



# EU Pavillion @ iGEM 2017

11<sup>th</sup> – 13<sup>th</sup> October

Kuala Lumpur Convention Centre, Malaysia



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Support for European Business in South East Asia Markets  
Malaysia Component

# Conference Synopsis



The Southeast Asia region is a vibrant economy, fast developing and the population is typically adoptive of new technologies. One of the interesting new technologies to look at in this region is the area of green energy technology, vis-à-vis solar photovoltaics (PV).

In Malaysia, Grid-Connected Photovoltaic (GCPV) systems as a programme was concertedly introduced via the Malaysian Building Integrated Photovoltaics (MBIPV) project in 2006-2010. That has culminated into what Malaysia is now. Moving forward, a roadmap to implement Net Energy Metering (NEM) and Large Scale Solar (LSS) is setting the industry to become stronger than ever and is expected to play a considerable role in the national energy mix.



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In this respect, the Ministry of Energy, Green Technology and Water (KeTTHA) Malaysia, via the Malaysian Green Technology Corporation (MGTC) with the help of the Malaysian Photovoltaic Industry Association (MPIA) are organising a conference for the International Greentech and Eco Products Exhibition and Conference Malaysia (IGEM). The focus this year is on solar PV industry with the theme “BRIDGING KEY PERFORMERS”.

As a way forward, the IGEM Conference 2016 organisers have invited experts in the industry to share views on finding the right recipe for the right policies, infrastructure, financing system, technologies and also be able to produce talent that propel the industry to a new class.



# Conference Synopsis

IGEM Conference 2016 shall highlight issues by key performers in the following areas:



**Institutional matters** – to provide a platform for the dissemination of information on policies and legal framework so investors have a clear target to set their strategies.



**Business opportunities** – who, what, where, when and how businesses in PV in the region are doing. Mechanisms and opportunities in doing business in the region is shared.



**Technology development** – suppliers, system providers and manufacturers will be able to showcase their latest products, development works and services offered.



**Talent cultivation** – human capacity is a strong resource that must be cultivated and sustained. Exiting programmes in human capacity are disseminated whilst experience and challenges in the activities are shared. A regional networking of programmes shall be investigated to increase efficiency and optimise marketability.



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## 2.2 Billion Business Leads in iGEM 2017!

### IGEM 2016 STATISTICS

Year	Booths	Exhibiting Companies	Visitors	International Pavilions	Business Leads Achieved
IGEM 2016	419	350 from 30 Countries/Regions	33,903 from 54 Countries/Regions	4 (China, EUMCCI, Japan & KEITI Korea)	RM 2.2 Billion

### IGEM 2016 BUSINESS LEADS

- 1) Green products, solutions, and showcases available at 2016
- 2) 30 countries participated as exhibitors
- 3) Generated new opportunities and businesses with 10 MoUs signed in total



- 1) Business leads: RM2.226 Billion
- 2) Exhibitors: 350
- 3) Overall Country Participation: 30
- 4) Visitors: 33,903

- 1) Received **33,903 quality visitors** that can generate new businesses.
- 2) **120 VVIPs** visited the booths and pavilions.
- 3) Visits from various **trade delegates** from **7 countries** including Czech Republic, Netherlands, Poland, Hungary, Belgium, Sweden, and Kazakhstan.

### BREAKDOWN OF BUSINESS LEADS

PARTNERS	BUSINESS LEADS VALUE (RM)
MIDA	1,240,000,000
MES	542,740,000
MATRADE	305,560,200
MGTC	137,055,000
MGHT	500,000
<b>TOTAL</b>	<b>2,225,855,200</b>

