



NEWS RELEASE

SELANGOR INTRODUCE A NEW DIGITALISATION INITIATIVE TO ADAPT TO THE NEW NORMS

A virtual networking platform for businesses in the state to engage and network with stakeholders, especially from the region

SHAH ALAM, 11 SEPTEMBER 2020 – Invest Selangor today launched another digitalization initiative, the Selangor Business Hub (SBH), in its effort to provide a virtual networking platform for businesses in the state and curb the economic contraction due to the current COVID-19 pandemic.

The Selangor Business Hub is expected to provide another channel of communication for businesses to engage and network with stakeholders, especially from the region, despite the movement restrictions due to the pandemic.

YB Dato' Teng Chang Khim, Selangor State Executive Councillor, said the initiative shows that Selangor will always be forward-thinking to ensure the SMEs will adapt to the new norms of doing business.

“Selangor is not hibernating and waiting for the crisis to be over. We plan to move up the value chain, to lead in finding a way out of the pandemic by using digitalisation as a tool. Be rest assured that more initiatives dedicated to this cause will be introduced for the benefits of businesses in Selangor,” he added.

The SBH comprises three key components which includes the Invest Selangor Investment Promotional Programmes, a portal that hosts all virtual conferences and webinars organised by Invest Selangor. and virtual meetings with potential partners or investors across the region.

The second component, the Virtual Selangor International Business Summit, is an alternative online format of the annual Selangor International Business Summit (SIBS) and consists of Selangor International Expo (SIE), Selangor ASEAN Business Conference (SABC) and Selangor Smart City and Digital Economy Convention (SDEC).

The third component, the Selangor Information Technology and E-Commerce Council (SITEC) Virtual Hub, is an information and webinar hub for programmes conducted by SITEC, to expand the reach to the international audience.

The initiative augurs well to enable Selangor to achieve its vision to become a premier regional smart state in ASEAN by 2025.

“The restricted movement has ‘forced’ Malaysian companies, including Invest Selangor, to look at and operate differently from the office SOP. It’s business as usual but in new norms.

“We have to accept the reality that the pandemic has created a domino effect on the ASEAN’s economy and also the rest of the world. Nonetheless, the Selangor State Government has continued to facilitate and assist companies in Selangor in these times of uncertainty to keep their presence in the state and restore their confidence,” he added.

Earlier in his speech, YBhg Dato’ Hasan Azhari bin Hj Idris, Chief Executive Officer of Invest Selangor Berhad, said that SBH could also expedite the migration of activities that are normally undertaken physically into a virtual format.

“We will constantly refine our goals and strategies in Invest Selangor to be in line with the state government’s efforts in realising our Smart

Selangor vision, as well as in becoming the Smart Gateway to ASEAN,” he added.

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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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