

INTRODUCTION

In 2011, Yayasan Budi Penyayang Malaysia once again presents the Kuala Lumpur International Batik (KLIB) Convention & Exhibition. This year, the KLIB comes under the umbrella of VIVA MALAYSIA BATIK – a repertoire of activities that will culminate in the KLIB from the 11th to the 13th December 2011. With a cohesive three-year programme of events that spans from 2011 to 2013, Viva Malaysia Batik focuses on the Malaysian heritage craft of batik while adding a range of highlights to Malaysia's tourism and MICE calendar.

The KLIB is the main highlight of all these events. The KLIB Convention theme, "The Business of Batik" is intentionally wide, allowing for participation from anyone related to batik and its periphery.

Events in November – December 2011 include the following:



Convention: 9th – 10th December 2011

The inaugural Kuala Lumpur International Batik (KLIB) Convention & Exhibition was held in 2005. Featuring speakers from 15 different countries, the Convention was attended by some 500 people from various fields – artists, designers, students, lecturers, people in the batik and handicrafts industry, batik enthusiasts and aficionados.

Exhibition: 9th – 11th December 2011

The Exhibition also featured a wide array of batik fashion and products. During the 2005 KLIB, the World Batik Council was formed. The KLIB has since been successfully held in 2007 and 2009. Lively batik fashion shows, demonstrations and art shows are a feature that draw people to the Exhibition as well.



Date: 1st – 7th December 2011

Venue: Central Market & Malaysia Tourism Centre (MATIC)

New this year is the Batik X-Change, an annual 1-week event that we will be introduced in November 2011 at a venue that is a popular stop for tourists. It will be a lively, fun-filled event that targets young and old alike. There will be booths for batik sales, batik demonstrations, batik painting stations and fashion shows.

Piala Seri Endon 2011:

Grand Final: Sunday, 11th December 2011

This annual batik design competition was launched by the late Tun Endon Mahmood in 2003 to encourage the rise of new batik designing talent. This has become a highlight on the Malaysian batik industry calendar and has garnered interest from some of the best of Malaysia's batik designers, fashion and product designers. This competition began with one category, and has grown to three categories: Fashion, Soft Furnishing and Handicraft.

Other Events:

• **Batik painting competition**

This will be held in the vicinity of the Piala Seri Endon heats.

• **Batik Fun Walk**

This is an event that has been successfully held for 8 years, usually on a Sunday morning in November.



ABOUT THE KLIB CONVENTION & EXHIBITION 2011



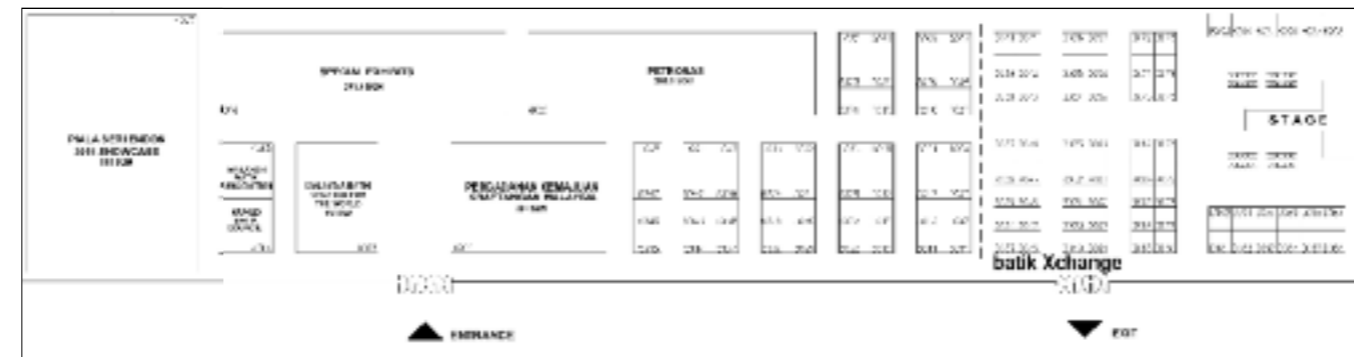
KLIB OBJECTIVES:

- To develop an international network of batik enthusiasts;
- To foster closer ties amongst batik producing countries;
- To create a forum for batik craft and industry people across the world;
- To share techniques, innovations, technology and marketing strategies for the batik craft and industry;
- To focus on the long-term relevance, growth, progress and prominence of the batik craft and industry internationally.

