



MVS.my
Go Green, Stay Healthy

FACT SHEET

6th Asian Vegetarian Congress (AVC) & 41st IVU World Vegfest

WHAT IS MALAYSIAN VEGETARIAN SOCIETY?

The Malaysia Vegetarian Society is a non-profit, non-religious society aimed at promoting the benefits of vegetarianism for our health, our environment and a more compassionate world. The society abides by the international definition of vegetarianism, namely, 'Vegetarianism is the practice of living without the use of meat, fish, or fowl, with or without the addition of eggs and dairy products'.

WHAT IS INTERNATIONAL VEGETARIAN UNION?

The International Vegetarian Union (IVU) was founded in 1908 when the first *World Vegetarian Congress* was held in Dresden, Germany. The idea for IVU came from the *French Vegetarian Society*; the first Congress was organized internationally by the *British Society* and locally by the *Dresden Society* with support from the *Deutsche Vegetarier-Bund*. Since then, a series of World Congresses have been held all around the world, and in 2008 IVU returned to Dresden for the *Centenary 38th Congress*.

WHAT IS THE ASIAN VEGETARIAN CONGRESS & IVU WORLD VEGFEST?

For the first time after 40 years of IVU (International Vegetarian Union) existence, Malaysia, through MVS has the Golden opportunity to showcase Malaysia to the eye of International Community in line with Malaysia Veg Showcase 2013 & Go Green, Stay Healthy Campaign 2013.

Together with our Patron, YB Dato' Sri , Minister of Health who is also a Vegetarian, MVS is eager to promote Healthy Diet Lifestyle, Environmental preservation and compassion to animals in Malaysia. MVS works closely with other Veg-based NGOs to advocate plant-based diet to people from all walks of life.

MVS is expecting about 500 foreign delegates. As a total we are anticipating about 2,000 to 3,000 visitors from International and Local. Plant Based diet especially Vegan & Vegetarian food has the growing demand in Malaysia. Along with this, Trade matching between foreign and local companies is also lined up during this event.

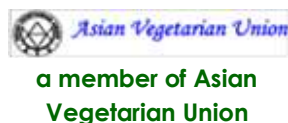


WHEN & WHERE WILL THE EVENTS BE HELD?

TWO concurrent International events (**Asian Vegetarian Congress & IVU World Vegfest**) are happening from 4-5 October 2013 at PWTC & on 6 October, the Malaysia Veg Food Fiesta will be at Lake Titiwangsa (*Taman Tasik Titiwangsa*).

Event Schedule

Day	Date	Day	Time	Location	Remark
1	03-Oct-2013	Thu	6.00pm - 9.00pm	Kuala Lumpur	<ul style="list-style-type: none"> • Arrival of Guest • Welcome Cocktail • Invited Guest, Delegates, Speakers,
2	04-Oct-2013	Fri	9.00am -6.00pm	PWTC	<ul style="list-style-type: none"> • Day 1 @ PWTC, Kuala Lumpur <ul style="list-style-type: none"> ○ 6th Asian Vegetarian Congress 2013 (AVC) ○ 41st IVU World Vegfest 2013 (WVF)
3	05-Oct-2013	Sat	9.00am -6.00pm	PWTC	<ul style="list-style-type: none"> • Day 2 @ PWTC, Kuala Lumpur <ul style="list-style-type: none"> ○ 6th Asian Vegetarian Congress 2013 (AVC) ○ 41st IVU World Vegfest 2013 (WVF)
4	06-Oct-2013	Sun	9.00am -6.00pm	Lake Titiwangsa	<ul style="list-style-type: none"> • Day 3 @ Lake Titiwangsa, Kuala Lumpur <ul style="list-style-type: none"> ○ 41st IVU World Vegfest (WVF) ○ Malaysia Veg Food Fiesta
5	07-Oct-2013	Mon	9.00am -6.00pm	Kuala Lumpur	<ul style="list-style-type: none"> • Vege Tour / Fruit Farm (KL Tour / Free & Easy)
6	08-Oct-2013	Tue		Penang	<ul style="list-style-type: none"> • Penang Workshop & Tour
7	09-Oct-2013	Wed		Penang	<ul style="list-style-type: none"> • Free & Easy



