Cities 2030, Cities for all: Implementing the New Urban Agenda
Overview

The Government of Malaysia will host the Ninth session of the World Urban Forum (WUF9) from 7 to 13 February, 2018 under the theme: Cities 2030 – Cities for All: Implementing the New Urban Agenda.

The World Urban Forum (WUF) is the world’s premier conference on urban issues. It was established in 2001 by the United Nations to examine one of the most pressing issues facing the world today: rapid urbanization and its impact on communities, cities, economies, climate change and policies.

Organized and convened by UN-Habitat, the Forum has become one of the most open gatherings on the international arena, for exchanging views and experiences on urban challenges. The inclusive nature of the Forum, combined with high-level participation, makes it a unique United Nations conference and the premier international gathering on urban issues.

The WUF9 will be the first session to focus on the implementation of the New Urban Agenda adopted in Habitat III. In the New Urban Agenda, participating States request the report of the implementation of the Agenda to incorporate, to the extent possible, the inputs of multilateral organizations, civil society, the private sector and academia and to build on existing platforms such as the World Urban Forum.
WUF9 will be instrumental to substantively feed into the inputs for the first report of the implementation of the New Urban Agenda. The Forum will also contribute to global mobilization towards advocating for the common vision on sustainable urban development in advancing on the achievement of the Agenda 2030 and the Sustainable Development Goals.

Designed to attract a large audience, the World Urban Forum exhibition will be aligned with the overall theme of the conference and will be open to the public and participants from 7 to 13 February, from 9am to 6.30pm.

The WUF exhibition will comprise a massive exhibition, informal discussion space and the latest innovations on the implementation of the New Urban Agenda by bringing together the international urban world.

Countries and city programs, initiatives, partnerships and urban solutions will be showcased to address the challenges of sustainable urban development. Private sector will present services, products and innovative solutions to implement the New Urban Agenda and non-governmental organizations and academics will present the projects on implementation on urban trends. United Nations agencies and other international organizations will profile their work on building better cities globally.

This Exhibitor’s Guide has been created for Exhibitors and it contains rules and regulations, administrative information, technical and operational guidance as well as deadlines that Exhibitors must comply with during the exhibition mounting, rollout and dismantling in order to avoid disruptions to the schedule of foreseen activities.

By following the Exhibitor’s Guide you will promote a successful exhibition and will make your work easier.

We kindly ask you to read this guide carefully and follow the Application Procedure.

On behalf of UN-Habitat and the Local Organizing Committee, thank you for supporting the WUF9 Exhibition. Our aim is to ensure strong communication links with all exhibitors. Should you have any recommendation, suggestion or doubt, please contact UN-Habitat WUF Secretariat to wuf@unhabitat.org
**Why exhibit?**

By being part of the WUF9, exhibitors will be able to:

- Share experiences on the implementation of the New Urban Agenda with other partners, countries, cities, non-governmental organizations or private sector which shall be participating in the forum;

- Meet urban experts, professionals and urban enthusiasts as well as city’s decision makers; and

- Benefit from the targeted 25,000 delegates of the forum and visiting general public from Kuala Lumpur.

- Share and explore new innovative urban solutions;
Who will exhibit?

Exhibition at the World Urban Forum shall be open to those listed below:

- Cities that will showcase programs, initiatives, partnership and solutions to address the implementation of the New Urban Agenda
- Countries that will present urban programs at the national level
- United Nations agencies and other international organizations that will profile their work on building, planning and reconstructing better cities globally
- The Private Sector that will present services, products and innovative solutions to urban problems
- Non-governmental organizations that will promote their roles in the implementation of the New Urban Agenda
- Researchers and publishers that will present the latest information on urban trends
- Any organization that are willing to share urban solutions ideas
- Least Developed Countries (LDCs) that will be given complimentary booths that shall also showcase their programs and efforts in implementing the New Urban Agenda.
Where and When to exhibit?

The exhibition will officially open on the 7th February 2018.

