



## NEWS RELEASE

### SELANGOR INTERNATIONAL BUSINESS SUMMIT BACK IN ACTION

*SIBS 2022 the right platform to enter regional markets*

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**SHAH ALAM, 12 MAY 2022** –Selangor International Business Summit, the largest business summit initiated by the Selangor State Government and organised by Invest Selangor Bhd will be back for its sixth edition in 2022, following its astounding success last year. SIBS 2021 recorded RM217.6 millions of potential negotiated sales, nearly reaching the sales record in the previous SIBS 2019 (of RM247 million). SIBS 2021 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 4-days Summit will once again be hosted in Kuala Lumpur Convention Centre (KLCC) from 6th to 9th October 2022.

This year, Selangor International Business Summit 2022 (SIBS 2022), is set to run for 4 days, from 6 – 9 October 2022, and will feature the main events – as follow:

1. The 8th Selangor International Expo (F&B)
2. The 8th Selangor International Expo (Medic)
3. The 2nd Selangor Industrial Park Expo
4. The 6th Selangor ASEAN Business Conference
5. The 7th Selangor Smart City & Digital Economy Convention
6. The 3rd Selangor R&D and Innovation Expo

The SIBS has been a platform for ASEAN and International businesses to explore the massive potential of the Malaysian and serve as a springboard to tap into the broader ASEAN market, home for over 600 million consumers and more than 200 of the world's largest companies.

According to Dato' Teng Chang Khim, Selangor State Executive Councillor for Industry and Trade, "SIBS 2022 will continue its momentum with an estimated 850 booths, and taking up the entire complex of Kuala Lumpur Convention Centre for the 4 days event. We target to achieve RM350millions of potential negotiated sales with at least 30,000 visitors turn out in this year's edition.

"Looking at our previous experience, this rate of growth gives us satisfaction and in view of the opening of national boundaries we expect more international traders and exhibitors to take part." Dato' Teng Chang Khim added.

He also said SIBS provide networking opportunities for all participants across multiple sectors to meet and collaborate, using Selangor as the gateway to ASEAN.

SIE (F&B) 2022 provides an opportunity for the industry players to showcase their products, launch new products and increase brand visibility to the industry.

Meanwhile, continuing from the inaugural SIE (Medic) 2021 held in 2021, this exhibition is back from 6th to 9th October 2022 and it will further bring together industry leading players and expert under one unique platform. This exhibition offers industry players to converge, interact, explore the latest technology, innovation, and current business trends in the field of medicine life science and biotechnology, medical & healthcare.

SPARK 2022 will be bringing together key industrial park operators and its ecosystem players which enables potential investors and business leaders to meet and interact with industrial park operators and other ecosystem players. It is also to offer comprehensive support and pleasant experience in investing in Selangor.

On the other hand, the Selangor Smart City & Digital Economy Convention (SDEC 2022) gathers industry leaders, academics, SMEs and players from the public and private sectors, to delve into the mechanics of existing and future smart city and digital economy frameworks and solutions. The 5 core events for SDEC 2022 this year will be ASEAN Smart City Conference, ASEAN Livestream Festival, Fashion Accelerator Programme, META Selangor (E-Sport & VR, AR) and Tech Companies' Exhibition & Showcase.

SRIE 2022, themed "Disrupt Today, Create Tomorrow", paves the way to encourage direct peer engagement for higher level deal-making, co-investments, strategic partnerships and business networking while solidifying the Golden State's position in the global world of innovations.

Apart from exciting exhibitions, SIBS 2022 will also host conferences. With the theme of “Selangor, Gateway to ASEAN and Beyond: From the Heart of Malaysia To the Heart of Southeast Asia,” the Selangor ASEAN Business Conference 2022 (SABC) returns for its 6th instalment. SABC promises to gather key economic players and stakeholders to discuss a myriad of topics concerning Selangor and the region such as market access, regional economic integration and entrepreneurship.

Meanwhile, the Selangor Smart City & Digital Economy Convention 2022 (SDEC 2022) rallies the newest insights while bringing together cities, government representatives, start-ups, mid to-large sized organisations and associations to experience a plethora of fresh perceptions in the convention pertinent to digital transformation – Big Tech, Internet Of Things, Big Data and IR4.0 – while linking up local and regional and tech startups to bigger opportunities in a global marketplace.

SIBS 2022 will also include parallel events such as the Selangor International Culinary Festival 2022. Selangor International Culinary Festival 2022(SICF 2022), jointly organised with Professional Culinaire Association (PCA) featuring the Worldchefs Endorsed Culinary Competition – SICF2022 Culinary Challenge; Gastronomic Master Class, Malaysia Chefs Forum and a few others. Following last year’s success, Selangor International Healthcare Conference 2022 (SIHC 2022) will also be back at its 2<sup>nd</sup> edition. The Selangor International Healthcare Conference aims to engage stakeholders on a common platform to address healthcare key issues and find innovative solutions while strengthening the profile of the expo. This year’s conference brings together experts in their fields of research, services, and operations. There will be three main themes that will be discussed at the conference namely healthcare financing, population health and future of healthcare.

The Selangor International Business Summit 2022 will be a crucial part of the Golden State’s economic rebuilding process to reverse the effects of the global pandemic. Participants could use SIBS as a platform to network with potential customers and business partners from the region as Invest Selangor, the investment arm of the Selangor government, would invite and host foreign buyers to attend the summit as well as pre-arrange one-on-one business meetings.

To register, or for more information, please visit [www.selangorsummit.com](http://www.selangorsummit.com)

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### **About Invest Selangor**

Invest Selangor Berhad is the premiere one-stop state government agency, dedicated to providing information and advisory services to potential and existing investors as well as assistance in setting up operations in Selangor, the Golden State of Malaysia and the most competitive gateway to the ASEAN region. Since its inception, Invest Selangor Berhad has attracted more than 5,984 manufacturing projects in Selangor and have been indirectly responsible for creating 446,828 jobs and more than RM198.6 billion worth of manufacturing investments to the state.

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