

Global  
Market  
Outlook &  
Insights



Digital  
Commerce  
& Gifting



Creativity  
Innovation  
& Product  
Design



Cultural  
Storytelling  
& Modern  
Gifting



Future  
Ready  
Tech



Powered by MGPA

**NATIONAL  
CONFERENCE** 2025  
gifts · premium · inclusivity

**11 SEP 2025**

**9:00 AM - 6:00 PM | THU**

**CCEC (NEXUS)  
KUALA LUMPUR**

## SHAPING THE FUTURE OF GIFTING INNOVATION, IDENTITY & IMPACT

Join industry leaders, innovators, and professionals as we explore the evolving landscape of corporate gifts and premiums. Gain insights into emerging trends, forge meaningful connections, and discover strategies to thrive in a dynamic marketplace. Together, we shape the future of gifting.

Organised by:



**MALAYSIAN  
GIFTS & PREMIUM  
ASSOCIATION**

For more information:



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[www.mgpa.org.my](http://www.mgpa.org.my)

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## OVERVIEW

# AT THE FOREFRONT OF MERCHANDISING INNOVATION AND BRAND EXCELLENCE

As consumer expectations evolve and personalisation becomes paramount, the gifts and premium industry stands at a pivotal moment of transformation. **MGPA National Conference 2025**, plays a key role in shaping this transformation—setting the stage for **breakthrough ideas**, **sustainable strategies**, and **next-generation technologies** that are reshaping **how brands connect and deliver meaningful value**.

This landmark event brings together **influential minds and market leaders** to explore the future of **brand engagement**, **product innovation**, and **experiential gifting**. Through deep industry insights, cutting-edge showcases, and high-impact dialogue, the conference champions progress at the intersection of creativity, commerce, and conscious consumerism.

## Who Should Attend?



### INDUSTRY LEADERS

Visionaries driving strategic direction in corporate branding, procurement, and product innovation.



### INNOVATORS

Creative disruptors, designers, and startups shaping the future of personalised and sustainable gifting.



### KEY STAKEHOLDERS

Marketers, retailers, buyers, exporters, and solution providers collaborating across commerce and culture.

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# CONFERENCE AGENDA

8:00 AM - 9:00 AM	Registration & Networking
9:00 AM - 9:05 AM	Speech by MGPA National Conference 2025 Organising Chairman <b>Mr. Eric Chua</b>
9:05 AM - 9:10 AM	Speech by MGPA President <b>Mr. Ivan Loo</b>
9:10 AM - 9:20 AM	Opening Address
9:30 AM - 10:10 AM	<b>Keynote</b> Trends in B2B Gifts & Premium Industry Market Outlook & Industry Insights (Malaysia, SEA, Asia, and APAC Perspectives) <i>Speaker:</i>
10:10 AM - 10:40 AM	Tea Break & Networking
10:40 AM - 11:20 AM	<b>Expert Sharing:</b> Design-Led Thinking in Product Development <i>Speaker:</i>
11:20 AM - 12:00 PM	<b>Case Study:</b> Aligning Gifts with Corporate ESG Goals <i>Speaker:</i>
12:00 PM - 12:30 PM	<b>Panel Discussion:</b> Post-Pandemic Buyer Expectations <i>Panelists:</i>
12:30 PM - 2:00 PM	Lunch Break & Networking
2:00 PM - 2:40 PM	<b>Keynote:</b> Branded Packaging & Storytelling <i>Speaker:</i>
2:40 PM - 3:20 PM	<b>Expert Sharing:</b> E-Commerce & Export Strategies <i>Speaker:</i>
3:20 PM - 4:00 PM	<b>Case Study:</b> AI, Digital Marketing & Customisation Tech <i>Speaker:</i>
4:00 PM - 4:30 PM	Tea Break & Networking
4:30 PM - 5:00 PM	<b>Panel Discussion:</b> Competing in a Crowded Market: Surviving & Thriving Amid Global Pressure <i>Speaker:</i>
5:00 PM - 5:10 PM	<b>Closing Remarks</b>
5:10 PM - 6:00 PM	<b>Networking Cocktail Reception</b>

*Disclaimer: The Conference Committee reserves the right to amend the programme and speaker line-up without prior notice to delegates and in the best interest of the conference.*

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# CONFERENCE TRACKS

We invite papers that explore the following focus areas and address how they contribute to the sustainability and growth of the gift and premium industry:

## Industry Trend & Market Insights

Equip attendees with the latest insights and foresight to remain competitive.

## Innovation & Design Excellence

Inspire creativity and quality through design, technology, and craftsmanship.

## Sustainability & Ethical Sourcing

Promote responsibility in the gifting ecosystem.

## Strategic Marketing & Brand Activation Through Gifting

Explore how gifts and premiums can be powerful marketing tools that drive engagement, loyalty, and brand awareness.

## Business Growth & Digitalisation

Empower players with tools and strategies for scaling and evolving.

## Printing Technologies

To prepare both the current and future leaders of the gifts and premium sector to succeed in an increasingly complex, digital, and globalised market

## WHY ATTEND?



### Fostering Innovation

The conference will provide participants with insights into cutting-edge trends, technologies, and sustainable practices, enabling them to innovate within their businesses.



### Networking & Partnership

By bringing together key players from various sectors of the gifting industry, the event will foster valuable collaborations and partnerships that drive mutual growth



### Business Strategic

Participants will gain actionable knowledge and strategies from industry leaders and experts to navigate market challenges and capitalize on emerging opportunities.



### Brand Positioning

Through participation in discussions, workshops, and exhibitions, companies will have the opportunity to enhance their brand visibility and position themselves as leaders in the industry.

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# SPONSORSHIP PACKAGES

CATEGORY	 <b>PLATINUM</b>	 <b>GOLD</b>	 <b>SILVER</b>
<b>Sponsorship Amount</b>	<b>RM 15,000</b>	<b>RM 8,000</b>	<b>RM 4,000</b>
<b>Speaking Slot</b>	<b>One (1)</b> Exclusive Speaking Slot	<b>One (1)</b> Panelist Slot	N/A
<b>Booth Space</b>	<b>Two (2)</b> Complimentary Booths Space	<b>One (1)</b> Complimentary Booth Space	<b>One (1)</b> Complimentary Standard Booth
<b>Branding &amp; Visibility</b>	<ul style="list-style-type: none"> <li><b>Two (2)</b> social media posts and <b>One (1)</b> Electronic Direct Mailer (EDM) blast in MGPA platform/ database</li> <li>Logo featured across official event materials, including backdrops, banners, digital screens, and delegate kits.</li> <li>Priority logo placement on main conference materials</li> </ul>	<ul style="list-style-type: none"> <li><b>One (1)</b> social media post in MGPA platform</li> <li>Logo placement on main conference materials</li> </ul>	<ul style="list-style-type: none"> <li>Logo placement on main conference materials</li> </ul>
<b>Networking Opportunities</b>	Complimentary Access for <b>Three (3)</b> pax to Exclusive Roundtable Networking Session	Complimentary Access for <b>Two (2)</b> pax to Exclusive Roundtable Networking Session	Complimentary Access for <b>One (1)</b> pax to Exclusive Roundtable Networking Session
<b>Recognition</b>	<b>Token of Appreciation</b> presented during opening ceremony	<b>Token of Appreciation</b> presented during opening ceremony	<b>Token of Appreciation</b> presented by during opening ceremony

Merchandise Sponsor	Sponsorship items	Branding & Visibility	Recognition
	Lanyard, Tote Bag, Others	Logo placement on sponsored merchandise	<b>Token of Appreciation</b> presented by during opening ceremony

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