



# AITEX

## ASIA ISLAMIC TOURISM

## AND TRADE EXPO

23 – 25 AUGUST 2024

SUNWAY RESORT HOTEL,  
KUALA LUMPUR, MALAYSIA

[www.aitex.my](http://www.aitex.my)



ORGANIZED BY



MOTAC's Strategic Partner

MALAYSIA TOURISM AGENCY ASSOCIATION  
PERSATUAN AGensi PELANCONGAN MALAYSIA

Collaboration With





# AITEX

## ASIA ISLAMIC TOURISM AND TRADE EXPO

### ABOUT AITEX 2024

The Asia Islamic Tourism & Trade Expo (AITEX 2024) is set to be a prominent event in the Islamic Tourism and Trade Industry, showcasing the latest developments, products, and services in this rapidly growing sector. AITEX 2024 aims to bring together key players, industry experts, and stakeholders from around Asia to explore the potential and opportunities in Islamic Tourism and Trade.

With its focus on promoting cultural exchange, sustainable practices, and business collaborations, AITEX 2024 acts as a catalyst for fostering growth and innovation in the Islamic tourism and trade sector.





# Overview of the Asia Islamic Tourism & Trade Expo (AITEK 2024)

## THE CONCEPT AND BACKGROUND OF AITEK

Imagine a bustling gathering of entrepreneurs, industry professionals, and tourism enthusiasts, all coming together to celebrate and promote Islamic tourism and trade.

Welcome to the Asia Islamic Tourism & Trade Expo 2024, or AITEK 2024 for short. AITEK is not your ordinary trade expo - it's a vibrant hub where ideas are exchanged, partnerships are forged, and the potential of Islamic tourism is showcased.

AITEK was born out of a desire to bring attention to the rich cultural heritage and economic opportunities associated with Islamic Tourism.

This innovative expo aims to unite individuals and organizations from various sectors, including tourism, Hajj and Umrah, hospitality, business, Islamic Finance and Islamic Jewellery and trade, with a common goal of promoting and expanding Islamic Tourism in Asia.





**Location : Sunway Resort Hotel, Kuala Lumpur, Malaysia**  
**Dates : August 23 - 25, 2024**

**Sunway Resort Hotel: A premier venue for AITEX 2024**

Prepare to be enchanted by the vibrant city of Kuala Lumpur, the capital of Malaysia, as it plays host to AITEX 2024. Nestled within this city's beating heart is the prestigious Sunway Resort Hotel, our chosen venue for this remarkable event. This luxurious hotel provides a perfect blend of comfort, elegance, and convenience, making it an ideal backdrop for the Expo. From its opulent rooms to its state-of-the-art facilities, Sunway Resort Hotel promises to offer participants an outstanding experience throughout AITEX 2024.

And when the expo wraps up, attendees can explore the wonders of Kuala Lumpur, from its iconic Petronas Twin Towers to its vibrant street food scene.

The expo's schedule will be jam-packed with informative sessions, engaging exhibitions, and exciting networking opportunities, ensuring that attendees make the most of their time at AITEX 2024.







# Overview of the AITEX Floor Plan

AITEX at Sunway Resort Hotel is a vibrant showcase of the intersection between Islamic culture, commerce, and tourism. The floor plan of such an event is meticulously designed to facilitate networking, showcase exhibitors' offerings, and provide spaces for educational seminars and cultural experiences.

## Entrance and Registration Area:

Upon arrival, attendees are greeted with an elegant entrance leading to the registration area.

Here, participants register for the event, receive their badges, and gather essential information about the expo.

## Main Exhibition Hall: (Islamic Tourism Expo – Level 15)

The heart of the expo is the main exhibition hall, where exhibitors from various sectors of Islamic tourism and trade display their products and services. Stand are arranged strategically to maximize visibility and traffic flow, showcasing items such as Islamic fashion, halal food products at Level 12, Islamic finance services at level 10

## Exit Area:

As attendees conclude their visit, they pass through the exit area where they may provide feedback, collect event materials, and say their farewells.

The floor plan of the Asia Islamic Tourism and Trade Expo at Sunway Resort Hotel is thoughtfully crafted to ensure a seamless and enriching experience for all participants, fostering connections, promoting commerce, and celebrating the diversity



# FULL FLOOR PLAN FOR AITEX 2024







# AITEX

## ASIA ISLAMIC TOURISM AND TRADE EXPO

# EVENT



**AITEX Exhibition  
B2B & B2C**  
23 – 25 Aug 2024  
Sunway Resort Hotel



**AITEX Conference  
Trade Only**  
23 – 24 Aug 2024  
Sunway Resort Hotel



**AITEX Ministers & CEOs  
SUMMIT**  
By Invitation  
25 Aug 2024  
Sunway Resort Hotel



**World Islamic Tourism  
Award 2024**  
By Invitation  
26 Aug 2024  
Sunway Resort Hotel Ballroom



3 Days Trade & Consumers Exhibition at Sunway Resort Hotel. Meet local and international market and partnerships agreements

2 Days Trade Conference on Islamic Tourism and Trade at Sunway Resort Hotel. Get update on the latest development by the experts

Full day gathering of Asia Minister and business leaders, successful entrepreneurs and industry experts to generate ideas to advance management practice and discuss the current issues that affect today's business landscape.

