

HOSTED BUYER PROGRAM GUIDE

VALUE CREATION FOR FOOD SECURITY

**28 AUGUST –
6 SEPTEMBER 2026**

MALAYSIA AGRO EXPOSITION PARK SERDANG (MAEPS),
SELANGOR, MALAYSIA

**MALAYSIA AGRICULTURE, HORTICULTURE
& AGROTOURISM SHOW (MAHA) 2026**
VALUE CREATION FOR FOOD SECURITY

ORGANISED BY



SUPPORTED BY





Malaysia Agriculture, Horticulture & Agrotourism Show



28 AUGUST – 6 SEPTEMBER 2026
MAEPS MALAYSIA

WELCOME TO MAHA GO GLOBAL

Established in 1923, MAHA has become Southeast Asia's premier agricultural exhibition, celebrating Malaysia's farming heritage. MAHA Go Global serves as a catalyst for business growth within the agriculture and horticulture sectors, stimulating exports, and fostering innovation. It presents an invaluable opportunity for the industry professionals to build the network, learn, and explore new business prospects. Seize the opportunity to exhibit in MAHA Go Global 2026 and take your business to new heights on this grand platform, meticulously designed to enhance your agrofood ventures.



Malaysia Agriculture, Horticulture & Agrotourism Show



5,500.000 Million
visitors



81 MOU / MOA
RM 7.20 billion



Direct Sales Values
RM48.5 million



Business Potential
RM 640 million



4 million
visitors throughout
The Event



RM 600 million
Business Potential



RM 58 million
Direct Sales Values



More than 2,000
Entrepreneurs

Value of MOU/MOA
RM 8 billion

Who should exhibit at MAHA 2026?

Food manufacturers

Food related exporters/ importers

Food packaging manufacturers



Livestock & fisheries industry players

Technology provider (food related)

Agriculture sector players

Organised by:



Ministry of Agriculture and Food Security of Malaysia
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1. MAHA GO GLOBAL HOSTED BUYER PROGRAMME

- 1.1. Our hosted buyer program is designed to connect buyers and MAHA 2026 exhibitors in an easy and efficient manner by strengthening partnerships and creating experiences designed to go beyond building business.
- 1.2. The Hosted Buyer Program selects pre-qualified decision makers to attend MAHA 2026 based on their interest to do business and gain inspiration that is both cost-effective and time-efficient for you and your organization.
- 1.3. This engaging program will not only lead you to new and interesting business partnerships, but it will also set up those partnerships through activities that foster trust and grow relationships, resulting in a natural exchange of ideas and shared experiences.
- 1.4. Date: 01th to 03rd September 2026
- 1.5. Venue: MAEPS, Selangor Malaysia (Full Schedule will be shared by Secretariat)
- 1.6. Benefits:
 - 1.6.1. Flight ticket fare reimbursement (economy class).
 - 1.6.2. Accommodation for 4 nights at designated hotel (breakfast included).
 - 1.6.3. Ground transport arrangement: - (Airport – Hotel – Airport)
(Hotel – Ground – Hotel)
 - 1.6.4. Meal (running coffee, lunch and hi-tea at buyer lounge in MAHA 2026).



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2. TRAVEL DETAIL

- 2.1. The default arrangement requires you to arrive on **31th August 2026 (Monday)** depart on **04th September 2026 (Friday)**.
- 2.2. Please note that the full program for Hosted Buyer Program is on **01th to 03rd September 2026**.

3. HOTEL ACCOMMODATION

- 3.1. **One deluxe twin-sharing** room will be allocated to each company.
- 3.2. All buyers will be staying at the following hotel:
 - 3.2.1. **Palm Garden Hotel, IOI Resort City** – The resort is strategically located 5-minutes from the heart of Putrajaya, about 30-minutes from the bright lights of Kuala Lumpur and the Kuala Lumpur International Air port, Sepang and well connected to major highways. The hotel is also blessed with a myriad of activities to keep your entire family happy! They are well known for delicious food, fun and relaxing poolside, golf and our proximity to the IOI City Mall. (<https://palmgarden.com.my/>)
 - 3.2.2. Address: Palm Garden Hotel, IOI Resort, 62502 Putrajaya, Selangor
- 3.3. Check-in: 31th August 2026 (1500 hr. onwards)
- 3.4. Check-out: 04th September 2026 (before 1300 hr.)
- 3.5. Extension of Stay: If you wish to extend your stay independently, you are welcome to contact the hotel. All partner hotels have agreed to maintain the same room rates as the group booking for any additional nights. Please note that the MAHA 2026 team will not handle the booking of night extensions; you need to arrange this personally.

