

MAHA 2010 Soft Launch

The soft launch of the Malaysia Agriculture, Horticulture and Agrotourism International Show (MAHA) 2010 was held in Kuala Lumpur recently with Minister of Agriculture and Agro-Based Industry Datuk Seri Noh Omar gracing the event.

The sixth edition of the MAHA will be held at the Malaysia Agro-Exposition Park, Serdang beginning Nov 26. The 10-day event had so far managed to attract 20 countries to participate, and more than 1.5 million local and foreign visitors are expected at MAHA 2010.

MAHA 2010, themed 'Agricultural Innovation for Growth' is a show that flaunts Malaysia's best producers, farmers, fishermen and stockmen, as well as a platform to pitch the region's best agro-based companies.

Furthermore, in order to place MAHA 2010 as the prime agricultural event of the region and gain its recognition with other international agro shows, the government has extended the promotion campaign to Europe, Latin America, Asia and Australia.

"The focus will be to highlight new innovative technologies that will attract potential foreign exhibitors, active buyers, sellers and visitors to make Malaysia as their preferred One-Stop Centre for product showcase and trading purposes," said Noh.