World Islamic Tourism Award Night the spirit of resilience & excellence while acknowledging business innovation and rewarding exceptional contributors associated with the Hajj, Umrah and Islamic Tourism Industry.



# AITEX ISLAMIC TOURISM EXPO

**EXPLORING OPPORTUNITIES IN THE ISLAMIC TOURISM INDUSTRY**  
**23 – 25 August 2024 | Sunway Resort Hotel, Ballroom, Level 15**

The Asia Islamic Tourism & Trade Expo (AITEX 2024) is a major exhibition that brings together businesses, organizations, and individuals involved in the Islamic tourism and trade industry. The exhibition showcases a wide range of products and services related to halal travel, Hajj & Umrah, hospitality, food and beverage, fashion, finance, and more.

This exhibition provides a platform for businesses to promote their products and services to a targeted audience of potential customers and partners. It also offers networking opportunities, industry insights, and educational sessions on the latest trends and developments in the Islamic tourism and trade sector.

The AITEX 2024 aims to foster collaboration and exchange within the industry, as well as to promote the growth and development of halal-friendly tourism and trade in the region.

It is a valuable opportunity for businesses to showcase their offerings and for attendees to learn about the diverse range of products and services available in the Islamic tourism and trade market.



# ASIA ISLAMIC TOURISM AND TRADE EXPO 2024

Sunway Resort Hotel | 23-25 August 2024

## AITEX Islamic Tourism Expo Level 15



### LEGEND

A	STANDARD BOOTH	13 UNITS
B	PAVILION BOOTH	23 UNITS
C	PREMIUM BOOTH	10 UNITS
D	LED SCREEN	01 UNITS
TOTAL NO OF BOOTH		48 UNITS



### LEVEL 15 FUNCTION ROOM

PROJECT NAME: AITEX 2024	CLIENT: MAZA	DATE: 2024	PERSON IN CHARGE: -	CLIENT APPROVAL:	
PROJECT PERIOD: 23-24 AUGUST 2024	VENUE: SUNWAY RESORT HOTEL	PROJECT NO: R4150224	DESIGNER: ZH	CHECKED BY:	



# AITEX ISLAMIC JEWELLERY EXPO

**EXPLORING OPPORTUNITIES IN THE ISLAMIC TOURISM INDUSTRY**  
**23 – 25 August 2024 | Sunway Resort Hotel, Ballroom, Level 12**

The Islamic Jewellery Expo is a prestigious event showcasing exquisite jewellery inspired by Islamic art and culture. It brings together master artisans, designers, and connoisseurs to celebrate the beauty and craftsmanship of Islamic jewellery scheduled to be held from August 23rd to 25th, 2024, at the prestigious Sunway Resort Hotel in Kuala Lumpur, Malaysia.

The Islamic Jewellery Expo promises to be a breathtaking showcase of exquisite craftsmanship, intricate designs, and timeless elegance. It serves as a celebration of Islamic artistry, bringing together master artisans, designers, and connoisseurs of fine jewellery from across the globe.

