

# ASIA PACIFIC FOOD ANALYSIS NETWORK (APFAN)



**PROFICIENCY TESTING (PT4) 2024  
PUTRAJAYA**

**“International Workshop on  
Advancing Food Analysis, Safety and Testing  
Standards for Global Comparability”**

## **SPONSORSHIP PROPOSAL**

### **PREFACE**

- The Asia Pacific Food Analysis Network (APFAN) is set to initiate a Proficiency Testing (PT4) project in 2024, where the specimens (PT materials) will be produced and distributed to food analysis laboratories across the Asia Pacific.
- The PT participation is voluntary, and the results are confidential and only to enhance the participant's testing methodologies and result accuracy to food analysis within the region.
- The goal of this project is to elevate the proficiency and capabilities of food testing laboratories in the Asia Pacific region.
- Despite APFAN committing a substantial portion of its internal resources to the project, external funding assistance is crucial. Sponsorship Packages are actively being sought to support and ensure the successful implementation of this initiative.

# SPONSORSHIP PACKAGES

By opting for a Sponsorship Package, entities can seize the chance to reach approximately 2,300 contacts associated with APFAN across about 73 countries in the region. Securing sponsorship early ensures optimal exposure throughout all three project phases. There will be concerted efforts to publicize and endorse the goods and services of sponsors during each phase, offering opportunities for active participation in the workshops.

Support (RM)	Benefits
15,000 (Platinum)	- Logo present on the backdrop, website, programme book, pamphlets and other media - 1 Booth (2x2m) - 5 mins company introduction (lunch) (one day) - Free registration fee 4 persons
10,000 (Diamond)	- Logo present on the backdrop, website, programme book, pamphlets and other media - 1 Booth (2x2m) - Free registration fee 2 persons
7,000 (Gold)	- Logo present on the backdrop, website, programme book, pamphlets and other media - 1 Booth (2x2m) - Free registration fee 1 person
3,000 (Silver)	- Logo present on the backdrop, website, programme book, pamphlets and other media - Free registration fee 1 person
Optional	The Platinum, Diamond, and Gold sponsors are given the option to enhance the booth size as below: (2x2m) at RM3,000 each.

### NEWSLETTERS FROM SPONSORS TO ALL CONTACTS OF APFAN

APFAN was established in 1989 and quickly grew as a network to over 500 members. Over the last 30 years we have developed our APFAN database to now have over 3,600 contacts in 73 countries around the world. As a network, this database is the core to our success and we have to be very careful in terms of its safeguarding and maintenance. The APFAN Coordinator has this responsibility. Having said that, our Sponsors should be entitled to some form of access to our contacts, but it can't be unlimited. What we can offer is the following:

**For Silver Sponsors**, their logos are on all APFAN correspondence related to the Workshop from the date of engagement until two months after the Workshop.

**For Gold Sponsors**, their logos are on all APFAN correspondence related to the Workshop from the date of engagement until two months after the Workshop, **PLUS two free emails (newsletters/news items)** to be sent out to our 3,600 APFAN contacts. The offer is valid until two months after the Workshop.

**For Diamond/Platinum Sponsors**, their logos on all APFAN correspondence related to the Workshop from the date of engagement until two months after the Workshop **PLUS six free emails (newsletters/news items)** to be sent out to our 3,600 APFAN contacts. The offer is valid until two months after the Workshop.

This means the Sponsor would send their email to the APFAN coordinator, who would then forward it to our contacts, thereby keeping the mailing list safe and confidential.

**APPENDIX A**

**SPONSORSHIP SLIP**

Treasurer  
 Malaysia Representative for Asia Pacific Food Analysis Network (APFAN)  
**(ATTN: Dr. Azizah Othman & En. Mohd Zul Amin Kamaruddin)**

**RE: SPONSORSHIP AND FUND DONATION FOR APFAN 2024**

As a respond towards the sponsorship proposal for sponsorship and fund donation, I agree to offer support for APFAN 2024. (Please fill in the form below).

No	Details	Types of Sponsorship				
		Platinum Package (RM 15,000.00)	Diamond Package (RM 10,000.00)	Gold Package (RM 7,000.00)	Silver Package (RM 3,000.00)	Goods/ Souvenirs/ Funds (any amount)
1	One rented Booth (Booth (2 x 2 ), 1 unit of tables and 2 unit of chairs).	X	X	X	-	-
2	Presentation slot/product demonstration for 5 minutes (Time lunch/one day)	X	-	-	-	-
3	Logo present on the backdrop, website, programme book, pamphlets and other media.	X	X	X	X	<b>(Only company name will be stated in the programme book)</b>
4	Free registration fee 4 persons	X	-	-	-	-
5	Free registration fee 2 persons	-	X	-	-	-
6	Free registration fee 1 person	-	-	X	X	-
7	<b>Logos on all APFAN correspondence</b> related to the Workshop from the <b>date of engagement until two months after the Workshop PLUS six free emails (newsletters/news items)</b> to be sent out to our 3,600 APFAN contacts. The offer is valid until two months after the Workshop	X	X	-	-	-
8	<b>Logos are on all APFAN correspondence</b> related to the Workshop from the <b>date of engagement until two months after the Workshop</b> , PLUS <b>two free emails (newsletters/news items)</b> to be sent out to our 3,600 APFAN contacts. The offer is valid until two months after the Workshop.	-	-	X	-	-
9	<b>Logos are on all APFAN correspondence</b> related to the Workshop from the date of engagement until two months after the Workshop.	-	-	-	X	-
<b>Mark (X) on intended package</b>						

For fund sponsorship, please make bank check/ bank draft to this account:

**Account Name** : UNIVERSITI KEBANGSAAN MALAYSIA  
**Account Number** : 8000504539  
**Bank Name** : CIMB Bank Berhad  
**Swift Code** : CIBBMYKL  
**Bank Address** : Lot C04-C05, Concourse Level Petronas Tower 3, Suria KLCC,  
Jalan Ampang, 50088 Kuala Lumpur

Signature : \_\_\_\_\_

Name : \_\_\_\_\_

Date : \_\_\_\_\_

Company Stamp : \_\_\_\_\_

\*Please email us the proof of payment and your company logo (in AI, PNG or JPG format) at [apfanmalaysia@gmail.com](mailto:apfanmalaysia@gmail.com) before June 2024. Thank you.

For more information, please contact the secretariat of sponsorship as follows:

- Dr. Louis Ooi Shu Geok, at [louis@myco2.com.my](mailto:louis@myco2.com.my)
- Ms. Noor Azinah binti Maamin, at [anor@ukm.edu.my](mailto:anor@ukm.edu.my)
- Ms. Suryati binti Muhammad Alinafiah, at [suryati@upm.edu.my](mailto:suryati@upm.edu.my)
- Ms. Asnida binti Arifin, at [asnidaarifin@ukm.edu.my](mailto:asnidaarifin@ukm.edu.my)