World Vegetarian Congress Venues (1908-2013)

World Vegetarian Congresses have been held initially every two or three years and it is changed to yearly event in different parts of the world. All Congresses since 1908 are listed below

1. 1908 Dresden, Germany
2. 1909 Manchester, England
3. 1910 Brussels, Belgium
4. 1913 The Hague, The Netherlands
5. 1923 Stockholm, Sweden
6. 1926 London, England
7. 1929 Steinschönau, Czechoslovakia
8. 1932 Berlin/Hamburg, Germany
9. 1935 Daugaard, Denmark
10. 1938 HurdalsVerk, Norway
11. 1947 Stonehouse, England
12. 1950 Oosterbeck, The Netherlands
13. 1953 Sigtuna, Sweden
14. 1955 Paris, France
15. 1957 Delhi/Bombay/Madras, India
16. 1960 Hannover/Hamburg, Germany
17. 1963 Barcelona, Spain
18. 1965 Swanwick, England
19. 1967 Delhi/Bombay/Madras, India
20. 1969 Jerusalem, Israel
21. 1971 The Hague, The Netherlands
22. 1973 RonnebyBrunn, Sweden
23. 1975 Maine, USA
24. 1977 Delhi / Bombay / Calcutta / Madras, India
25. 1979 Loughborough, England
26. 1982 Neu-Ulm, Germany
27. 1984 Baltimore, USA
28. 1986 Dubrovnik, Yugoslavia
29. 1990 Tel Aviv, Israel
30. 1993 Madras, India
31. 1994 The Hague, The Netherlands
32. 1996 Johnstown, PA, USA
33. 1999 Chiang Mai, Thailand
34. 2000 Toronto, Canada
35. 2002 Edinburgh, Scotland
36. 2004 Florianópolis, Brazil
37. 2006 Goa, India
38. 2008 Dresden, Germany
39. 2010 Jakarta/Bali, Indonesia
40. 2012 San Francisco, USA
- 41. 2013 Kuala Lumpur, Malaysia**
42. 2014 Ghana, Africa
43. 2015 Latin America
44. 2016 India/ SW Asia
45. 2017 Europe



WHO WILL PARTICIPATE?

For this event, MVS is expecting about 500 foreign delegates and as a total are expected about 2,000 to 3,000 visitors from International and Local.

A. International Delegates

- USD300.00
- USD250.00 (Early Bird Registration by 31st Aug 2013)

B. Malaysian Delegates

- RM900.00
- RM750.00 (Early Bird Registration by 31st Aug 2013)

C. Other Malaysian Delegates: NGOs / Spiritual Group Members / Students

WHY SPONSOR THE EVENTS?

1. More than 500 foreign delegates and as a total are expected about 2,000 to 3,000 visitors from International and Local.
2. To be part of the creating awareness of Healthy Diet Lifestyle, vegetarianism and prevent Non- Communicable Diseases (Heart disease, Diabetes, Hypertension, Obesity)
3. To introduce the products of sponsors to this potential and future customers and tap the market early.
4. To exposure and brand the sponsorship product in mass and unique way with Media exposure readily available.
5. To be seen as a sponsor who supports the Go Green, Stay Healthy Campaign 2013
6. To use the International Event platform to promote and strengthen the sponsor's brand name, while achieving its corporate vision and mission
7. All cheques should be made payable to **"Malaysian Vegetarian Society-Events 2013"**



OBJECTIVES OF SPONSORSHIP?

1. To create awareness on Healthy Diet Lifestyle (healthy Vegetarian Food Consumption)
2. To emphasize the importance of Healthy Diet amongst the citizens in this world.
3. To cultivate an interest in sports among the younger generation
4. To sustain Ecology & Environmental Protection.