The Venue

The exhibition venue, Kuala Lumpur Convention Centre, is located in the capital city of Kuala Lumpur, Malaysia. It is within the international offices, commercial and retail area of the city and is well accessible by the city’s public transportation network.

The WUF9 exhibition venue is in Hall 1 to 5 at the Ground Floor of the Kuala Lumpur Convention Centre. With a floor area of 12,310 sq.m, the exhibition area is easily accessible to the general public and delegates of WUF9.

For more information on how to access the venue and technical details on the exhibition pavilions, please visit www.klccconventioncentre.com

Exhibition schedule

The exhibition will be open daily from 9am to 6.30pm from the 7 to 13 February 2018.
How to apply?

Please read through the following steps of the application process.

1. Please read this Exhibitor Guide carefully.

2. Make a booking for an exhibition space by filling the Exhibitors Registration form on www.wuf9.org. Include all the exhibition-related details required such as booth type and size.

3. The WUF Secretariat will review your application and make a tentative booking for your organization. The Deadline for applications for exhibition space is 24th November 2017.

4. The UN-Habitat WUF Secretariat will review all applications and will revert with confirmation of whether your reservation has been successful or unsuccessful. If successful, you will receive the booking confirmation.

5. Please complete your booking by making your payment to URBANICE MALAYSIA before 10th January 2018.

6. You will then receive your booth confirmation and final booth location in due time. Remember that the final location will be confirmed ten days before the forum opens.

7. Please read and check the shipping instructions to Malaysia.

8. For more information, please contact the WUF Secretariat at wufexhibition@unhabitat.org.

9. For information on booth/space payment, please contact URBANICE MALAYSIA at urbanicemalaysia@gmail.com and wuf9exhibition@gmail.com or call +60194437063

10. For information on booth set-up, additional booth related services, please contact the Official Contractor – Pico International (M) Sdn Bhd - cindy.chin@pico.com.my (+6012-643 8809) or isaac.tan@pico.com.my (+6012-665 1119)

11. For logistics and shipment guidelines, contact Official Freight Forwarder – R.E. Rogers (Malaysia) Sdn Bhd - amirul@rogers-asia.com (+6012-298 4595)
Booking options

Booth packages

There are two booth packages available:

**Standard Shell Scheme Booth**

Standard booth: A 9 square meter booth (3 x 3m) within the exhibition area. Standard booths can be combined to build larger shell scheme booth.

A standard booth costs US$305.00 per square meter + 6% for goods and services taxes. The standard booth is equipped with:

- 9 sqm X 2.44 m height rear and dividing pifex system partition in white panel.
- Overhead fascia panel with cut-out standard company name and stand number.
- 1 no. of information desk
- 2 nos. of folding chairs
- 1 no. of waste paper basket
- 2 nos. of 36W fluorescent tube
- 1 no. of 13Amp single phase power point
- 9 sqm single colour needle punch carpet

Painting or damaged panels are prohibited.

**Larger shell scheme booths** can be constructed by combining a number of standard booths. Exhibitors may request the removal of the panels/walls separating adjacent booths to make a larger shell scheme booth. Such requests may be made directly to the Pico International (M) Sdn Bhd.

Note: A limited number of complimentary 9 sqm booths has been reserved for eligible Least Developed Countries (LDC’s) exhibitors.

**Raw Space (for customed booths)**

Exhibitors wishing to build Custom Booths can reserve a space within the exhibition area.

Requests for raw space *must exceed a minimum of 40 square meters*.

The cost of raw space is US$230.00 per square meter + 6% for goods and services taxes. This includes - the rental of floor space only and it does not include any utilities, services, walls, carpet or furnishings.

Exhibitors will be required to set up their booths at their own costs including construction and operation fees, electricity, etc.

**All custom booth construction services can only be carried out by the official contractor - Pico International (M) Sdn Bhd. Exhibitors are not allowed to appoint a third party contractor for booth construction at WUF9.**

Questions arising during mounting roll-out and dismantling of the exhibition will be undertaken exclusively by Pico International (M) Sdn Bhd.

