

## PRESS RELEASE & FACT SHEET

Soft Launch of Herbal Asia 2023 | 13 March, 2023  
Kuala Lumpur | Malaysia

Soft launch of Herbal Asia 2023, Asia's premier herbal trade show and conference, at Heritage Club, Royale Chulan Hotel Kuala Lumpur from 10.30am - 12.30pm.

The event was officiated by Mr. Remea Yaakub, Director of Halal, Food & Beverages & Agro-Based Section (representing the Matrade's CEO) and welcome speech by the founder and the organiser of Herbal Asia, Hajah Safina Yaakob, President of Malaysia Association of Herbal Industry Development, MAHID.

Attended by Hungary Ambassador to Malaysia - Her Excellency Dr. Petra Ponevacs-Pana, and Head of Economic Section Mr. Gabor Kozma.

Also attended by Representatives from Ministries and Agencies, and members of the media, and management team of Matrade, Halal Development Corporation, RISDA, Tourism Authority of Thailand and Taiwan Trade Center.

Soft Launching highlight on Speakers from various countries and locals.  
Also highlighting the market trend and event program and its activities.

The 16th Editions Herbal Asia - Asia's Premier Herbal, Green and Natural Exhibition and Conference will back in Kuala Lumpur. This new year comes with great demand for healthy, natural and green products. Natural, Green & Herbal Product & Services received good feedback from consumers, trade buyers, professionals, and industry players. As the herbal industry continues to gain popularity and importance in the international market and particularly in Asia, HERBAL ASIA repeats this year, to catch the rising waves in time with the official theme ***"Exploring An Untapped Market – Towards a Sustainable Marketplace."***

### **DATE & VENUE**

2. The event will be held from **25 -26 July 2023 at Royale Chulan Hotel Kuala Lumpur, supported by Ministry of Agriculture and Food Security Malaysia, Ministry of Entrepreneur and Cooperative Development, Federal Agricultural Marketing Authority MATRADE, MyCEB and Tourism Malaysia.**

Herbal Asia is the only exhibition and conference that focuses on brand positioning, supply and demand in herbal, green and natural related industries since 2004. This annual event once again will introduce the latest and best herbal products, innovation and related services in the market **from a well-known brand within local and international companies, 2 days International Conference featuring renowned speakers in the industry, Business Matching, Investor Exchange and additional new program highlight on Herbal Tourism Week and Technical Tour.**

### **ABOUT THE EVENT**

3. This annual event is the global platform for products, manufacturers, researchers, inventors, healthy food and industry-related professionals to come together on a single platform and establish the business relationship to make the industry moving forwards toward globalization. The event will be focusing on ;

#### **EVENT HIGHLIGHT**

- > 2 Days International Herbal, Green & Natural Conference and Business Dialogue**
- > 2 Days Trade Exhibition & Business Matching**
- > Booths with industry Zone**
- > Herbal Wellness Week and Food Culture at Official Hotels**
- > Herbal Tourism & Farm Visit**
- > Investor Exchange & Networking Dinner**
- > Herbal Innovation Competition & Start-up Pitch**
- > HAGA Award 2023**

Herbal Asia is the focus and longest running professional event since 2004 in Herbal, Green, Natural, Traditional Medicine & Complimentary Medicine exhibition and conference in Malaysia and it is for trade and professional only and reaches a wide cross-section of participants from Herbal & Natural and Green related product and services.

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