4. ABOUT DESTINATION

- 4.1. The Malaysian Ringgit is the official currency of Malaysia. Major credit cards are accepted at most hotels and large restaurants, while smaller businesses and taxi drivers usually prefer cash.
- 4.2. Tipping in hotels is not expected, but it is always appreciated.
- 4.3. Entry requirements into Malaysia:
 - 4.3.1. All visitors to Malaysia are required to complete the Malaysia Digital Arrival Card (MDAC) (IM.26) prior to arrival at any point of entry via <https://imigresen-online.imi.gov.my/mdac/main>
 - 4.3.2. As entry requirements may change at short notice, visitors are advised to check the latest travel advisories issued by the relevant local authorities before travelling. If there are any discrepancies between this advisory and official guidance, please follow the instructions issued by the authorities via <https://www.imi.gov.my/index.php/en/main-services/entry-requirement-into-malaysia-en/>

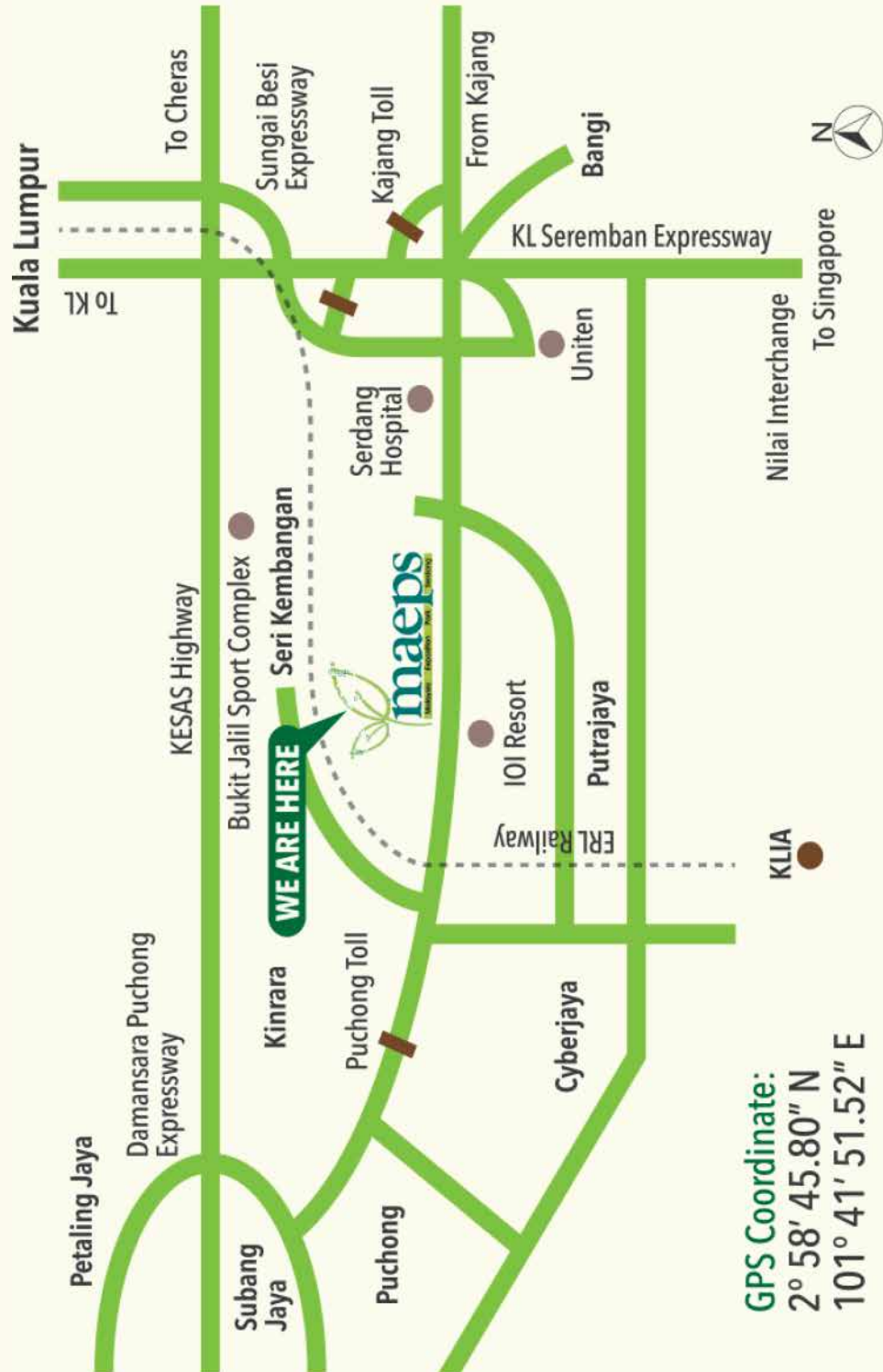
5. VISITING MALAYSIA AGRICULTURE, HORTICULTURE & AGROTOURISM SHOW (MAHA 2026)

5.1. Venue: Malaysia Exposition Park Serdang (MAEPS)

MAEPS was established by the Ministry of Agriculture and Food Security (MAFS) to serve as a center for agro-based events and activities. The park resides on a 130 hectares of land belonging to the Malaysian Agricultural Research and Development Institute (MARDI). As one of the largest event venue and Agro Tourism Park in the country, MAEPS has become a major enabler to the success of the agricultural initiatives in Malaysia.

