

OFFICIAL MEDIA

ASIA FITNESS  
TODAY

AFT  
PODCASTS

A FITNESS  
TODAY

ORGANISER

GIG  
GoInternationalGroup.com

SPORTS  
FITNESS  
WELLNESS

*Expo* & Health Conference  
15-18 JUNE 2023  
SYDNEY, AUSTRALIA

**#DiversityByInclusion #SportsEquity**

THE ART & SCIENCE OF WELLNESS EXPERIENCE  
[WWW.MOVE8.ASIAFITNESSTODAY.COM/EXPO](http://WWW.MOVE8.ASIAFITNESSTODAY.COM/EXPO)

**4-days expo**

**Celebrating Asia & Australia's  
Diversity & Inclusion**

**100-hours of  
sports, fitness, wellness  
experiences**

**Sports  
Expo**

**Under 18s eSports  
& Drone Sports  
Tourneys**

**Health & Wellness  
Bazaar**

**Move8  
Shop until you Drop  
Walkathon**

**Public health  
(un)convention**

**Move8 Low Carb  
Secret Supper  
Fundraiser**



SPORTS  
FITNESS  
WELLNESS  
*Expo* & Health Conference

# 1 Sports & Fitness Expo

Asia Pacific's Boutique Sports & Fitness Innovation B2B Showcase Expo. Find out what's new and the latest in fitness technology.

THE ART & SCIENCE OF WELLNESS EXPERIENCE  
[WWW.MOVE8.ASIAFITNESSTODAY.COM/EXPO](http://WWW.MOVE8.ASIAFITNESSTODAY.COM/EXPO)



**A FITNESS TODAY**

Sports Fitness Wellness  
*Hybrid Expo*

**Sports Expo**



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# 2 Health & Wellness Bazaar

Supporting Women Entrepreneurs in the Health, Beauty & Wellness industry with B2B Networking. AFT provides a Virtual & Physical Marketplace to market products to the Asia Pacific region.

THE ART & SCIENCE OF WELLNESS EXPERIENCE  
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Entrepreneur



**A FITNESS TODAY**  
Sports Fitness Wellness  
*Hybrid Expo*

# Health Wellness Bazaar



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# 3 Asia Pacific Youth Festival

**A collision of music, games and creative technology! Plus, Australia's gateway National Qualifiers to the world's most exciting eSports and drone sports festivals.**

THE ART & SCIENCE OF WELLNESS EXPERIENCE  
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**FEYST**



*Music \* Games \* Tech*



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Sports Fitness Wellness  
*Hybrid Expo*

**Under 18s**



# 4 Public Health (Un)Convention

Live-streamed health talks with Asia Pacific's foremost authorities on tackling lifestyle diseases like Type 2 Diabetes, Chronic kidney disease, Dementia etc.

# THE **KURANG MANIS**

**SUGAR,  
LESS**

**PUBLIC HEALTH  
CONVENTION**

HEALTH

NONCOMMUNICABLE  
DISEASES

DIABETES

CANCERS

CARDIOVASCULAR

IMAGE: NONCOMMUNICABLE DISEASES LIST BY OLIVIER  
LE MOAL VIA GETTY IMAGES BY CANVA PRO.

#KURANGCON

**LIVE**   
**STREAMING**



# 5 Move8 Fundraisers

Fit for Good fundraisers:

1. **Move8 Shop until you Drop Walkathon** has participants on a treasure hunt, filling up their shopping bags with goodies! All for a good cause! Beneficiary: **All Together Now** that promotes racial harmony and anti-vilification.
2. Who knew eating Low Carb & Healthy could be so much fun?! Master Chefs cook up delicious Asian Australian cuisine at the **Move8 Low Carb Fundraiser**. Beneficiary: **Sight for All Foundation** founder Dr. James Muecke is passionate about curbing Type 2 diabetes and restoring sight.



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Sports Fitness Wellness  
*Hybrid Expo*

# Fun Walkathon

Beneficiary: All Together Now



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**Secret Supper**  
Beneficiary: Sight for All Foundation

# Who can be a Vendor or Expo Partner?

- Corporate companies
- Health & Wellness brands
- Beauty / Lifestyle / F&B entrepreneurs
- Personal Trainers / Fitness Boot Camps
- Sporting Goods / Venues / Programs
- Apparels and other

Contact our events team if you'd like to partner.

# Partnership Benefits

- Customer engagement
- Reach new potential customers
- Product sampling opportunities
- Press releases, articles & writeups
- Photo opportunity
- Employee wellness programs
- Work with us to
- Most of all, **JOY!**

# Be an Institutional / NGO Partner

- State tourism bodies, City councils, Non-profits, associations & societies
- Select one of our programs, and we'll highlight your cause while we donate 10% from proceeds to your cause.

Work with us! Contact [info@asiafitnesstoday.com](mailto:info@asiafitnesstoday.com)



# Beneficiaries

- Together, participants can make a change for themselves and for others too!
- We pledge to contribute 10% from respective fundraisers to these non-profit organisations.



