

MALAYSIA DELEGATION PARTICIPATION FORM

FRUIT ATTRACTION MADRID 2026

6 – 8 October 2026 | IFEMA MADRID, Spain

MALAYSIA PREMIUM PRODUCE MISSION

Coordinated by **Axis Commerce (M) Sdn. Bhd.**

Official Commissioner – Malaysia Pavilion, Fruit Attraction Madrid 2026

SUBMISSION

Please complete all sections and return this form, together with the supporting documents listed on the final page, to:

Email: [insert Axis Commerce email]

Contact / WhatsApp: [insert name and mobile number]

Closing date for submission: [insert deadline]

1. PURPOSE OF THIS FORM

This form is intended to obtain the necessary information from organisations and individuals participating in the Malaysia delegation to Fruit Attraction Madrid 2026.

The information provided will assist Axis Commerce (M) Sdn. Bhd. in coordinating delegation arrangements, participant profiling, business matching, meetings, networking opportunities and other activities related to the mission.

It will also be used to assess nominations for the forum, media and awards programme, and to support Axis Commerce's engagement with MATRADE and other agencies on possible participation support for delegates.

Submission of this form constitutes the participant's acknowledgement and acceptance of the applicable delegation terms and conditions.

PART A COMPANY / ORGANISATION INFORMATION

Company / Organisation Name

Company Registration No.

Country / State

Registered / Business Address

Website / Social Media

Main Contact Person

Designation

Mobile / WhatsApp

Email

Nature of Organisation

- | | |
|---|--|
| ☐ Grower / Producer | ☐ Processor / Manufacturer |
| ☐ Exporter | ☐ Technology / Service Provider |
| ☐ Importer | ☐ Government Agency |
| ☐ Trader / Distributor | ☐ Association / Cooperative |
| ☐ Investor | ☐ Other: _____ |

PART B DELEGATE INFORMATION

Details must match the delegate's passport exactly. Attach a copy of the passport bio-data page for each travelling delegate.

DELEGATE 1

Full Name (as per Passport)

Designation

Nationality

Passport No.

Passport Expiry Date

Mobile / WhatsApp

Email

DELEGATE 2

Full Name (as per Passport)

Designation

Nationality

Passport No.

Passport Expiry Date

Mobile / WhatsApp

Email

Additional delegate(s): where more than two representatives will be attending, please duplicate this page or provide the same details on a separate sheet.

PART C COMPANY & PRODUCT PROFILE**1. Main Products / Services**

Please list the main products or services your company wishes to promote during Fruit Attraction Madrid 2026.

2. Current Business Status

- | | |
|---|---|
| ☐ Currently exporting | ☐ Seeking buyers / importers |
| ☐ Export-ready but not yet exporting | ☐ Seeking strategic partners |
| ☐ Developing export capability | ☐ Seeking investment |
| ☐ Seeking international distributors | ☐ Seeking technology / technical collaboration |

3. Current Export Markets

4. Certifications / Compliance

Please indicate where applicable.

- | | |
|---------------------------------------|--|
| ☐ myGAP | ☐ ISO |
| ☐ GlobalG.A.P. | ☐ Organic Certification |
| ☐ HACCP | ☐ Phytosanitary / Export Compliance |
| ☐ GMP | ☐ Currently pursuing certification |
| ☐ HALAL | ☐ Other: _____ |

PART D BUSINESS MATCHING WISH LIST

This section is important. It enables Axis Commerce to understand your objectives and identify relevant international contacts before Madrid.

1. Who would you like to meet in Madrid?

- | | |
|------------------------------------|-------------------------------------|
| ☐ Importers | ☐ Processors |
|------------------------------------|-------------------------------------|

- | | |
|--|--|
| ☐ Distributors | ☐ Logistics / Cold Chain Companies |
| ☐ Wholesalers | ☐ Packaging Companies |
| ☐ Supermarket / Retail Buyers | ☐ Agricultural Technology Companies |
| ☐ Food Service / HORECA Buyers | ☐ Investors |
| ☐ Fresh Produce Traders | ☐ Government / Trade Agencies |
| ☐ Research / Technical Partners | ☐ Other: _____ |

2. Priority Markets / Countries

Please state the countries or regions you are particularly interested in.