For security reasons, exhibitors cannot occupy areas such as corridors, back parts, emergency exits and storage areas. Each exhibitor will be able to use the general storage for collection of goods only.
Optional services

Requests for optional services must also be ordered through the Official Booth Contractor (Pico International (M) Sdn Bhd). These optional services will incur additional fees, apart from those concerning the booth itself.
Exhibition Operating Rules and Regulations

**Payment**

Booth Space booking shall be paid upon exhibitor receiving an invoice sent by Urbanice Malaysia.

**Payment deadline is 10th January 2018**

If payment is not done by the deadline, the application will be disqualified and removed from the shortlist.

**Roll-out**

Exhibitors must finish the setting-up of booth on 6th February 2018 and will not be allowed to end their activities before the closing time of each exhibition day and the closing date shall be on the 13th February 2018.

Exhibition Booths must be permanently manned during the opening hours of the exhibition.

As per the rules governing a United Nations conference, exhibitors are prohibited from selling their goods.

**Registration and accreditation**

Every participant or exhibitor must be registered individually through the WUF9 website ([www.wuf9.org](http://www.wuf9.org)) Upon your successful completion of the registration form and process, you will receive an auto-generated e-mail confirming your ‘Acknowledgement of registration’ and reflecting a unique registration number.

On-line registration is encouraged to expedite provision of the WUF9 photo badge, which is a requirement for admission into the venue of the Forum.

All registered exhibitors may access all the meetings at WUF9 except the ones indicated as closed events.

The accreditation of participants or exhibitors at the venue will start on 5th February 2018.
**Booth location**

The WUF Secretariat will be responsible for determining the location of exhibitor’s booths. Allocations will be done on a first come, first served basis, taking into account the general technical construction needs and in the best interest of the exhibition as a whole.

The final floor plan will only become available after all the booth spaces have been defined. Therefore, the final location of booths will only be confirmed approximately ten days before the Forum opens officially.

Exhibitors with Custom Booths will receive the booth location duly marked out on the floor plan.

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**Setting up schedule**

- Setting-up dates – 05 to 06 February 2018
- Cleaning of exhibitor’s booth – 06 February 2018

Note: Boxes, packages, waste material, and any other objects that are not decorative items or exhibition products must be removed from the premises by 06 February 2018. Failure to comply with this rule may result in the removal and destruction of the material left behind.

![Exhibition at HABITAT III, Quito, Ecuador, 2016](image)

![Exhibition at World Urban Forum 7, Medellin 2014](image)
Dismantling

Dismantling - 14 February 2018.

Materials, furnishings, products and equipment belonging to the Exhibitor must be removed on the 14 February 2018. Products, furnishings and equipment not removed by 6pm of the said date will be considered waste and disposed of accordingly.

Delivery of incoming goods for maintenance

During the WUF9 exhibition the schedule for delivery of incoming goods will be:
  • Morning - 8am to 9am

Damages

Exhibitors will be responsible for any damage(s) to the exhibition structures, whether caused by the exhibitor or a hired contractor.

Shipping Instructions

A ARRIVAL DEADLINES

To ensure the timely delivery of your exhibits, customs clearance and all logistics arrangements are made to the exhibition site that coincides with the move-in schedule, all shipments must arrive by the following dates:-

  • Seafreight Latest: 14 days before exhibition
  • Airfreight Latest: 10 days before exhibition
  • Films & CDs Latest: 30 days before exhibition

Any cargo arriving after the above dates will be subject to a late arrival surcharge of not less than 25% of the total handling charges.

Due to time constraint, we may not have sufficient time to process your documents for temporary importation and as such your shipment will be treated as a permanent import incurring duty and taxes which will be passed on.