The Kuala Lumpur International Batik (KLIB) Convention & Exhibition is an initiative by Tun Endon Mahmood, the late wife of former Prime Minister of Malaysia, Tun Abdullah Haji Ahmad Badawi. KLIB comes under the umbrella of activities which are organised as part of the *Malaysia Batik - Crafted For the World* movement. Tun Endon Mahmood was the patron of this movement, which was launched in September 2003.

The activities of the event are managed by Yayasan Budi Penyayang Malaysia (Penyayang) in cooperation with the Ministry of Information, Communications and Culture.

The Chairman of Penyayang is Puan Nori Abdullah, daughter of Tun Abdullah Haji Ahmad Badawi and the late Tun Endon Mahmood.



EXHIBITION FLOOR PLAN • HALL 4 & 5*

*subject to changes.

EXHIBITION: REGISTRATION FORM

HIGHLIGHTS OF THE EXHIBITION

- Business Matching Sessions
- Buyers-Sellers Meet
- Fashion Shows
- Demonstration on Batik Making
- Batik Block Printing Showcase
- Fashion Designers Galeria
- Batik Art/Painting Exhibition
- Piala Seri Endon Designers Showcase
- Malaysia Batik – Crafted for the World Movement Showcase
- Batik Interior Inspiration

PARTICIPATION DETAILS

• STANDARD SHELL SCHEME

Standard size: 9 square metres
(3m x 3m)
RM4,000 per booth

For corner lot space, minimum booking of two booths. Includes fascia board with exhibitor name and booth number, needle punch carpet, 2 spot-lights, 1 information desk, 1 chair and 1 RF card reader.

• BARE SPACE

Minimum size: 18 square metres
RM400 per square metre

Bare space refers to rental of SPACE ONLY and the Exhibitors will be responsible for their own design, construction and furnishings. Exhibitors should note that all electrical requirements and installation must be undertaken by the official contractor appointed by the organiser.

EXHIBITION SECRETARIAT:

For further information, contact:



Expomal International Sdn Bhd (566337-H)

7 - 2 Subang Business Centre,
Jalan USJ 9/5Q, 47620 Subang Jaya,
Selangor D.E. Malaysia.
Tel: +603 - 8024 6500
Fax: +603 - 8024 8740
Email: info@expomal.com
Website: www.expomal.com

WHO SHOULD EXHIBIT?

- Batik producers
- Colleges providing courses in textiles
- Colleges providing courses in batik
- Companies with new batik-making technologies to showcase
- Countries producing batik
- Design companies
- Dye producers
- Importers/Exporters of art supplies
- Importers/Exporters of textiles/batik
- Fashion designers
- Producers of art supplies
- Producers of base materials for batik (wood etc)
- Producers of batik gifts and souvenirs
- Producers of batik home decor products
- Textile organisations
- Textiles/Fabric producers
- Trade organisations
- Wax/resist substance producers
- Wholesalers of batik

WHY PARTICIPATE?

- To increase market share
- To explore new markets and opportunities
- To promote new products
- To strengthen product positioning
- To meet international distributors and importers/exporters
- To interact with industry players for information exchange and networking

WHO WILL VISIT THE EXHIBITION?

- All participants in the KLIB Convention (which will be held at the same venue)
- Batik producers from all over the world
- International textile manufacturers/retailers
- International fashion retailers
- Exporters and importers
- International Craft traders
- Government officials
- Batik aficionados and enthusiasts
- International fashion and product designers

KLIB CONVENTION & EXHIBITION 2011

Friday, 9th December - Sunday, 11th December 2011

FOR EXHIBITOR

Mr/Mrs/Ms/Other Title First Name:.....

Last Name:.....

Organisation:.....Position:.....

Mailing Address:.....

City/Town:.....Postcode:.....Country:.....

Telephone (office):.....

Telephone (home):

Fax:.....

Handphone:.....

Email (please write clearly):.....