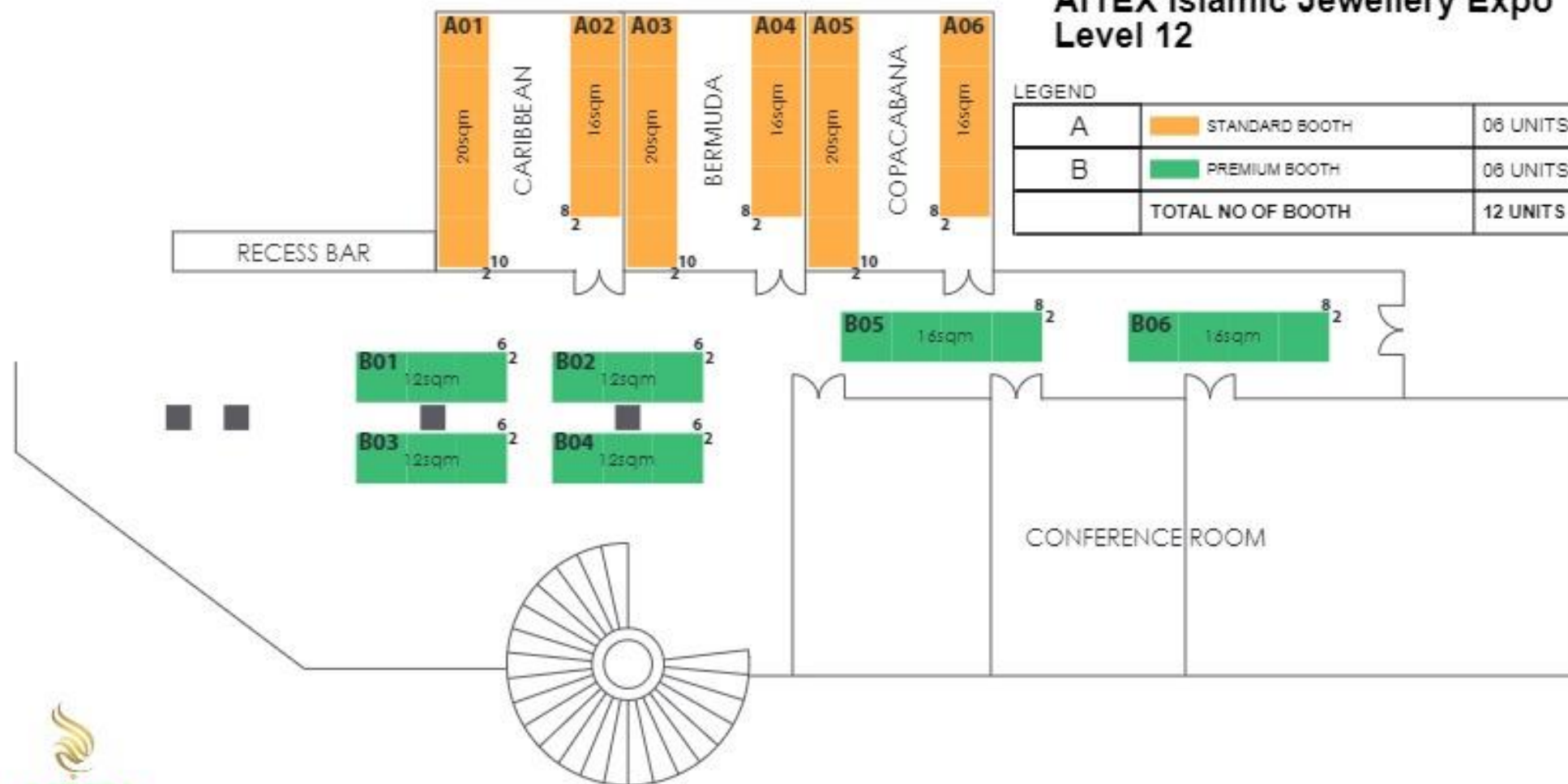
At the heart of Islamic Jewellery lies a deep-rooted tradition of adornment and symbolism. Each piece is imbued with cultural significance, reflecting centuries of history, faith, and craftsmanship. From intricately carved calligraphy to mesmerizing geometric patterns, Islamic Jewellery tells a story of devotion, beauty, and sophistication.



# ASIA ISLAMIC TOURISM AND TRADE EXPO 2024


Sunway Resort Hotel | 23-25 August 2024

## AITEX Islamic Jewellery Expo Level 12



## LEVEL 12 FUNCTION ROOM

PROJECT NAME: AITEX 2024	CLIENT: MAZA	DATE: 2024	PERSON IN CHARGE: -	CLIENT APPROVAL:	
PROJECT PERIOD: 23-24 AUGUST 2024	VENUE: SUNWAY RESORT HOTEL	PROJECT NO: R4150224	DESIGNER: ZH	CHECKED BY: -	



# AITEX ISLAMIC FINANCE EXPO

**EXPLORING OPPORTUNITIES IN THE ISLAMIC TOURISM INDUSTRY**  
**23 – 25 August 2024 | Sunway Resort Hotel, Ballroom, Level 10**

The Asia Islamic Tourism & Trade Expo (AITEX 2024) is set to once again grace the vibrant city of Kuala Lumpur, Malaysia promising an immersive experience in the realms of Islamic finance, tourism, and trade. One of the focal points of this prestigious event is the Islamic Finance Expo, which aims to showcase the latest innovations, trends, and opportunities within the Islamic finance sector.

The venue is at the prestigious Sunway Resort Hotel, the Syariah Finance Expo brings together industry experts, thought leaders, practitioners, and enthusiasts from around the globe to engage in insightful discussions, exchange knowledge, and foster collaborations in the field of Islamic finance. With Malaysia being a prominent hub for Islamic banking and finance, Kuala Lumpur serves as the ideal location for such an event, offering a conducive environment for networking and business development.