3. Ideal Business Partner Criteria

Please describe your preferred buyer, distributor, partner or organisation.

Type of company

Target market / country

Preferred business relationship

- | | |
|--------------------------------------|--|
| ☐ Buyer | ☐ Joint Venture Partner |
| ☐ Importer | ☐ Investor |
| ☐ Distributor | ☐ Technology Partner |
| ☐ Agent | ☐ Other: _____ |

4. Target Business Outcome

What would you ideally like to achieve from participating in Fruit Attraction Madrid 2026?

- | | |
|---|--|
| ☐ Secure buyer leads | ☐ Secure investment opportunities |
| ☐ Appoint distributor / importer | ☐ Establish technology collaboration |
| ☐ Obtain trial order | ☐ Learn international market requirements |
| ☐ Explore EU market entry | ☐ Brand / product exposure |
| ☐ Identify strategic partners | ☐ Other: _____ |

5. Specific Wish List

Please name any specific companies, buyers, organisations, countries or types of contacts you would like Axis Commerce to explore for potential meetings.

PART E BUSINESS READINESS INFORMATION

To facilitate meaningful business discussions, please indicate whether the following are available.

Business Material	Available
Company Profile	☐ Yes ☐ No
Product Catalogue	☐ Yes ☐ No
Product Specifications	☐ Yes ☐ No
Product Photos	☐ Yes ☐ No
Indicative Export Pricing	☐ Yes ☐ No
MOQ / Supply Capacity	☐ Yes ☐ No
Export Packaging Details	☐ Yes ☐ No
Certifications	☐ Yes ☐ No
Laboratory / COA Reports (where applicable)	☐ Yes ☐ No
Export Track Record	☐ Yes ☐ No
Samples for Presentation	☐ Yes ☐ No

Monthly / Annual Supply Capacity

Minimum Order Quantity (MOQ)

Preferred Trade Terms (if applicable)

☐ EXW ☐ FOB ☐ CIF ☐ CFR

☐ Other: _____

PART F BRAND POSITIONING & VISIBILITY

Beyond buyer meetings, Fruit Attraction Madrid 2026 offers opportunities to build profile and brand authority through the official forum, media and awards programme. Axis Commerce has mapped the confirmed and prospective opportunities within the programme and will share this list with interested participants.

All placements are subject to selection by the event organiser and / or the relevant programme partner. Indicating interest below does not confirm a slot.

1. Opportunities of Interest

- | | |
|--|---|
| ☐ Speaking slot at a forum / conference session | ☐ Awards or competition entry |
| ☐ Panel discussion / roundtable participant | ☐ Product showcase / live demonstration |
| ☐ Case study or technical presentation | ☐ Cooking / tasting demonstration |
| ☐ Podcast interview | ☐ Malaysia Pavilion stage programme |
| ☐ Press / media interview | ☐ Social media & digital content feature |
| ☐ Not interested at this stage | ☐ Other: _____ |

2. Proposed Speaker / Representative

Full Name

Designation / Title

Email

Mobile / WhatsApp

Language(s) of presentation

- | | | |
|----------------------------------|--|---------------------------------------|
| ☐ English | ☐ Bahasa Malaysia | ☐ Other: _____ |
|----------------------------------|--|---------------------------------------|

Previous public speaking or media experience

- | | |
|--|--|
| ☐ Yes — details below | ☐ No / first-time speaker |
|--|--|

3. Proposed Topic / Theme

The Fruit Attraction 2026 forum programme includes sessions on regenerative and organic farming, case studies in regenerative agriculture, EU fertiliser regulations and certification standards for inputs. Please indicate the theme closest to your expertise.