Please send me further information on the:

- EXHIBITION
- ONE-TO-ONE BUSINESS MATCHING
- BUYERS-SELLERS MEET

Fax this form to the Exhibition Secretariat at +603-8024 8740

CONVENTION: REGISTRATION FORM

THE CONVENTION

The Kuala Lumpur International Batik Convention (KLIB 2011) is designed to be the iconic event that showcases the multiple dimensions of Batik - art and craft, technique and technology, marketing and business - to the world.

The Convention will exemplify the coming together of the traditional and contemporary aesthetics in Batik art and craft, cutting edge technology and market-driven business strategies for the world to view and share.

PRESENTATION FORMAT

The Convention includes presentations in the form of papers, workshops, demonstrations, panel discussions and art and craft or multimedia displays. Presentations may be made in English or Bahasa Malaysia.



CONFERENCE THEMES

All presentations should be conducted within the confines of any one or a combination of the following themes :

- The history of batik
- The design of batik
- The fashion of batik
- The hybridity of batik
- The versatility of batik
- The marketing of batik
- The technique of batik
- The aesthetics of batik
- The spirituality of batik
- The standards of batik
- The technology of batik
- The community of batik
- The endurance of batik
- The modernization of batik
- The transculturalization of batik
- The nationality / ethnicity of batik
- The internationalization of batik

KLIB CONVENTION 2011

Friday, 9th December - Saturday, 10th December 2011

PARTICIPANTS' REGISTRATION

Mr/Mrs/Ms/Other Title

Organisation:.....Position:.....

Mailing Address:.....

.....

City/Town:.....Postcode:.....Country:.....

Nationality:.....

Telephone (office):.....

Telephone (home):

Fax:.....

Email (please write clearly):.....

This form should be sent to: **KLIB CONVENTION 2011 - CALL FOR PARTICIPANTS**, Yayasan Budi Penyayang Malaysia, 3rd Floor, WISMA PENYAYANG, No 6, Jalan Equine, Taman Equine, Bandar Putra Permai, 43300 Seri Kembangan, Selangor Darul Ehsan, Malaysia. Tel: 603-8946 0222 | Fax: 603-8946 0233 | Email: yabpm@tm.net.my | Web: http://www.penayang.org.my

You may also email this information to yabpm@tm.net.my. Please write "Participants for KLIB Convention 2011" in the subject field.

WORLD CLASS VENUE:

Kuala Lumpur Convention Centre, Kuala Lumpur.

The Kuala Lumpur Convention Centre, in the heart of Kuala Lumpur's business, shopping and recreation district, opened for business in early June 2005. It is a state-of-the-art exhibition, conference and events facility that sits on the edge of the leafy Kuala Lumpur City Centre (KLCC) Park. Within walking distance to the KLCC Towers, 5-star and business hotels and linked by tunnel to the Suria KLCC shopping mall and entertainment complex, it is the ideal location for an Exhibition.

EXHIBITION DATES AND TIMES:

• 9th - 11th December 2011:
10:30am - 6:00pm

The exhibition is open to the public and trade at all times.

ADMISSION:

Free Admission. Proper business attire is appreciated.



KUALA LUMPUR, MALAYSIA

• KUALA LUMPUR INTERNATIONAL AIRPORT (KLIA)

Transport from KLIA is by way of taxi, bus or train. The KLIA Express is a train service which reaches the transport hub of Sentral, in Kuala Lumpur, within 30 minutes. There are also bus and taxi services to the main hotels.

• **PEOPLE & LANGUAGE**
Malaysia is an interesting melting pot of people, with the main races being Malay, Chinese and Indian. The main language is Malay, though most hotel and shop staff speak English.

• **ELECTRICITY**
Malaysia's electricity is on a 240 volt 50-cycle system. Plugs are the same as British 3-pronged plugs.

• **CURRENCY**
Malaysia's currency is the Ringgit, represented as 'RM'. Notes are in denominations of RM1, RM2, RM5, RM10, RM50 and RM100. Coins are in denominations of 1, 5, 10, 20 and 50 sen.

• **CREDIT/CHARGE CARDS**
Most restaurants and shops accept major cards such as American Express, Visa and MasterCard.