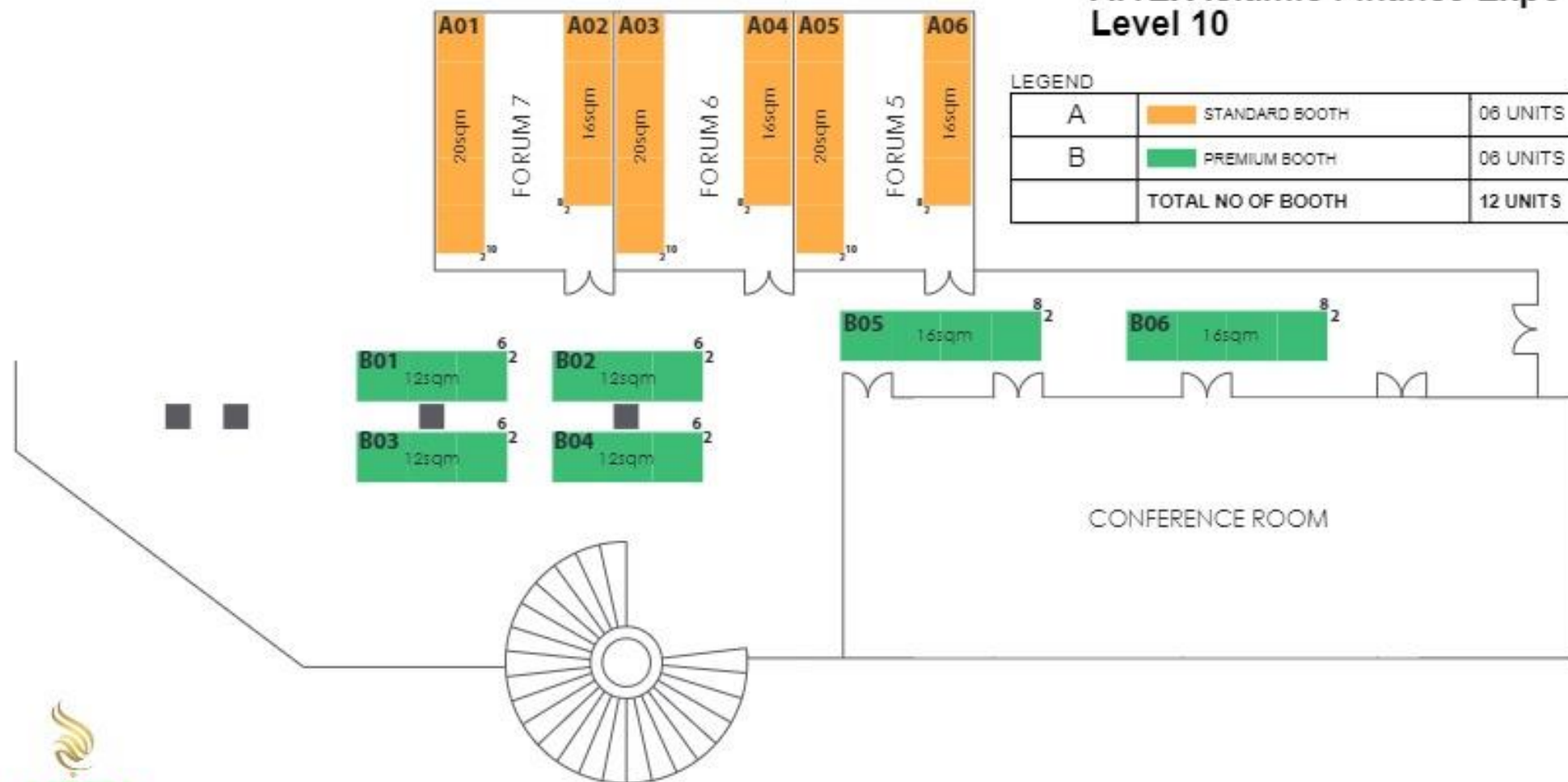
The Islamic Finance Expo offers a comprehensive platform for attendees to explore various facets of Islamic finance, including banking, investment, insurance, and capital markets. Participants can expect a diverse range of activities, including keynote speeches, panel discussions, workshops, and interactive exhibitions, providing valuable insights into the principles, practices, and prospects of Syariah-compliant finance.



# ASIA ISLAMIC TOURISM AND TRADE EXPO 2024

Sunway Resort Hotel | 23-25 August 2024

## AITEX Islamic Finance Expo Level 10



## LEVEL 10 FUNCTION ROOM

PROJECT NAME: AITEX 2024	CLIENT: MAZA	DATE: 2024	PERSON IN CHARGE: -	CLIENT APPROVAL:	
PROJECT PERIOD: 23-24 AUGUST 2024	VENUE: SUNWAY RESORT HOTEL	PROJECT NO: R4150224	DESIGNER: ZH	CHECKED BY: -	