B CONSIGNEE INSTRUCTIONS

All cargo forwarded to Malaysia by either sea or air must be consigned Freight Prepaid to:

R. E. Rogers (Malaysia) Sdn Bhd
No. 7 Jalan Warden U1/76
Taman Perindustrian Batu Tiga
40000 Shah Alam Selangor, Malaysia

Port Of Discharge:
  • Seafreight - Port Klang
  • Airfreight - Kuala Lumpur International Airport

C FREIGHT CHARGES

Unless otherwise agreed, all cargo forwarded by either sea or air must be shipped freight prepaid. Any consignments arriving Malaysia on a freight collect basis will be subject to an intervention charge of 10% which will be levied to the freight cost and payment will have to be made prior to delivery of goods to the exhibition stand.
D MILITARY EXHIBITS (for information)

There are strict laws in Malaysia governing the temporary importation of military equipment. When arranging shipment we would please ask that the following is observed:

1. Only dummy or inert weapons ammunition or explosive are to be forwarded.

2. Full details of your exhibits including the invoice/packing list and a sales brochures covering the items are to be forwarded to the official contractor by air courier to reach no later than 2 ½ months before exhibition.

3. All items of a military nature are to be packed, invoiced and shipped separately.

4. Extra charges will be incurred upon arrival at Port Klang/Kuala Lumpur International Airport to cover for the armed storage, escort to the exhibition site and armed storage on site including supervision. All such charges incurred will be passed back at cost.

5. In addition to the handling charges as detailed in our tariff there will be a service fee of RM430.00 per bl/awb.

E PHARMACEUTICAL PRODUCTS

A licence is required for the importation of any pharmaceutical products either for display purposes. Should you be exhibiting any products, which fall into this category please be advised that we must have full details including an invoice/packing list and sales brochures 2 ½ months before exhibition.

F TELECOMMUNICATION EQUIPMENT

A licence is required for the importation of any telecommunication equipment either for display or demonstration purposes. Should you be exhibiting any products, which fall into this category please be advised that we must have full detail including a invoice/packing list and sales brochures by 2 ½ months before exhibition.

G IMPORTATION OF VEHICLE EXHIBITS

An import licence from the Malaysia International Trade and Industry Ministry (MITI) is required for the importation of any motorized vehicles either for display or demonstration purposes. Should you be exhibiting any products, which fall into this category please be advised that we must have full details including a invoice/packing list and sales brochures by 2 ½ months before exhibition.
**H FOOD AND BEVERAGES**

Please supply us with full details of your shipments at least 2 months before the exhibition. We will then confirm to you the import documentation required and any special conditions which may be imposed. On no account are the following products to be shipped without prior check with the official exhibition contractor before hand:

i. Wine, Spirit Beer & Liquor
ii. Dairy Products
iii. Fresh & Frozen Meat
iv. Fresh & Frozen Fish and Seafood

**IMPORTANT!!**
The granting of import permission is solely at the discretion of the relevant government authorities and we cannot be held responsible for their refusal to grant such permission even after the goods have arrived in Malaysia.

**I PRE ADVISE OF SHIPMENT**

It is essential to fax us at +603-5510 6296 or e-mail at info@rogers-asia.com details of shipment prior to despatch. We will require the following information:

**Seafreight**
- Estimated Date of departure:
- Estimated Date of arrival at Port Klang:
- Bill of Lading number:
- Vessel Name:
- No. of pieces:
- Meter cube / kilos:

**Airfreight**
- Estimated Date of departure:
- Estimated Date of Arrival KL Int’l Airport:
- AWB No:
- Flight No:
- No. of pieces:
- Kilos:

**J DOCUMENTATION**

So as to arrange customs clearance on your behalf, with minimal delay we will require the following documents:

**Seafreight**
- 2 original & 2 copies of Bill of Lading
- 1 original & 7 copies of Invoice/Packing List
- 1 original & 1 copy of Insurance Certificate

**Airfreight**
- 1 original & 7 copies of Invoice/Packing List
- 1 copy of Insurance Certificate

It would also greatly assist if you could provide where available, a copy of your Descriptive Brochure covering the items as invoiced.