• **BANKS AND MONEYCHANGERS**
Banks are open on weekdays. Moneychangers are usually open every day of the week. Check with your hotel for banking hours.

• **DRESSING & WEATHER**
Outdoor temperatures in Malaysia can get quite warm and humid, ranging from 26°C upwards. If planning a day out, check with the hotel concierge about the weather.

• **ENTERTAINMENT & EATING OUT**
From quiet lounges to noisy sports bars; from theatres and nightclubs to dancing the night away in discos; from the finest range of international cuisine to light, tasty snacks, Kuala Lumpur offers lots of variety.

• **SHOPPING**
Malaysia is a shopper's haven! From the Kuala Lumpur City Centre to the busy thoroughfare of Bukit Bintang, from Mid Valley Megamall to Bandar Utama, shops are filled with local and Asian goodies and branded or designer goods alike. The Petaling Street market in the evenings offers great bargains, as do various markets around town on different days of the week.

• **SIGHTS TO SEE**
Kuala Lumpur is within easy driving distance to many sights. Within an hour or so is historical Malacca - "Where It All Began"; and the lively Genting-City of Entertainment, with its casino and theme parks. KL itself has much to explore. Museums, a panoramic view of the city from the KL Tower, the new administrative centre of Putrajaya and much more are here for you to enjoy.

• ACCOMMODATION

The following hotels are within walking distance to the Kuala Lumpur Convention Centre:

• **MANDARIN ORIENTAL KUALA LUMPUR**
Kuala Lumpur City Centre
P.O. Box 10905
50088 Kuala Lumpur
Tel: +603 2380 8888
Fax: +603 2179 8659
Website: www.mandarinoriental.com

• **TRADERS HOTEL KUALA LUMPUR**
Kuala Lumpur City Centre
Selangor, 50088 Kuala Lumpur
Tel: +603 2332 9888
Fax: +603 2332 2666
Website: www.shangri-la.com

• **INTERCONTINENTAL KUALA LUMPUR**
165, Jalan Ampang
50450 Kuala Lumpur
Tel: +603 2161 1111
Fax: +603 2161 1122
Website: www.intercontinental-kl.com.my

• **IMPIANA KLCC HOTEL**
13, Jalan Pinang
50450 Kuala Lumpur
Tel: +603 2147 1111
Fax: +603 2147 1100
Website: www.impiana.com

• **EQUATORIAL HOTEL KUALA LUMPUR**
Jalan Sultan Ismail
50250 Kuala Lumpur
Tel: +603 2161 7777
Fax: +603 2161 9020
Website: www.equatorial.com

• **MUTIARA HOTEL KUALA LUMPUR**
Jalan Sultan Ismail
50250 Kuala Lumpur
Tel: +603 2146 3881
Fax: +603 2146 3887
Website: www.mutiarahotels.com

• **RENAISSANCE KUALA LUMPUR**
Corner of Jalan Ampang & Jalan Sultan Ismail
50450 Kuala Lumpur
Tel: +603 2162 2233
Fax: +603 2163 1122
Website: www.marriott.com

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Kuala Lumpur International Batik
KLIB CONVENTION & EXHIBITION 2011

"THE BUSINESS OF BATIK"

KUALA LUMPUR INTERNATIONAL BATIK CONVENTION AND EXHIBITION 2011

Kuala Lumpur, Malaysia

9th - 11th December 2011

www.klib.com.my



malysiabatik
CRAFTED FOR THE WORLD

Under the Patronage of
YABhg Tun Abdullah Hj Ahmad Badawi

MAIN SECRETARIAT:

YAYASAN BUDI PENYAYANG MALAYSIA (522532-M)
Yayasan Budi Penyayang Malaysia, 3rd Floor, WISMA PENYAYANG, No 6, Jalan Equine, Taman Equine, Bandar Putra Permai, 43300 Seri Kembangan, Selangor Darul Ehsan.
Tel: 603-8946 0222 | Fax: 603-8946 0233 | Email: yabpm@tm.net.my | Website: http://www.penayang.org.my

EXHIBITION SECRETARIAT:

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7-2, Subang Business Centre, Jalan USJ9/5Q, 47620 Subang Jaya, Selangor Darul Ehsan, Malaysia.
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