# Who Can Participate



Ground Transport



Hotels & Resort



Logistic Companies



Hajj & Umrah Company



Government Bodies



Technology & Artificial  
Intelligence



Islamic Health  
Tourism



Tourism & Travel  
Agencies



Islamic Banking &  
Insurance Companies



Consumer Goods



Airlines



Telco Company



Theme Parks



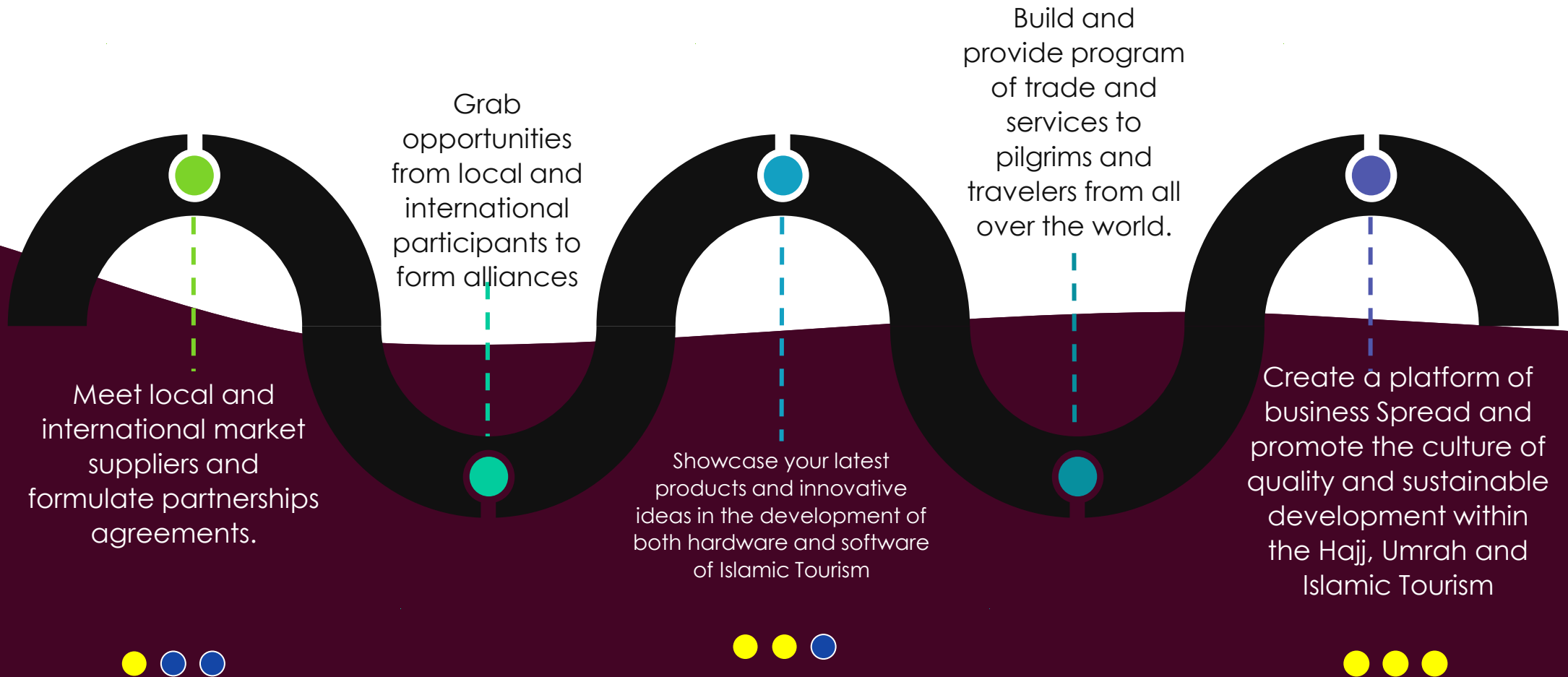
Online Travel  
Suppliers



Any Related Product & Services



# Why Exhibit





# AITEX Conference

EXPLORING OPPORTUNITIES IN THE ISLAMIC TOURISM INDUSTRY

24 August 2024 | Sunway Resort Hotel, Level 10

The Islamic Finance Conference held in conjunction with the Asia Islamic Tourism and Trade Expo (AITEX 2024) likely covered a range of topics and highlights related to Islamic finance and its intersection with tourism and trade in the Asia region. Here are some potential highlights that could have been discussed:

**Islamic Finance Instruments:** The conference might have explored various Islamic finance instruments such as Sukuk (Islamic bonds), Takaful (Islamic insurance), and Sharia-compliant investment vehicles, discussing their growth, innovation, and application in the context of tourism and trade financing.

**Tourism Investment Opportunities:** Presentations and panels could have focused on investment opportunities in the tourism sector, emphasizing Sharia-compliant financing options for infrastructure development, hotel projects, and other tourism-related ventures.

