



NEWS RELEASE

SELANGOR INTERNATIONAL BUSINESS SUMMIT 2021, A HIT

Selangor International Business Summit (SIBS) recorded over RM200mil sales in its efforts to revive the regional economic development and activities.

SHAH ALAM, 9 DECEMBER 2021 – This year due to the pandemic, the physical event aimed to revive the economic development from various industrial sectors and services sectors that were previously affected by the Covid-19 pandemic.

SIBS 2021 was officiated by His Highness Tengku Amir Shah Ibni Sultan Sharafuddin Idris Shah Alhaj, the Crown Prince of Selangor, who represented His Royal Highness Sultan Sharafuddin Idris Shah Alhaj Ibni Almarhum Sultan Salahudin Abdul Aziz Shah Alhaj, Sultan and Ruler of the State of Selangor Darul Ehsan and all its dependencies.

His Highness Crown Prince of Selangor also visited Invest Selangor booth and launched the Selangor Biotechnology Action Plan 2021-2030, an initiative that is developed to identify high potential biotechnology subsectors to further propel the industry in the state.

Also launched at the Invest Selangor booth was the Managed Industrial Park (MIP) Standard Guidelines, a joint publication between Invest Selangor and Plan Malaysia to offer a set of guidelines for the management of industrial areas. The guidelines will ensure future industrial parks are managed efficiently with new features to provide better services to investors setting up manufacturing plants in Selangor.

Although the country is still plagued by the economic downturn due to the Covid-19 pandemic, the Selangor International Business Summit 2021 had successfully assembled a total of 494 exhibition booths physically and a total of 623 exhibition booths virtually. A total of 30 buyers from four countries registered and participated in business matching sessions held in the exhibition halls in Kuala Lumpur Convention Centre during the exhibition days while 164 buyers from 31 countries registered and participated in the business matching sessions virtually.

In addition, three prominent retail brands; ST Rosyam, Lulu and Aeon participated in the Supermarket Buyers Program in conjunction with Selangor International Expo (F&B) 2021, a prominent exhibition within SIBS2021. The Buyers Program provides

the opportunities for participants in SIE (F&B) to be selected and onboarded in the participating supermarket and hypermarkets.

Selangor International Expo (Medic) 2021, one of the two new exhibitions held in SIBS 2021 also hosted a dedicated conference, the Selangor International Health Conference (SIHC) 2021 that brought a total of 36 medical expert's speakers from 3 countries namely Austria, Australia, Singapore and Malaysia.

Selangor Industrial Park Expo (Spark) 2021, on the other hand, was also receiving good reviews and feedbacks from the trade visitors. The exhibition was also participated by relevant technical agencies and local councils in Selangor, making it a one stop centre for potential investors to seek and discuss their industrial development plans in Selangor.

The regional business conference of SIBS 2021, the Selangor ASEAN Business Conference (SABC) 2021 kicked off with a few webinar series in May, in August and last one in November 2021. With the theme of "Sustaining Growth within ASEAN through Innovation", the webinar series managed to present industry experts as the speakers from 3 countries including Indonesia, India and Malaysia. Meanwhile for the 1-day physical in Kuala Lumpur Convention Centre (KLCC) conference, SABC 2021 presented speakers from 4 countries namely Singapore, Japan, Australia and Malaysia.

Selangor Smart City and Digital Economy Convention 2021 witnessed a Memorandum of Understanding (MoU) agreement signed between Selangor Information Technology and Digital Economy Corporation (SIDEK) and country top singer and businessperson, Dato' Seri Siti Nurhaliza Tarudin through her company CTDK Holdings Sdn Bhd. The MoU will provide a symbol of mutual understanding to help in the growth of the nation's ecommerce industry.

In total, SIBS 2021 recorded RM217.6 million of potential negotiated sales, nearly reaching the sales record in the previous SIBS 2019 (of RM247 million).

The 4-days Summit has also surpassed the initial set target of 10,000 visitors with a turnout of 25,410 visitors, ranging from business owners, importers, wholesalers, distributors to retailers and members of the public.

The virtual edition of SIBS2021 will continue on the Selangor business portal, www.selangorbusinesshub.my until October 2022.

Since its inception, the Selangor International Business Summit has been a platform for international businesses to use Selangor as a springboard to tap into the broader ASEAN market, home for over 600million consumers and over 200 of the world's largest companies.

Selangor International Business Summit 2022 will return to the same venue from 6th – 9 October 2022.

For Selangor International Business Summit enquiries, please visit www.selangorsummit.com.

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About Invest Selangor Berhad:

Invest Selangor Berhad is an investment promotion agency playing a pivotal role in the promotion and attracting both local and foreign direct investments 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. Selangor International Business Summit series is part of Invest Selangor's global trading hub initiatives with the aim to position Selangor as the gateway to ASEAN.

For media enquiries please contact:

Nurul 'Ain Mohd Yussof

nurul@investselangor.my

012 3437059

Maryani Binti Mat Saad

maryani@investselangor.my

016 6997901