<https://alltogethernow.org.au/>



<https://sightforall.org/>

# Publicity & Promotion Plan

**STRATEGIC PUBLIC  
RELATIONS**

**GROUND ACTIVATION  
& GUERILLA  
MARKETING**

**ADVERTISING**

**SOCIAL MEDIA**

**DIRECT MARKETING**

**GOVT RELATIONS**

**WORD OF MOUTH  
MARKETING**

**CORPORATE  
ENGAGEMENT &  
SPONSORSHIP**

**FITNESS COMMUNITY**

# Who we are

- ★ Co-founders are passionate executives with a collective of 60 years of experience from PR, advertising, media & fitness industries.
- ★ Editorial advisory board comprising of athletes, physicians, educators, health professionals.
- ★ Established since 2005 in Kuala Lumpur and in Sydney since 2015!





**Go International Group Dotcom Sdn Bhd**  
Kuala Lumpur | Penang | Sydney

Estb 2005

ASIA FITNESS TODAY ASIAFITNESSTODAY.COM

**Nicol David**

THE WORLD GAMES GREATEST ATHLETE OF ALL TIME

**THE KURANG MANIS PODCAST**

ASIAFITNESSTODAY.COM

**Dr. James Muecke AM**

OPHTHALMOLOGIST, SOUTH AUSTRALIAN OF THE YEAR 2015

89% OF ALL VISUAL IMPAIRMENT AND BLINDNESS IS AVOIDABLE

Download Full Podcast

ASIA FITNESS TODAY FITNESS TODAY LETS MAKE FITNESS TODAY

**AFT PODCASTS**

Meet Asia Pacific's Heroes

with Jasmine Low & Nikki Yeo

ASIA FITNESS TODAY FITNESS TODAY LETS MAKE FITNESS TODAY

**Fit for Good**

Our Everyday Heroes

RYAN HOGAN COO LOSMILLS

LISTEN BY HEART

Stories from Women of the South China Seas

**Dr. Ann Lee**



Available wherever you get your podcasts

# Meet Asia Pacific's Everyday Heroes

Conversations with Medical Practitioners, Athletes, Allied Health Practitioners, Leaders in the Arts and Sciences.

# Meet the cofounders



**Jasmine Low**

Writer/Producer  
Co-founder  
[www.jasminelow.com](http://www.jasminelow.com)

**Award-winning Writer/Producer, Media and Creative Technology Specialist.** Jasmine is a writer, producer and podcast host. A Motion Picture Association APAC Script-to-Screen Pitch (MY) 2nd prize winner for Kurang Manis, a documentary about lifestyle diseases, she lends 25 years of experience in media, marketing communication and technology to health and wellness advocacy through edutainment. She holds a B.Econs (Uni. of Sydney) and drives the content production and dissemination at Asia Fitness Today.



**Nikki Yeo**

Head, Fitness Innovation  
Co-founder  
[www.nikkiyeo.com](http://www.nikkiyeo.com)

**Safe Fitness Training Coach, Million Dollar Round Table Insurance Specialist, Treasurer of Exercise is Medicine Malaysia.** Nikki is an ACE-certified fitness coach whose passion stemmed from her love of sports. An avid athlete since young, she decided to act on the love and passing on her knowledge to others. She has MOVEd ASIA through Move8 & Fun Fit Friday safety fitness programs, gives talks on fitness and a producer, fixer and podcast host on the Asia Fitness Today team.



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WELLNESS  
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# Investor Relations

**FOR FURTHER INQUIRIES, CONTACT:  
AFT SPORTS FITNESS & WELLNESS EXPO**

**% GO INTERNATIONAL GROUP DOTCOM SDN BHD**

Malaysia: 90-1, Warehouse HQ, Jalan Bangsar, Kuala Lumpur 59100.

Australia: PO Box 63, Shop 3, 66 Clark Road, North Sydney NSW 2060.

Jasmine Low

WhatsApp:

+6011 6332 0288

Nikki Yeo

WhatsApp:

+6012 9898 288

Email:

[info@asiafitnesstoday.com](mailto:info@asiafitnesstoday.com)

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**FOR SPONSORSHIP INQUIRIES IN AUSTRALIA,  
CONTACT:  
MKG Events Pty Ltd**

**Michael Grey  
0452 446 443  
[Michael@mkgevents.com.au](mailto:Michael@mkgevents.com.au)**

**Julian James Fusco-Wright  
[Julian@mkgevents.com.au](mailto:Julian@mkgevents.com.au)**



**Michael Grey**

**Director**

MKG Events Pty Ltd

**Your Great Event Awaits!**

**E:** [michael@mkgevents.com.au](mailto:michael@mkgevents.com.au)

**W:** [www.mkgevents.com.au](http://www.mkgevents.com.au)

**P:** 02 9113 7245

**M:** 0452 446 443

**A:** Suite 603, Level 6, 83 York Street,  
Sydney NSW 2000

ABN 54602260480



## Non-disclosure

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Thank you.

**The management,**  
[AsiaFitnessToday.com](http://AsiaFitnessToday.com)

# Thank you.