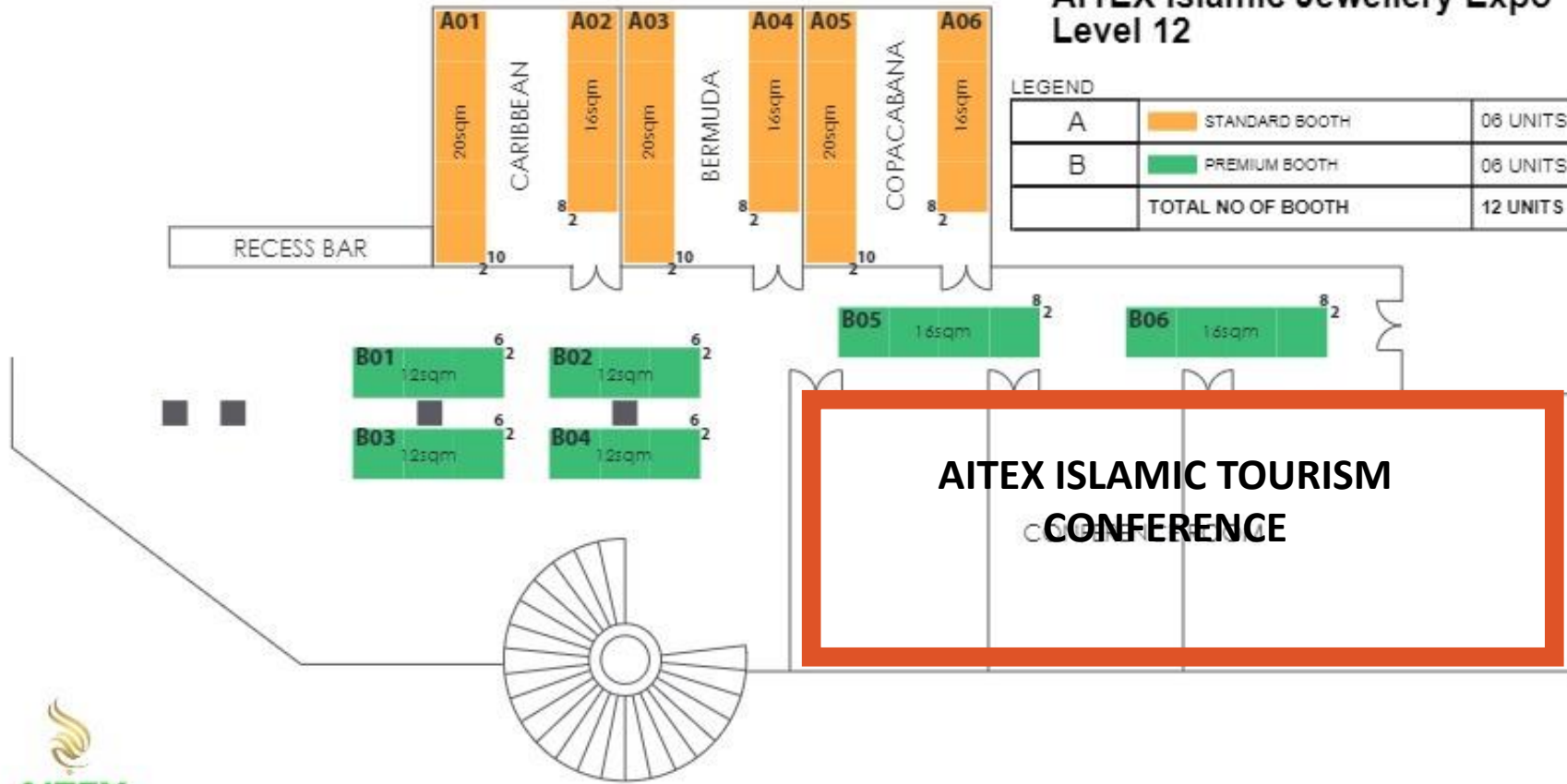
**Halal Tourism:** Given the growing interest in halal tourism, sessions might have delved into the concept of halal tourism, its market potential, and the role of Islamic finance in supporting the development of halal-friendly destinations, services, and products.



# ASIA ISLAMIC TOURISM AND TRADE EXPO 2024

Sunway Resort Hotel | 23-25 August 2024

## AITEX Islamic Jewellery Expo Level 12



## LEVEL 12 FUNCTION ROOM

PROJECT NAME: AITEX 2024	CLIENT: MATA	DATE: 2024	PERSON IN CHARGE: -	CLIENT APPROVAL: -	
PROJECT PERIOD: 23-24 AUGUST 2024	VENUE: SUNWAY RESORT HOTEL	PROJECT NO: R4150224	DESIGNER: ZH	CHECKED BY: -	



# AITEX Islamic Finance Conference

**EXPLORING OPPORTUNITIES IN THE ISLAMIC TOURISM INDUSTRY**  
**23 & 24 August 2024 | Sunway Resort Hotel, Level 10**

Prepare to be enlightened by keynote speeches from industry experts who have paved the way in Islamic tourism. These influential thought leaders will share their insights, trends, and forecasts, giving you a glimpse into the future of this rapidly growing industry. Get ready to take some serious notes and gain valuable knowledge that can shape your own ventures.

Join lively and engaging panel discussions that delve into the emerging trends in Islamic tourism. From the rise of halal food tourism to the growing importance of eco-friendly travel practices, these sessions will keep you informed and up-to-date on the latest happenings in the industry. Prepare your questions and opinions, because these experts are ready to engage in thoughtful and insightful conversations.

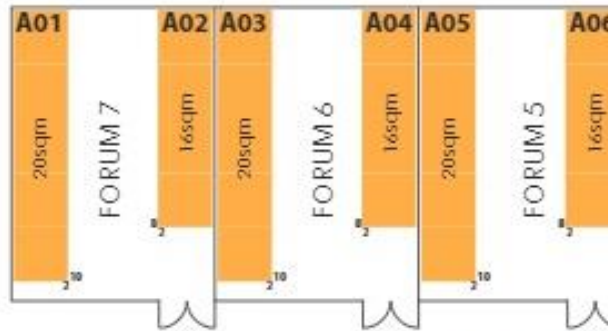
Looking to up your marketing game or implement sustainable practices in your business? Then the workshops at AITEX 2024 are perfect for you. Led by industry professionals, these interactive sessions will provide you with practical tips, strategies, and tools to enhance your marketing efforts and make your business more sustainable. Get ready to roll up your sleeves and learn from the best in the field.



