

Ref: [AXIS/FA26/___]

[11 August 2026]

[Company Name]

[Address]

Dear Sir/Madam,

**INVITATION TO PARTICIPATE IN THE MALAYSIA BUSINESS
DELEGATION — FRUIT ATTRACTION MADRID 2026, 6–8
OCTOBER 2026, IFEMA MADRID, SPAIN**

Axis Commerce (M) Sdn. Bhd. has been officially appointed by IFEMA Madrid, Spain as the **Official Commissioner for the Malaysia Pavilion** at Fruit Attraction Madrid 2026. Axis Commerce is also working as a **Strategic Partner to the Ministry of Agriculture and Food Security Malaysia (MAFS)** in connection with Malaysia's participation in this international trade event.

Fruit Attraction Madrid 2026, taking place from **6 to 8 October 2026 at IFEMA Madrid**, is the world's leading international trade platform for the fresh produce sector, bringing together growers, producers, exporters, importers, buyers, distributors, technology providers and investors from across the global agricultural value chain.

We are pleased to invite your organisation to join the **Malaysia business delegation** to Fruit Attraction Madrid 2026, as part of Malaysia's efforts to strengthen international business networks and market access.

THE DELEGATION PROGRAMME

The delegation travels as a group under a guided programme built around the exhibition:

- **Travel window:** [departure date] to [return date] ([4 days / 3 nights])
- **Exhibition days:** 6–8 October 2026, IFEMA Madrid
- **Malaysia Pavilion:** [Hall / Stand no.]
- **Guided programme:** pavilion activities, scheduled B2B meetings, buyer and importer engagements, forums and industry sessions, and market visits where applicable

A detailed itinerary is set out in the accompanying *Malaysian Delegates Guided Tour Brochure*.

PURPOSE OF PARTICIPATION

- Attend Fruit Attraction Madrid 2026 and gain exposure to international market and industry developments;
- Establish networks with potential buyers, importers, distributors and strategic partners;
- Identify trade, collaboration and international market access opportunities;
- Participate in business meetings, forums, B2B engagements and networking activities; and
- Gather market intelligence to support future business development plans.





PARTICIPATION COSTS

Participation in this delegation is self-funded. Each participating company is responsible for arranging and bearing the full cost of its own:

- Fruit Attraction entry pass / trade visitor badge — [confirm: purchased by delegate / provided under the Pavilion appointment] ;
- international and domestic airfare;
- accommodation, airport and local transfers;
- meals outside the official programme;
- travel and medical insurance; and
- all personal and incidental expenses.

Axis Commerce (M) Sdn. Bhd. coordinates the Malaysia Pavilion presence, the delegation programme and the business-matching activities. **It does not underwrite, subsidise or reimburse delegate travel or living costs.** Where any item is to be sponsored or borne by a third party, this will be confirmed to your organisation separately in writing.

WHAT IS REQUIRED FROM YOUR ORGANISATION

Please complete and return the enclosed **Malaysia Delegation Participation Form**. The form collects the delegate details, company profile, product information, certifications and the business-matching wish list needed to prepare meaningful introductions before Madrid. Please attach a copy of the passport bio-data page for each travelling delegate.

The quality of the business matching depends directly on the detail provided in that form. Companies that submit a specific wish list — named buyers, target countries, preferred partner type — are considerably easier to place.

TRAVEL DOCUMENTATION & ENTRY REQUIREMENTS

- **Malaysian passport holders** do not require a visa for short business visits to Spain and the Schengen Area.
- **Delegates travelling on a non-Malaysian passport** may require a Schengen visa. Processing can take several weeks, so please notify us **immediately** if this applies. Axis Commerce can issue a supporting invitation letter for visa purposes.
- **Passport validity:** must be valid for at least three months beyond the intended date of departure from the Schengen Area, and issued within the previous ten years.
- Delegates are responsible for their own travel insurance and for complying with IFEMA Madrid regulations and Spanish law during their stay.
- European Union border requirements are changing during 2026. Any additional entry formality that applies at the time of travel will be communicated to confirmed delegates.

CONFIRMATION OF PARTICIPATION

Kindly confirm your organisation's participation by returning the completed Participation Form to [email address] by [closing date].

Places are limited and are confirmed in order of receipt. For enquiries, please contact [contact name] at [mobile number].



IMPORTANT NOTES

- **Business matching.** Participation does not constitute a guarantee of business matching, buyer appointments, commercial transactions, contracts, investment or any specific business outcome. Axis Commerce will use reasonable efforts to facilitate relevant introductions based on the information provided and the availability and interest of international parties.
- **Programme changes.** Axis Commerce reserves the right to amend the programme, meeting schedule or related arrangements where reasonably required by operational circumstances or the requirements of the event organiser.
- **Withdrawal.** Any withdrawal or change of delegate should be communicated to Axis Commerce as early as possible. Any committed or non-refundable costs already incurred may remain payable.
- **Conduct.** Delegates are expected to attend confirmed meetings punctually and to conduct themselves professionally throughout the mission.
- **Personal data.** Information provided, including passport details, will be used by Axis Commerce solely for delegation administration, travel coordination, participant profiling and business matching in connection with Fruit Attraction Madrid 2026 and associated follow-up, and will be handled in accordance with the Personal Data Protection Act 2010.

We look forward to your organisation's participation, and trust that the programme will provide a valuable platform to explore international business connections, potential collaborations and market opportunities.

Thank you.

Yours faithfully,

AXIS COMMERCE (M) SDN BHD

DATUK SERI MOHD SALLEHHUDDIN HASSAN

Founder & Chairman

Former Secretary General, Ministry of Agriculture & Food Security, Malaysia

Enclosed: Malaysia Delegation Participation Form · Malaysian Delegates Guided Tour Brochure