- | | |
|---|--|
| ☐ Regenerative / organic farming | ☐ Halal & food safety compliance |
| ☐ Certification & standards (myGAP, myOrganic, GlobalG.A.P.) | ☐ Export supply chain & cold chain |
| ☐ Tropical fruit production & post-harvest | ☐ Agri-technology, biotech & innovation |
| ☐ Sustainability, soil health & climate resilience | ☐ Branding & market access for tropical produce |
| ☐ Smallholder & community farming models | ☐ Other: _____ |

Proposed title and short synopsis (2 – 3 lines)

4. Supporting Materials Available for Nomination

- | | |
|--|---|
| ☐ Speaker profile / biography | ☐ Link to previous talk or interview |
| ☐ High-resolution photograph | ☐ Draft presentation outline |

PART G FUNDING & PARTICIPATION SUPPORT

IMPORTANT — PLEASE READ BEFORE COMPLETING

Axis Commerce is currently engaging MATRADE and other agencies on the possibility of participation support for delegates. **No funding has been confirmed or approved as at the date of this form.**

This section is completed for assessment purposes only. It does not constitute an application for, an offer of, or an entitlement to any grant, subsidy or financial assistance. Participants should plan and budget on the basis that they will bear their own costs.

1. Consideration for Participation Support

- ☐ Yes — please consider our organisation for any support that may become available
- ☐ No — we will fully self-fund our participation

2. Organisation Eligibility Profile

Agencies typically require the following information. Please complete as accurately as possible and leave blank where not applicable.

Year of incorporation

MATRADE Registration No. (if registered)

Malaysian-owned equity (%)

MATRADE registration status

- | | | |
|-------------------------------------|--|---|
| ☐ Registered | ☐ Application in progress | ☐ Not registered |
|-------------------------------------|--|---|

Company category (self-declared)

- | | | |
|---|--|--|
| ☐ Micro enterprise | ☐ Small enterprise | ☐ Medium enterprise |
| ☐ Large company | ☐ Association / Cooperative | ☐ Other: _____ |

Bumiputera-status company

- | | |
|------------------------------|-----------------------------|
| ☐ Yes | ☐ No |
|------------------------------|-----------------------------|

Annual sales turnover (latest financial year)

- | | |
|--|--|
| ☐ Below RM300,000 | ☐ RM20 million – RM50 million |
|--|--|

- | | |
|---|---|
| ☐ RM300,000 – below RM3 million | ☐ Above RM50 million |
| ☐ RM3 million – below RM20 million | ☐ Prefer not to disclose at this stage |

Number of full-time employees

- | | | | | |
|----------------------------------|---------------------------------|----------------------------------|-----------------------------------|------------------------------------|
| ☐ Below 5 | ☐ 5 – 29 | ☐ 30 – 75 | ☐ 76 – 200 | ☐ Above 200 |
|----------------------------------|---------------------------------|----------------------------------|-----------------------------------|------------------------------------|

Previously received government export or market-development support

- | | |
|-----------------------------|---|
| ☐ No | ☐ Yes — agency and year: _____ |
|-----------------------------|---|

3. Cost Categories Where Support Would Be Most Needed

This helps Axis Commerce present an accurate case to the relevant agencies.

- | | |
|--|---|
| ☐ Exhibition space / booth | ☐ Marketing collateral & translation |
| ☐ Airfare | ☐ Certification / compliance costs |
| ☐ Accommodation | ☐ Interpreter services |
| ☐ Sample shipment & freight | ☐ Other: _____ |

4. Grant / Finance Liaison

Complete only if different from the main contact person given in Part A.

Full Name

Designation

Email

Mobile / WhatsApp

PART H DELEGATION PARTICIPATION

The participant acknowledges that participation in the delegation may include:

- Malaysia Pavilion activities;
- Fruit Attraction exhibition and trade activities;
- scheduled B2B meetings;
- buyer and importer engagements;
- networking sessions;
- market visits, where applicable;
- forums, presentations and knowledge sessions;
- media, publicity and awards programme activities, where selected;
- official delegation programmes; and
- other activities coordinated in connection with the mission.

Participants are expected to cooperate with the delegation programme and maintain professional conduct throughout the mission.

PART I TERMS & CONDITIONS

By signing this form, the participant acknowledges and agrees that:

1. Accuracy of Information

All information submitted is true and accurate to the best of the participant's knowledge.

2. Travel Documentation

Each participant is responsible for ensuring that their passport, visa, travel insurance, entry requirements and other travel documentation are valid and complete.

3. Travel Costs

Unless otherwise confirmed in writing, participants are responsible for their own airfare, accommodation, meals, transportation, visa, insurance and personal expenses.