The required documents should be forwarded by air courier to reach us, not later than 7 days prior to the arrival of shipment at either Port Klang or Kuala Lumpur International Airport.
All invoices/Packing List should be made out to:
Name of Exhibition:
c/o R.E. Rogers (Malaysia) Sdn Bhd
No. 7 Jalan Warden U1/76
Taman Perindustrian Batu Tiga
40000 Shah Alam Selangor, Malaysia

**DOCUMENTATION**

There will be two (2) methods of importation, details as follows:

1. **PERMANENT IMPORT**

   This will apply to all items that will remain in Malaysia whether consumed, destroyed, given away or donated, display material, stand fittings, posters etc.

   There is no customs exemption for exhibitions and as such all goods in this category will be imported duty and taxes paid, which will be debited to you by official receipt. When invoicing goods in this category, please give **A REALISTIC CIF VALUE IN MALAYSIAN RINGGIT.**

   We recommended that you do not ship foodstuffs or any form of beverage and suggest that you purchase these requirements locally.

2. **TEMPORARY IMPORT**

   This covers all items that will be exported after the exhibition and these must be covered by a Bank Guarantee.

   Items imported under this method cannot be disposed of i.e. sold, donated, destroyed, without prior permission of Customs. When invoicing goods in this category provide **A TRUE CIF VALUE IN MALAYSIAN RINGGIT.**

   Your goods must be invoiced separately in either of the above categories. DO NOT mix both categories together on the same invoice.

   All invoices must bare an ORIGINAL SIGNATURE and show country of origin together with method of import i.e. “The goods on this invoice are of (country of origin) and are for (temporary)/(permanent) import for the purposes of this exhibition.

   To assist, we have included a copy of our own combined Invoice/Packing List which may be reproduced as necessary but please ensure that every copy has an original signature and endorsed with your company stamp.

**ATA CARNET**

ATA Carnets are accepted in Malaysia and exhibitors are urged to use this documents as an alternative to the use of your Invoice and a Bank Guarantee, and as such, this shall reduce your costs if high value items are to be exhibited. Please ensure however the exhibits listed in the Carnet will be re-exported at the end of the exhibition, as Malaysian Customs do not allow items to be imported into Malaysia on a permanent basis originally cleared on a Carnet.
In addition to the Carnet we should also receive a packing list covering the items as listed in the Carnet. This will greatly assist customs at the time of examination. There will be a charge of USD100/Carnet per way for this type of declaration.

**CUSTOMS EXAMINATION**

Malaysian customs are thorough in their examination and experience from previous exhibitions, every case had been opened and the contents were carefully checked against the invoice/packing list.

We strongly recommend that at the time of preparing documentation that you ensure that the invoice/packing list tie up with the contents of your packed cases.

Please note that Malaysian Customs will impose fines should undeclared or under declared items be found. All such charges will be passed back to the exhibitor.

**CASE MARKING**

All cases and packages must be clearly marked as follows:

- Name of Exhibition : 
- Hall No./Stand No : 
- Exhibitor/Co’s Name : 
- Stand Number : 
- Case Number : 
- Measurement : 
- Gross & Nett Weight :

**WEIGHT AND HEIGHT RESTRICTIONS**

Due to size and weight restriction in the exhibition hall, exhibitors and their appointed agents should take special note to ensure that no individual case exceeds a dimension of 2.50m x 6.00m x 2.00m and a weight of 2000 kilos.

Should it be necessary to ship cases in excess of the above, then please fax us immediately with full specification and also stand location so as to enable us to undertake a feasibility study and we shall advise you accordingly.

Please note that R. E. Rogers are unable to take any responsibility if exhibits are unable to be placed on stand if the above has not been adhered to.

We would also draw your attention to the notes in the exhibitor manual as issued by the organizer.

**PACKING**

We encourage the importance of all packing of cases being of the highest standard. All cases and packages should be constructed to withstand extensive handling and when repacking is required. We would advise against the use of cardboard cartons and strongly recommend for main display and exhibits that bolted returnable type cases are used. While initially they may be expensive we know from experience that short cuts can prove to be false economy.
**Q FILMS & VIDEOS**

All films and video tapes to be shown at the exhibition must arrive in Malaysia not later than one month before the opening of the exhibition.

