



Exhibition 2011

Date : 30 Sept - 2 Oct 2011
Venue : Mid Valley Exhibition Centre (MVEC)

**FOR A BETTER
FUTURE
AND
BEYOND**

Play 'n' Learn Discovery redefines kids' learning processes and playtime through inventive and exhilarating pursuits that cultivate them for endless goodness. Exhibits will be set up by professionals and experts from the respective fields to ensure everything is of good quality. Furthermore, goodie bags consist of sponsored items from exhibitors will be handed out to visitors from schools who have been given redemption vouchers prior to the event. Here's the comprehensive list of products and services that will be introduced at the fair:

PRODUCT
CATEGORY

**Hall 1 :
F&B Health / Nutritional Products**

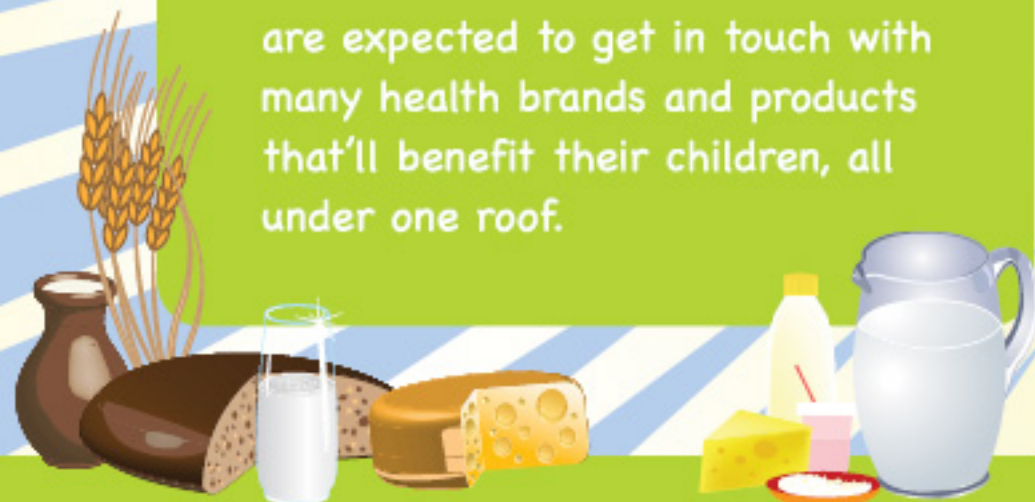
Children need a solid nutritional support during their growth. We'll be exhibiting a comprehensive line-up of F&B health products that target at kids' well-balanced diets and nutritive values. Parents are expected to get in touch with many health brands and products that'll benefit their children, all under one roof.

**Hall 2 :
Educational Products / Services;
Schools; Tutor / Educational Institutes;
Academies; Recreation / Sports**

Play 'n' Learn Discovery will be the place where kids play and learn from all types of educational products and recreations. Our emphasis is to offer a great ambience of care and comfort for children to interact with industry experts, educational academies and parenting organizations.

**Hall 3 :
Medical / Health & Beauty; Kids
Apparel; Hobbies, Games & Toys; Kids
Furniture & Equipment**

Best toys and games, quality apparel and innovative devices, Play 'n' Learn Discovery aims at providing kids and their families not only with happiness and laughter but also high quality kids learning materials that appear to be utmost attractive to children and to earn positive reviews among the parents.



There will be a parade of **Play 'n' Learn** activities not only for kids aged 5-15 but also for everyone in the family! Look out for a great array of educational competitions that will bring together up to a thousand children as well as numerous Love Our Nature environmental projects that will guide our kids through a fun-filled learning experience.

Check out how we prep our young generations for first aid and safety issues by letting them have hands-on experiences in a variety of scenarios. All the events arranged are in hope of encouraging imagination and creativity of our children as well as to allow them to learn about new skills and to lead them to explore a whole new world of **Play 'n' Learn**.

The entire exhibition will also be divided into different colour zones to represent the significance of all events like competitions, interactive hands on experience and environmental projects.



Event Highlights:



A Thousand Kids Colouring Contest

Gathering up to 1000 children to participate in this colouring contest, providing them a platform to showcase their talents.



Kids Art Gallery

Artwork selected prior to the event will be exhibited to the public.



Art and Crafts Workshop

Excellent quality art and crafts instructions and demonstrations designed to suit children of primary age range while emphasizing the importance and advantage of practical skills.



Mini Zoo

A collection of indigenous and exotic species will be showcased with fun photo session.



