



## **SELANGOR INTERNATIONAL BUSINESS SUMMIT BACK AND PACKED WITH MORE**

*Innovative physical event showcases Selangor's attractiveness as a global investment destination*

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**KUALA LUMPUR, 5 JULY 2022** – The Selangor International Business Summit 2022 (SIBS 2022), initiated by the Selangor State Government and organised by Invest Selangor Bhd returns bigger this year. While last year's edition featured an innovative hybrid model for the first time, this year's SIBS will return as a physical event the prestigious Kuala Lumpur Convention Centre. This year, SIBS2022 will continue its role as the regional premier summit for local and international industry players to convene and explore the great potential of the Malaysian and regional markets.

SIBS2022 targets RM350 millions of potential negotiated sales with the participation from at least 850 booths, taking up the entire 8 expo halls and 2 conference halls in KL Convention Centre. We are also anticipating at least 30,000 trade visitors returning to the Summit and hoping that our international visitors and buyers will also be arriving to meet our participations.

“The return of the 6th Selangor International Business Summit (SIBS2022) will be an opportunity to strengthen Selangor's position as a competitive and preferred investment destination in Asia. It will also offer the avenue to demonstrate our resilience, agility and determination to succeed and move forward despite all the challenges that we face over the past two years.” said Dato' Teng Chang Khim, Selangor Exco for Industry and Trade during the flag off ceremony of the SIBS 3 months promotion bus campaign with RapidKL today.

The four-day SIBS 2022 will be held on the 6<sup>th</sup> to 9<sup>th</sup> October 2022 and will feature a total of six unique concurrent events, bringing into the limelight the broad range of business and investment opportunities available in Selangor and showcasing the economic prowess of the State. They comprise of:

- i. The 8th Selangor International Expo (F&B)
- ii. The 8th Selangor International Expo (Medic)
- iii. The 2nd Selangor Industrial Park Expo(SPARK2022)
- iv. The 6th Selangor ASEAN Business Conference(SABC2022)
- v. The 7th Selangor Smart City & Digital Economy Convention (SDEC2022)
- vi. The 3rd Selangor R&D And Innovation Expo (SRIE2022)

Invest Selangor Chief Executive Officer, Dato' Hasan Azhari said that majority of the available booths are already being taken up, and this year SIBS will be having state pavilions from Penang, Perak, Negeri Sembilan, Malacca, Kelantan, Sabah and Sarawak. On top of the state pavilions, SIBS will also be welcoming participants from key markets such as Philippines, India, Indonesia, Vietnam.

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. The SIE(F&B) Supermarket Buyers Program provides opportunities for the SIE(F&B) exhibitors to be selected and onboarded in the participating supermarket and hypermarkets. It has proven to be a hit which for last year's edition, we successfully onboarded 25 entrepreneurs with total of 175 SKUs with two participating Supermarket, LULU Hypermarket and ST Rosyam Mart. "This year, we plan to expand it and onboard a few more supermarket to give a wider coverage and market segments." Dato' Teng added.

SIBS 2022 will further strengthen Selangor's position as the most progressive and developed state in Malaysia. Its strategic location, established value chains across numerous industries, advanced physical and online connectivity, and excellent state government support makes it one of the most attractive trading hubs in the region and an ideal gateway to ASEAN and the world for investors.

For exhibitors who wish to exhibit and visitors who plan to visit, please register your interest at **[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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