



NEWS RELEASE

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SELANGOR ALL SET TO HOST REGION'S BIGGEST BUSINESS EVENT

Targets RM350mil in transaction value

SHAH ALAM, March 4, 2020 - Selangor is set to play host to a four-day business event, the Selangor International Business Summit (SIBS) 2020 scheduled from October 14 - 17, 2020 at the Kuala Lumpur Convention Centre (KLCC), Kuala Lumpur.

Organised by the State government, via Invest Selangor Berhad (ISB) and endorsed by MATRADE, SIBS 2020 will comprise four main components namely the **6th Selangor International Expo (SIE)**, the **4th Selangor-ASEAN Business Conference (SABC)**, the **5th Selangor Smart City & Digital Economy Convention (SDEC)** and the **2nd Selangor R&D and Innovation Expo (SRIE)**.

The summit, to be held for the fourth consecutive year this October, is targeting to attract over 40000 visitors and 850 local and international booths, hence making it the biggest regional business event to be held in the country.

The 6th edition of the Selangor International Expo (SIE) will continue to be the biggest component of SIBS 2020. “For the 2020 edition, the SIE will expand its international buyers’ programme from 141 buyers in 2019 to 300 from all over the world that are looking to expand their F&B products sourcing from ASEAN,” said Y.B Dato’ Teng Chang Khim, Selangor’s State Executive Councillor for Investment, Industry & Commerce and SME, during the pocket talk on F&B Industry event in Selangor held here today.

Among the main highlights of the SIE 2020, 6th edition are Malaysia International Tea and Coffee Expo, Selangor International Culinary Festival and Selangor International Halal Conference.

The Malaysia International Tea and Coffee Expo, to be jointly organised by the MyTA, is expected to highlight the creme de la creme of the rapidly growing and diversifying beverages segment.

Whilst the Selangor International Culinary Festival 2020 will be featuring Worldchefs Endorsed Culinary Competition, where award-winning chefs will demonstrate their skills and creativity in recreating Selangor’s heritage cuisines.

The Selangor International Halal Conference will continue to be featured as one of the main programmes of SIE to bridge the gap between distributors, consumers and authorities with dialogues focusing on improving the current market access and latest requirements on Halal products.

“SABC 2020, the second component of SIBS 2020, is expected to be equally interesting with the gathering of economic players from several countries including high-profile business leaders, trade related associations and international investors.

“SABC 2020 aims to strengthen ties between ASEAN and non-ASEAN companies by providing valuable updates and guidance on business expansion into new markets, “said Y.B Dato’ Teng.

The SDEC 2020, meanwhile, is expected to provide the opportunities for investors, entrepreneurs and corporate executives to share and discuss on the latest insights and prospects of Artificial Intelligence and FINTECH. A prize presentation ceremony for Malaysia’s Top E-Commerce Merchants is also expected to be held on the final day of this component.

The SRIE 2020 completes the summit to solidify Selangor’s position and value in the global world of innovations by giving innovators a platform to integrate and create while encouraging direct peer engagement for higher levels of deal-making, co-investments, strategic partnerships and business networking.

Y.B Dato’ Teng said that SIBS is one of the state’s key globalisation and trade initiative strategies to position Selangor as a prominent marketplace for entrepreneurs and investors to do businesses in the South East Asian region.

“It is also an initiative to position the state as a preferred investment destination across the region, making Selangor the Gateway to ASEAN,” he added.

He further reiterated that since its inception in 2015, SIBS has welcomed nearly 100,000 visitors from over 50 countries, which has accumulated RM1,143.30 million in a negotiated transaction value.

Booth space is available at RM6,500 each for the standard shell scheme and RM650 each for the bare space. Those interested to participate in any of the expos or conferences or wants to know more about SIBS 2020, are advised to visit our website at www.selangorsummit.com.

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About Invest Selangor Berhad:

Invest Selangor Berhad is an investment promotion agency playing a key role in promotion and attracting both local and foreign direct investments in order to encourage the economic development of Selangor. Invest Selangor also coordinates and facilitates the approval of investors’ applications with government agencies and provides relevant business matching and marketing opportunities to improve the business ecosystem in the state.

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