Mental Arithmetic Competition

To further highlight the ability of our children, they're encouraged to participate in such competition showing off their capabilities.



Practical Learning

Hands-on experience given to participants, improving their knowledge of handling emergencies and lending a helping hand to others.



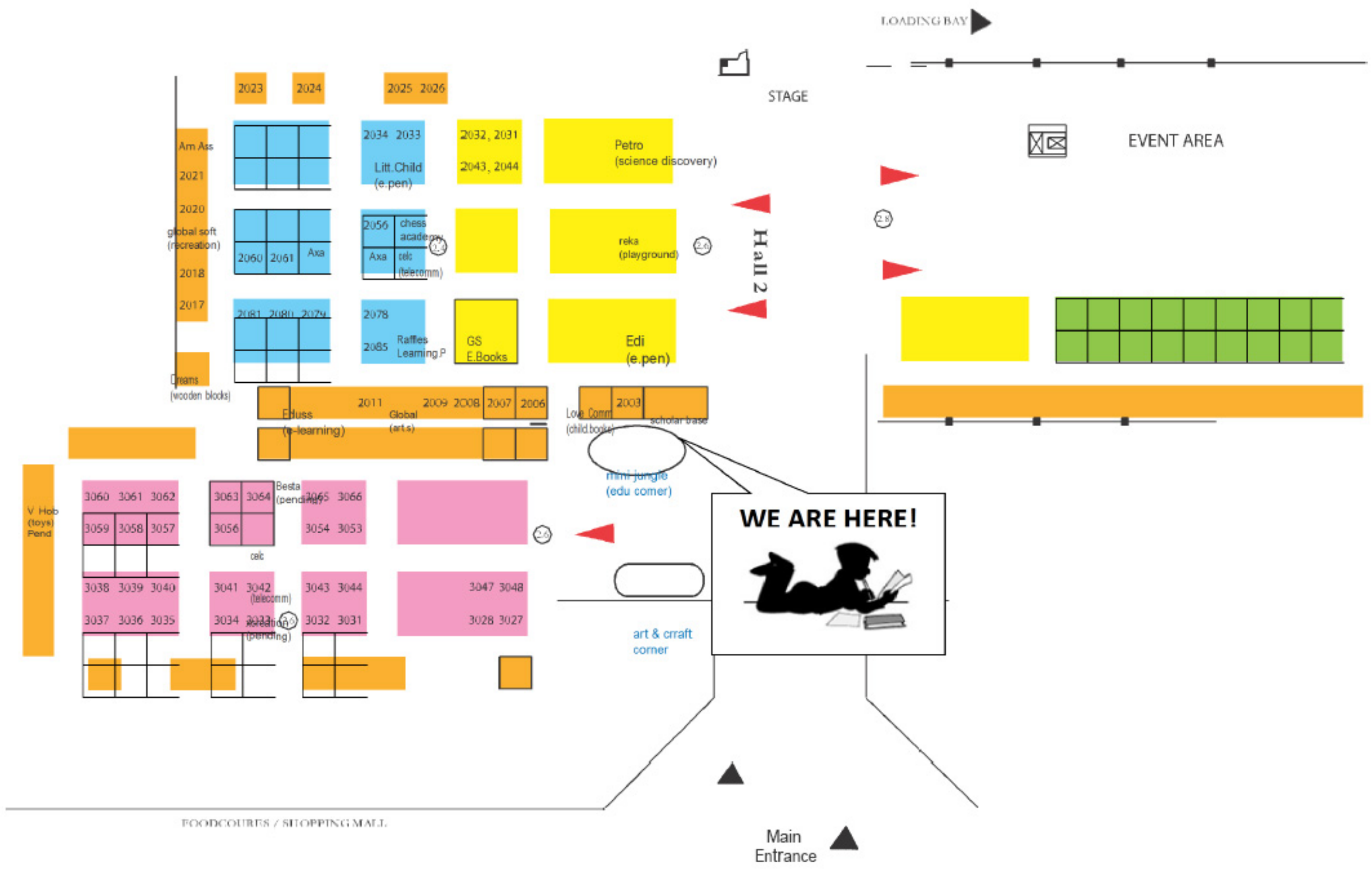
Environmental Projects

Go green with family and friends! Great resources and information on loving our Mother Nature shared among children and parents. It's a great time to learn about our planet and how to take care of it.



and Many More!





VENUE : MID VALLEY EXHIBITION CENTRE (MVEC) HALL 1, HALL 2 & HALL 3

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