# ASIA ISLAMIC TOURISM AND TRADE EXPO 2024

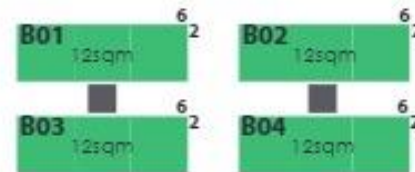
Sunway Resort Hotel | 23-25 August 2024

## AITEX Islamic Finance Expo Level 10



### LEGEND

A	STANDARD BOOTH	06 UNITS
B	PREMIUM BOOTH	06 UNITS
TOTAL NO OF BOOTH		12 UNITS



**AITEX ISLAMIC FINANCE**  
CONFERENCE ROOM



## LEVEL 10 FUNCTION ROOM

PROJECT NAME: AITEX 2024	CLIENT: MATA	DATE: 2024	PERSON IN CHARGE: -	CLIENT APPROVAL:	
PROJECT PERIOD: 23-24 AUGUST 2024	VENUE: SUNWAY RESORT HOTEL	PROJECT NO: R4150224	DESIGNER: ZH	CHECKED BY: -	



# AITEX MINISTERS & CEOs SUMMIT

**EXPLORING OPPORTUNITIES IN THE ISLAMIC TOURISM INDUSTRY**  
**25 August 2024 | Sunway Resort Hotel, Level 11**

The AITEX Ministers & CEOs Summit is an annual event that brings together government officials, business leaders, and industry experts from across Asia to discuss and promote Islamic tourism and trade in the region.

The summit aims to foster collaboration and partnerships between countries in Asia to develop and promote Islamic tourism destinations, products, and services. It also serves as a platform for networking, knowledge sharing, and business opportunities for industry players in the Islamic tourism and trade sectors.

Key topics discussed at the summit include halal tourism, Islamic finance, trade and investment opportunities, marketing and promotion strategies, and sustainable development of Islamic tourism destinations. The summit provides a valuable opportunity for participants to engage in high-level discussions, exchange ideas, and explore potential collaborations to further strengthen the Islamic tourism and trade industry in Asia.

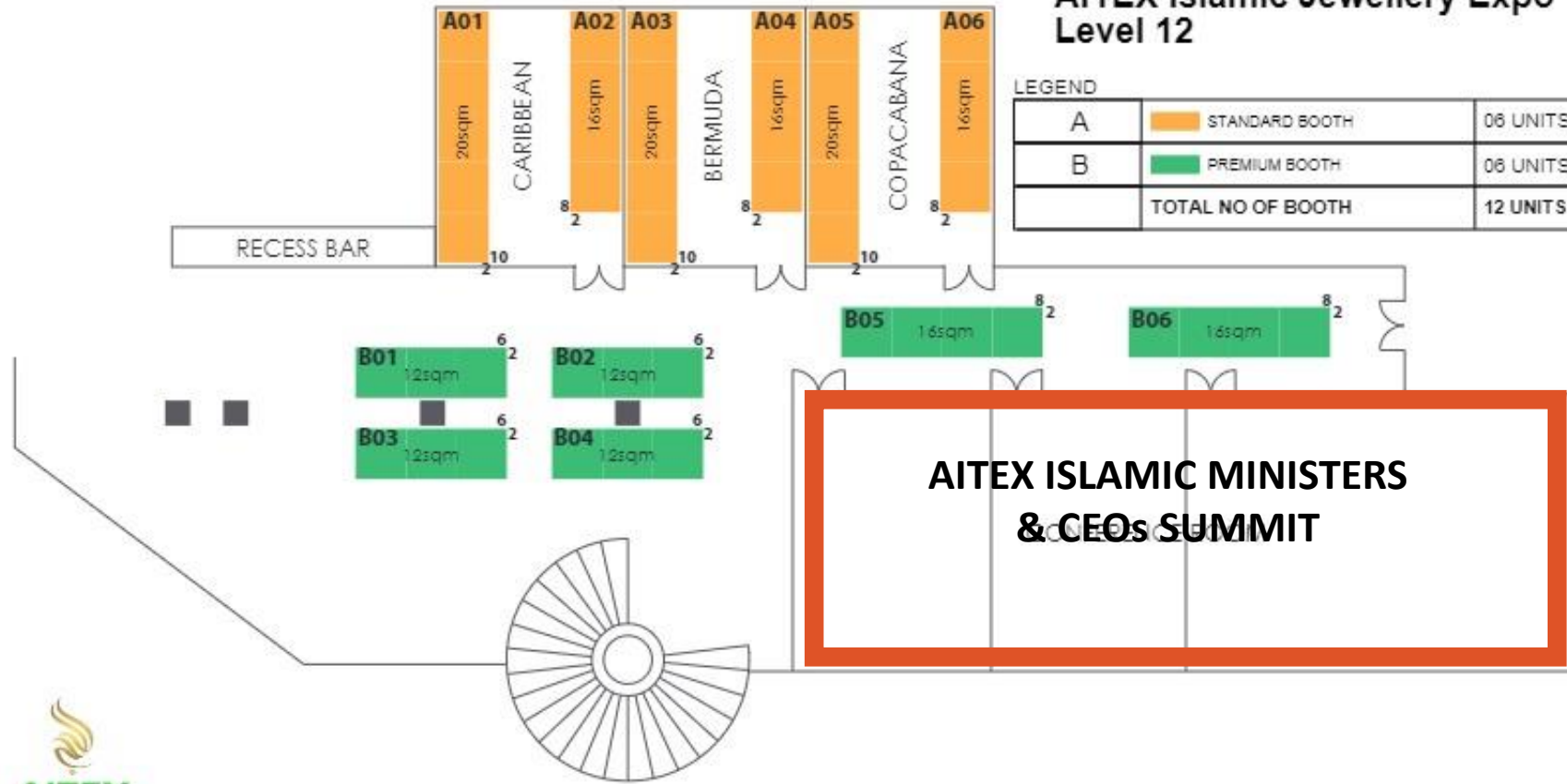
Overall, the Asia Islamic Tourism & Trade Ministers & CEOs Summit plays a vital role in promoting the growth and development of Islamic tourism and trade, while also fostering greater economic cooperation and integration among countries in the region.