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5.2. Operation Hour

DATE	OPENING HOURS	TARGET AUDIENCE
28th August to 06th Sept	10:00 a.m. – 22:00 p.m.	General Public

5.3. Hosted Buyer Program Agenda

DATE	TIME	ITINERARY
31th August (Monday)	N/A	Arrive at designated hotel
01th September (Tuesday)	09:30	Pick up from Hotel
	09:45	Arrive at MAEPS
	10:00	Welcome Briefing & Networking Session Venue: Exporter's Club, Hall A
	11:00	Business Matching Session Venue: Mezzanine, Hall B Free time to visit the exhibition
	13:00	Lunch break
	14:30	Networking & Business matching session Free time to visit the exhibition
	17:00	Pick up from MAEPS to hotel
02nd September (Wednesday)	09:30	Pick up from Hotel
	09:45	Arrive at MAEPS
	10:00	Networking Session Venue: Exporter's Club, Hall A
	11:00	Business Matching Session Venue: Mezzanine, Hall B Free time to visit the exhibition
	13:00	Lunch break
	14:30	Networking & Business matching session Free time to visit the exhibition
	17:00	Pick up from MAEPS to hotel
03th September (thursday)	14:00	Pick up from Hotel
	14:30	Guided tour briefing. <i>*Hosted buyers will be divided in smaller group and assigned thematic route.</i>
	14:45	Guided tour around MAHA 2026 fair ground
	18:00	Dinner
	19:30	Guided tour around MAHA 2026 fair ground
	22:00	Pick up from MAEPS to hotel
04th September (Friday)	N/A	Depart from Kuala Lumpur as per flight booked

6. FULFILLMENTS & REIMBURSEMENT

6.1. As hosted buyer of MAHA 2026, you will need to fulfill the following requirements as part of the agreement to be eligible for flight ticket reimbursement:

6.1.1. Exhibitor appointments: you must complete a minimum of 12 meetings with exhibitors. Use the Appointments Card to record each meeting, and have each exhibitor sign their respective section to confirm the meeting took place. After all appointment, submit your completed appointments card to our staff at HALL B.

6.1.2. Survey: Additionally, we kindly ask that you provide us with your feedback of the show and the program, which will be conducted on-site at the HALL B. Please approach one of the staffs to complete your survey.

6.2. Air ticket reimbursement: to claim your flight ticket reimbursement, please adhere to the following procedures:

6.2.1. Track your meetings:

- a) Use the Appointments Card to document each meeting.
- b) Ensure you connect with at least 12 exhibitors and obtain their signatures in the designated sections.
- c) After all appointments, submit your completed appointments card to our staff at HALL B.

6.2.2. Document submission for reimbursement:

- a) A completed Appointments Card
- b) A copy of e-ticket for flight itinerary (with total cost stated)
- c) A copy of your passport
- d) A copy of your boarding pass
- e) A detailed of bank account information.

6.2.3. Reimbursement Submission

- a) You must apply for reimbursement within 14 days after the event finishes.
- b) Please email the completed document to pasaranantarabangsa@fama.gov.my
- c) Reimbursement will be processed within a three-month period following receipt of the completed application.
- d) All flight ticket reimbursements will be remitted via telegraphic transfer in USD. You will receive the full ticket cost if it's equal to or less than the capped amount. Otherwise, the reimbursement will be subject to the airfare cap outlined below.

6.2.4. Airfare:

- a) As a hosted buyer, you will receive reimbursement for economy class return airfare.
- b) The airfare caps are as follows:

ORIGIN	FARE CAP (USD)
America (North & South)	2,000.00
Europe	1,500.00
Middle East & Africa	1,200.00
China, P.R., Japan & South Korea	1,000.00
Australia & New Zealand	1,000.00
ASEAN Countries	500.00

Remarks:

- The fare cap is assigned on a per-company basis.
- If your country of origin is not included in the list, the fare cap applied to you will be the same as the one for the closest country or region mentioned.

6.3. Your cooperation in following these guidelines ensures a smooth reimbursement process. Should you have any further questions or required assistance, please do not hesitate to contact our team.



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Go to **Website** Link

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Go to **Brochure** Link

FOR ENQUIRIES:

MINISTRY OF AGRICULTURE AND FOOD SECURITY (KPKM)

Wisma Tani, No. 28, Persiaran Perdana,
Presint 4, Pusat Pentadbiran,
Kerajaan Persekutuan, 62624 Putrajaya.



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