

FACT SHEET EVENT PROFILE



Name of Event	: Herbal Asia 2023 Asia's Premier Herbal, Green & Natural Trade Show		
Theme	: Go Herbal, Go Green Natural is Now		
Date	: 25-26 July, 2023 [Exhibition & Conference] 27-28 July, 2023 [Herbal Tour & Farm Trip		
Frequency	: Annually 16th Edition		
Venue	: Royale Chulan Hotel Kuala Lumpur Kuala Lumpur Malaysia		
Organizer	: Gitex Global Exhibition Services (GITEX) Malaysia Association of Herbal Industry Development (MAHID)		
Address	: Level 41, Vista Tower, The Intermark 348, Jalan Tun Razak 54050 Kuala Lumpur		
Person InCharge	: Hajah Safinah Yaakob (+60173263715) Event & Conference Director	Booth & Event Manager	: Hail Haris (+013.631 9143)
Website	: www.herbalasia.asia	Conference & Sponsorship	: Normanis (+012.267 0096)
		Advertisement & Herbal Tour	
		Facebook	: https://www.facebook.com/myherbalasia
		Instagram	: https://instagram.com/herbalasia/
		Official Email	: herbalasia2030@gmail.com

Event Summary :

Natural healing, Slow Food, Herbal Remedies , Health Beverage and all over herbal , natural and traditional medicine related industries, they will be coming in their thousands! Among the throng of visitors, industry professionals and trade buyers, there will be plenty of potential customers and partners, all eager to discover the herbal industry's newest and best from both domestic and international exhibitors.

Focus Cluster:

Herbal Speciality | Aromatic Herbs & Flavours | Female & Male Care | Natural Cosmetic | Sport Nutrition & Medicine

Event Type	Total Booth	Expected Visitor	Expected Delegates
Trade Show	100-150	2000	350

EXHIBITOR

Herbal Product Manufacturers
Raw Material Suppliers
Raw Material Growers
Organic Food Suppliers
Producers Suppliers
Traders & Retailers
Investor / Policy Makers
Drug Stores / Pharmacies
Researchers & Education Institutions
Spas & Health / Lifestyle Companies
Marketing & Direct-selling Companies
Relevant Government Agencies
Industry Related Business

VISITORS

Business Owner
Directors
Aspiring Entrepreneur
Start-up & Innovator
Equipment & Machinery Suppliers
Health Publishers
Scientists / Researchers
Education Institutions
Spa & Health/Lifestyle/Pharmacies
Hypermarket/Supermarket Companies
Marketing & Direct-selling Companies
Government Agencies/Regulators
General Public

EVENT HIGHLIGHT

- 2 Days International Herbal, Green & Natural Conference and Business Dialogue
- 2 Days Trade Exhibition & Business Matching
- Herbal Wellness Week and Food Culture at Official Hotels & Strategic partner
- Herbal Tour & Farm Visit
- Investor Exchange & HAGA Award 2023 & Networking Dinner
- Herbal Innovation Competition & Start-up Pitch
- Herbal Awareness Campaign Webinar Series with supporting agencies & Strategic Partners