# ASIA ISLAMIC TOURISM AND TRADE EXPO 2024

Sunway Resort Hotel | 23-25 August 2024

## AITEX Islamic Jewellery Expo Level 12



### LEVEL 12 FUNCTION ROOM

PROJECT NAME: AITEX 2024	CLIENT: MATA	DATE: 2024	PERSON IN CHARGE: -	CLIENT APPROVAL: 	
PROJECT PERIOD: 23-24 AUGUST 2024	VENUE: SUNWAY RESORT HOTEL	PROJECT NO: R4150224	DESIGNER: ZH	CHECKED BY: 	



# WORLD ISLAMIC TOURISM AWARDS

EXPLORING OPPORTUNITIES IN THE ISLAMIC TOURISM INDUSTRY  
25 August 2024 | Sunway Resort Hotel, Ballroom

The World Islamic Tourism Awards Gala Dinner is an event that celebrates and recognizes the efforts and achievements of individuals and organizations in promoting and developing Islamic tourism.

The gala dinner brings together leaders and influencers from the tourism industry, government officials, and other stakeholders to honor those who have made significant contributions to the growth and success of Islamic tourism.

During the gala dinner, awards are presented in various categories such as best halal-friendly accommodation, best halal food destination, best Islamic tourism destination, and best Islamic travel agency. The event also includes networking opportunities, cultural performances, and keynote speeches from prominent figures in the Islamic tourism sector.

The World Islamic Tourism Awards Gala Dinner serves as a platform to showcase the diversity and richness of Islamic tourism and to encourage innovation and excellence in the industry. It also aims to raise awareness about the potential of Islamic tourism to contribute to economic growth, cultural exchange, and sustainable development. Overall, the gala dinner is a prestigious and influential event that recognizes the achievements of those who have made a positive impact on the Islamic tourism industry and inspires others to continue striving for excellence in this important sector.



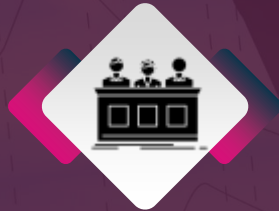
# Target Audience



Embassies &  
Consulates



Decision Makers



Experts &  
Professionals



Business Owners  
and Investors



Local &  
International Media



Travel Agencies Staff



Tourism Association



Entrepreneurs  
& Innovator's



Government Staff



Lecturers and  
Student

# Trade Attendance



MALAYSIA



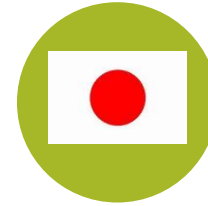
SAUDI ARABIA



NEW ZEALAND



SOUTH KOREA



JAPAN



OMAN



INDONESIA



PAKISTAN



PHILIPPINES



THAILAND



KUWAIT



HONG KONG



SINGAPORE



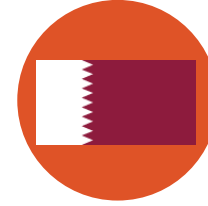
INDIA



SRI LANKA



JORDAN



QATAR



IRAQ



BRUNEI



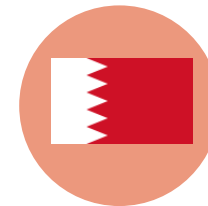
AUSTRALIA



MALDIVES



TAJIKISTAN



BAHRAIN



YEMEN



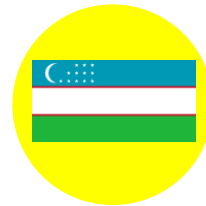
BANGLADESH



CHINA



VIETNAM



UZBEKISTAN



EMIRATES



KAZAKSTAN





# **AITEX Sponsorship Opportunities**

We offers a variety of sponsorship opportunities, providing a level to meet every budget!

Aligning a sponsorship with your brand forges awareness of your business, can be custom designed to meet your marketing goals and give your company that participate in the Asia Islamic Tourism & Trade Expo (AITEX).

For further information about sponsorship opportunities contact us at [marketing@aitex.my](mailto:marketing@aitex.my)

# Contact Us

We are happy to receive your requests, inquiries, suggestions, and registration services at:  
Email : [marketing@aitex.my](mailto:marketing@aitex.my)



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Conference

**Book Your Seat**



Visitors

**Register As Trade Visitor**

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