

MCVE 2017 targets 15% rise in visitors



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KUALA LUMPUR — Asian Trucker Media Sdn Bhd, the organiser of the bi-annual Malaysia Commercial Vehicle Expo 2017 (MCVE 2017), targets a 15% increase in visitors this year to 7,500 participants

Editor Stefan Pertz said that the commercial vehicle industry expo in Malaysia is one of the most dedicated and largest events in Southeast Asia.

“Our second expo in 2015 saw a 23% jump in trade visitors. With our stellar line-up of exhibitors and speakers as well as programmes for this year, we are confident to see the visitor numbers increase again by at least 15%.

“Over 6,500 participants participated in 2015 and this year we target 7,500 of participants,” he said during the media launch of MCVE 2017 last Friday.

Pertz said RM10 million worth of deals was transacted during the second MCVE expo two years ago, and in line with the rise in visitors, he hopes to see

sales hit RM15 million in this year's edition, which will run from May 18 to 20.

Foreign participants accounted for

five to 10% of visitors in 2015, and Pertz expects this trend to continue this year.

He said MCVE 2017 exhibitors will be launching new products and services at the expo, on top of networking for knowledge exchange.

“For the networking night, we will cater for around 600 guests,” he said.

MCVE 2017 will take up a sprawling 8,000-square metre at Malaysia International Exhibition &

Convention Centre in Serdang, and host 65 exhibitors, including Chevron Malaysia, CIMC Vehicles (Malaysia) Sdn Bhd as well as a range of service providers from the transportation and logistics industry.

Since its premiere in 2013, the event has garnered strong participation from both local and international exhibitors, showcasing industry leading products and services in the commercial vehicle market.

Also present at the media launch was Association of Malaysian Hauliers president Nazari Akhbar who said hauliers face challenges in purchasing costly fleet systems as well as updating these systems, as well as training drivers

to incorporate smartphone use into their daily.

“Everybody in the logistics chain must be on-line to be connected,” he said.

Pertz presenting a token of appreciation to Nazari for the support of the Association of Malaysian Hauliers as a partner in MCVE 2017.