4. Programme Changes

Axis Commerce reserves the right to amend the programme, meeting schedule or related arrangements where reasonably required due to operational circumstances or the requirements of the event organiser.

5. Business Matching

Axis Commerce will endeavour to facilitate relevant introductions and business connections based on the information provided. However, specific meetings, transactions, orders, partnerships or commercial outcomes cannot be guaranteed.

6. Brand Positioning & Visibility Opportunities

Expressions of interest in speaking, panel, podcast, awards, demonstration or media opportunities are subject to selection by the event organiser and / or the relevant programme partner. Axis Commerce will submit and support nominations where possible, but cannot guarantee any slot, placement, award outcome or media coverage.

7. Funding & Participation Support

Axis Commerce is engaging MATRADE and other agencies regarding the possibility of participation support for delegates. No funding is confirmed or approved as at the date of this form. Any support that may subsequently be offered will be subject to the approving agency's own criteria, application process, documentation requirements and approval. Participants must not treat any such support as committed and remain responsible for their own costs unless confirmed otherwise in writing.

8. Participant Cooperation

Participants are expected to attend confirmed meetings punctually and to provide sufficient notice where they are unable to attend.

9. Professional Conduct

Participants shall conduct themselves professionally and shall not engage in conduct that may adversely affect the Malaysia delegation, the Malaysia Pavilion, the organisers, partners or other delegates.

10. Compliance

Participants shall comply with applicable laws, venue regulations, event organiser requirements and delegation guidelines.

11. Confidentiality

Where business or commercially sensitive information is shared during the programme, participants are expected to exercise appropriate confidentiality and professional discretion.

12. Use of Information

Information provided may be used by Axis Commerce for delegation administration, participant profiling, programme coordination and business-matching purposes related to Fruit Attraction Madrid 2026 and associated follow-up activities.

13. Photography & Publicity

Participants acknowledge that photographs and videos may be taken during official delegation activities and may be used for programme documentation, reporting and legitimate promotional purposes, subject to applicable requirements.

14. Commercial Responsibility

Any commercial negotiation, quotation, contract, transaction or partnership entered into following an introduction shall remain the responsibility of the respective parties.

15. Changes / Cancellation

Any withdrawal or change of delegate should be communicated to Axis Commerce as early as possible. Any committed or non-refundable costs may remain payable where applicable.

PART J DECLARATION & ACCEPTANCE

I / We confirm that the information provided in this form is accurate and that I / we have read, understood and agree to abide by the applicable terms and conditions of participation in the Malaysia delegation to Fruit Attraction Madrid 2026.

PERSONAL DATA PROTECTION

I / We consent to Axis Commerce (M) Sdn. Bhd. collecting, using, storing and disclosing the personal data provided in this form — including delegate passport details — for the purposes of delegation registration, travel and visa coordination, participant profiling, business matching, and reporting to the relevant authorities, event organisers and delegation partners, in accordance with the Personal Data Protection Act 2010 (Malaysia).

Company / Organisation

Authorised Representative

Designation

Signature

Company Stamp

Name

Date

DOCUMENTS TO BE SUBMITTED

Where applicable, participants are requested to submit the following together with this form.

- | | |
|--|---|
| ☐ Company profile | ☐ Product photographs |
| ☐ Product catalogue / brochure | ☐ Export pricing or indicative price range |
| ☐ Company registration details (SSM) | ☐ Supply capacity and MOQ information |
| ☐ Copy of passport bio-data page (each delegate) | ☐ Specific business-matching wish list |
| ☐ Product specifications | ☐ Existing export markets / buyer profile |
| ☐ Relevant certifications / accreditation | ☐ Speaker profile and photograph (if nominating for Part F) |
| ☐ Any additional information that may assist with business matching | ☐ SME / financial status documents (if seeking support under Part G) |

FOR COORDINATION PURPOSES

Axis Commerce (M) Sdn. Bhd.

Official Commissioner – Malaysia Pavilion, Fruit Attraction Madrid 2026

The information collected through this form is intended to support effective delegation coordination and targeted business engagement before, during and following Fruit Attraction Madrid 2026.