CREATIVE INDUSTRY & PERFORMING ARTS, SARAWAK TO HOST ASIACRAFT 2023



Ministry of Tourism, Creative Industry
and Performing Arts Sarawak

ASIACRAFT 2023 is hosted by the Ministry of Tourism, Creative Industry & Performing Arts, Sarawak. The Ministry will also chair the Steering Committee which will comprise of both public and private sector organisations. In addition, ASIA CRAFT 2023 is supported by Business Events Sarawak (Sarawak Convention Bureau).

ASIACRAFT 2023

ASIA'S TOTAL INDUSTRY EVENT FOR THE HANDICRAFT INDUSTRY

- 1 EXPOSITION**
- 2 INTERNATIONAL FORUM**
- 3 GRAND OPENING**
- 4 BEST-AT-SHOW AWARDS**
- 5 LIVE SHOWS**
 - Printing of Batik
 - Weaving of Pua Cloth
 - Weaving of Songket
 - Wood carving
 - Labu Sayong and Sarawak Ceramics
- 6 BUSINESS MATCHING / BUYER'S FORUM**
- 7 MASTERCLASSES / TECHNICAL TRAINING PROGRAMMES**
 - Latest Trends & Designs
 - Online/Digital Marketing



ASIACRAFT CONFERENCE

“Towards Sustainable Development”



The ASIACRAFT CONFERENCE is a key component of the ASIACRAFT EXPO, which will bring together top international speakers to update on industry trends, market developments, real world issues on spurring the growth of the handicraft industry in the digital economy.

Themed: **“Transformation of the Handicraft Industry in the Digital Economy”**

The ASIACRAFT CONFERENCE is expected to attract digital 30+ speakers and panelists and over 300 delegates from 15 countries.

For more information on sponsorship opportunities and speaking opportunities, please contact Mr Dzhahir at dzhahir@ambtarsus.com



ASIACRAFT - THE ESSENTIAL INDUSTRY EVENT



300+ EXHIBITORS



300+ FORUM DELEGATES



10,000+ BUYERS & VISITORS



50+ BUYING DELEGATIONS



15 COUNTRIES



15+ TALKS & MASTERCLASSES



30+ SPEAKERS & PANELISTS



30+ LIVE SHOWS / DEMONSTRATIONS



HANDICRAFT MARKET TRENDS

The emergence of online retail and the proliferation of various e-commerce channels, the accessibility to handicrafts has become more convenient for consumers.

This has provided a boost to the sales of handcrafted goods across the globe. Another factor driving the market growth is the shift from ethnic to contemporary designs

The growing travel and tourism industry which is expected to rebound post COVID 19, has provided vast opportunities to local artisans and handicraft manufacturers to produce commoditized products and sell them to tourists who are willing to spend significantly on souvenirs and other craft items.

Handicrafts production has lower energy requirements, unlike machine-made products.

The low capital investment is particularly suitable for rural economies.



GLOBAL MARKET UPDATES

USD 647.57 billion global handicrafts market in 2020

10.9% growth projected for the handicrafts market for the period of 2021-2026

USD 1,204.7 billion market by 2026

RM94.5 billion GDP contribution to the Malaysian Economy from the Tourism Industry.

THE VENUE



The brand new Borneo Convention Centre, Kuching is the host venue of International Energy Week 2020. It boasts of state-of-the-art facilities for Exhibitions, Conferences and Banqueting. Located just 20 minutes from the city centre, the Centre is easily accessible and has ample parking facilities.

COST OF PARTICIPATION



- BARE SPACE ONLY**
- RM 1156 per sq m
- WALK ON PACKAGE**
- RM 1256 per sq m

- Inclusive of
- Needle punch carpet
 - White polyester laminated panels for back wall & two side walls and fascia board
 - Adhesive Vinyl letters for exhibitor's name and booth numbers on the fascia board
 - Fluorescent lights (40 watts)
 - Information Counter
 - Folding Chair
 - Wastepaper Basket

ABOUT THE ORGANISER



AMBTarsus Events Group, which is headquartered in Kuala Lumpur is today one of the largest trade show organisers in the region with offices in Malaysia,

Philippines, Myanmar, Cambodia, Laos, Sri Lanka and Vietnam. Established in 1996, it has build up a portfolio of market leading industry event covering the energy, food & hospitality, building & construction, HVAC, oil & Gas, ICT, Livestock & feed production, property, automotive and aftermarket and security. Its success over the past 20 years is built on delivery quality industry events that meets and exceed customers' expectation and its close working relationships with key Government Ministries and Industry Associations and Groups.

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**DELIVERING BUSINESS ACROSS
ASIA'S EMERGING MARKETS**

EXHIBITS PROFILE



- Furniture & Lighting
- Decorations & Accessories
- Furnishings & Design Objects
- Home Textiles
- Housewares
- Handicraft



- Fashion & Jewellery
- Kitchen & Tableware
- Floral
- Paintings & Sculptures
- Art pieces
- Christmas & Seasonal
- Gifts & Souvenirs
- Wood craft
- Stationery & Paper
- Glassware & Crystal
- Ceramics



- Leather Products
- Floral Art & Horticulture
- Toys & Hobbies