These items should be sent to us by air courier service. Consignee instructions are the same as the item B; however, please ensure that a pre alert fax is sent to advise us of despatch so that we are able to monitor arrival.

**R COURIER SHIPMENTS**

We would discourage the use of Courier Service for the despatch of your materials to the exhibition except Video Tapes, item no. K of these instructions refer.

Should shipment arrive by courier they will be handled by the courier company as follows:

a. Brochures/Catalogues – Permanent Importation – Non Dutiable

These are delivered to our office. We will then re-deliver to you at the exhibition site. A fee of USD80.00 will apply.

b. Exhibits & Displays – Customs Dutiable

These will only be delivered to our office after customs duty has been paid. We would advise that we are unable to clear these under our bank guarantee and will only accept shipment upon confirmation from the exhibitor that duty and taxes will be paid prior to delivery exhibition site.

All charges as incurred from the courier company will be passed back at cost along with 10% to cover advance and in addition a fee of USD60.00 will apply.

R.E. ROGERS (MALAYSIA) accepts no liability or responsibility for shipments sent by courier and have no involvement in or influence with customs clearance.

**S CLOSE OF EXHIBITION**

We will return empty cases and packing material back to your stand as soon as possible after the closing of the exhibition. Where repacking is required, please ensure that a representative is present to supervise this operation and that prior to this, please complete the return freight instructions and give to our site personnel.

**T RE-EXPORT**

Re-export after the show may take a considerable time whilst the customs documentation is being completed. Please bare this in mind when planning further, use of your exhibits and displays. The minimum period needed to process export customs documentation is two (2) weeks. Qualified staff from R. E. Rogers (Malaysia) Sdn Bhd will be available on the exhibition site through out the exhibition tenancy to advise on all matters concerning payment of duty and re-shipment. There will be an addition of two (2) weeks for the application of the Strategic Trade Act (STA) for goods falls under this act. For further information, kindly go to the following website http://www.miti.gov.my to check and confirm if your shipment falls under this act.
We will be happy to answer any questions related to the Freight Forwarding and clearance of exhibits. If you think we could be of assistance, please do not hesitate to contact us.

**TERMS AND CONDITIONS - INSURANCE**

These shipping instructions are subject to the standard terms and conditions of trading of R. E. Rogers (Malaysia) Sdn Bhd. All works undertaken by us are the Owner’s Risk and no insurance is provided by us. Every exhibitor should make certain that all shipments are covered by a fully comprehensive insurance policy from the time of despatch from their works until the returned to their works after the exhibition.

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**Practical Information**

**UN-Habitat WUF Secretariat**
P.O. Box 30030, Nairobi, 00100, Kenya
Tel: +254 20 762 3397
E-mail: wufexhibition@unhabitat.org
(Mr. Victor Mgendi)

**Space/Floor Space Rental**
**URBANICE MALAYSIA**
Tel: +603-62755990
Email: urbanicemalaysia@gmail.com, wuf9exhibition@gmail.com
(Mr. Hafizol)

**Official Booth Contractor**
**Pico International (M) Sdn Bhd**
Tel: +603-62755990
Email: cindy.chin@pico.com.my / isaac.tan@pico.com.my
(Ms. Cindy and Mr. Isaac)

**Official Freight Forwarder**
**R.E. Rogers (Malaysia) Sdn. Bhd.**
Tel: +603 55108611
Email: amirul@rogers-asia.com
(Mr Syed)
Key summary

Application Procedure

Please read through the following steps of the application process.

1. Please read this Exhibitor Guide carefully.

2. Make a booking for an exhibition space by filling the Exhibitors Registration form on www.wuf9.org. Include all the exhibition-related details required such as booth type and size.

3. The WUF Secretariat will review your application and make a tentative booking for your organization. The Deadline for applications for exhibition space is 24th November 2017.

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