### HIGHLIGHTS OF IGEM 2016





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# Visitor Statistics

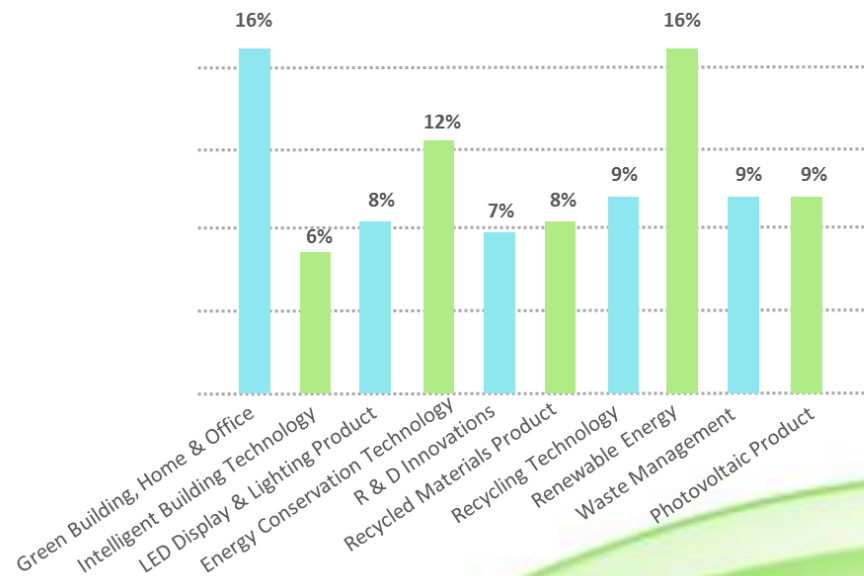
## VISITORS CAME FROM:

1. American Samoa	19. Hong Kong	37. Palestine
2. Australia	20. Hungary	38.3 Pakistan
3. Austria	21. India	9. Philippines
4. Bahrain	22. Indonesia	40. Russia
5. Bangladesh	23. Iran	41. Saudi Arabia
6. Belgium	24. Italy	42. Singapore
7. Brunei	25. Japan	43. South Africa
8. Cambodia	26. Kenya	44. Spain
9. Canada	27. Korea	45. Sri Lanka
10. Cape Verde	28. Libya	46. Sweden
11. China	29. Malawi	47. Taiwan ROC
12. Czech Republic	30. Malaysia	48. Thailand
13. Denmark	31. Mexico	49. Turkey
14. Ecuador	32. Mongolia	50. UAE
15. Egypt	33. Myanmar	51. UK
16. France	34. Netherlands	52. USA
17. Germany	35. Nigeria	53. Uzbekistan
18. Ghana	36. Oman	54. Vietnam



- 1) Renewable Energy 16%
- 2) Green Building 16%
- 3) Energy Conservation Technology 12%

## VISITORS MAIN PRODUCT INTEREST



## VISITORS' COUNTRY BREAKDOWN-ASEAN

COUNTRY	TOTAL	%
Indonesia	120	0.35%
Malaysia	30333	89.47%
Philippines	29	0.09%
Singapore	1112	3.28%
Thailand	100	0.29%
Brunei	117	0.35%
Vietnam	126	0.37%
Myanmar	71	0.21%
Cambodia	76	0.22%



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# Green technology industry in Malaysia:

Implemented by:



- Malaysia is among top three global investment destination for renewable energy in 2017.
- Under the MIDA Green Initiative, green technology project in Malaysia related to renewable energy, energy efficiency, green building, green data centre, and waste management can qualify for tax incentive by 2020.
- Malaysia committed to 2015 Paris Agreement to reduce 45% in term of carbon emission of GDP by 2030.
- Projected to increase demand up to RM76.2 billion by 2030.
- Malaysia aims for a more sustainable palm oil sector by generating 20% electricity using biomass by 2020.
- Malaysia will position itself as a global hub for Green technology by 2020.
- Malaysia aims to develop the country into a Green community by 2030.
- Renewable Energy industry expected to grow from 6% - 11% by 2020.



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# Industry relevant for iGEM 2017



GREEN ENERGY



GREEN  
TRANSPORT



GREEN  
BUILDING



WASTE  
TECHNOLOGY &  
MANAGEMENT



CLEAN WATER  
TECHNOLOGY &  
MANAGEMENT



BIOMAS  
ENERGY  
PROJECT



GREEN PALM  
SUSTAINABILITY





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# Tentative Agenda



**10<sup>th</sup> Oct**

## Trade Mission

Site Visit to Sime Darby Plantation & B2B matching

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**11<sup>th</sup> Oct**

## Conference & iGEM Exhibition

Palm Oil Sustainability Conference  
iGEM Exhibition – Day 1

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**12<sup>th</sup> Oct**

## Networking & iGEM Exhibition

Ambassador Cocktail  
KeTTHA Tea break  
iGEM Exhibition – Day 2

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**13<sup>th</sup> Oct**

## iGEM Exhibition

iGEM Exhibition – Day 3



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# Trade Mission in conjunction with Palm Oil Sustainability Conference

Implemented by:



Artist's Impressions



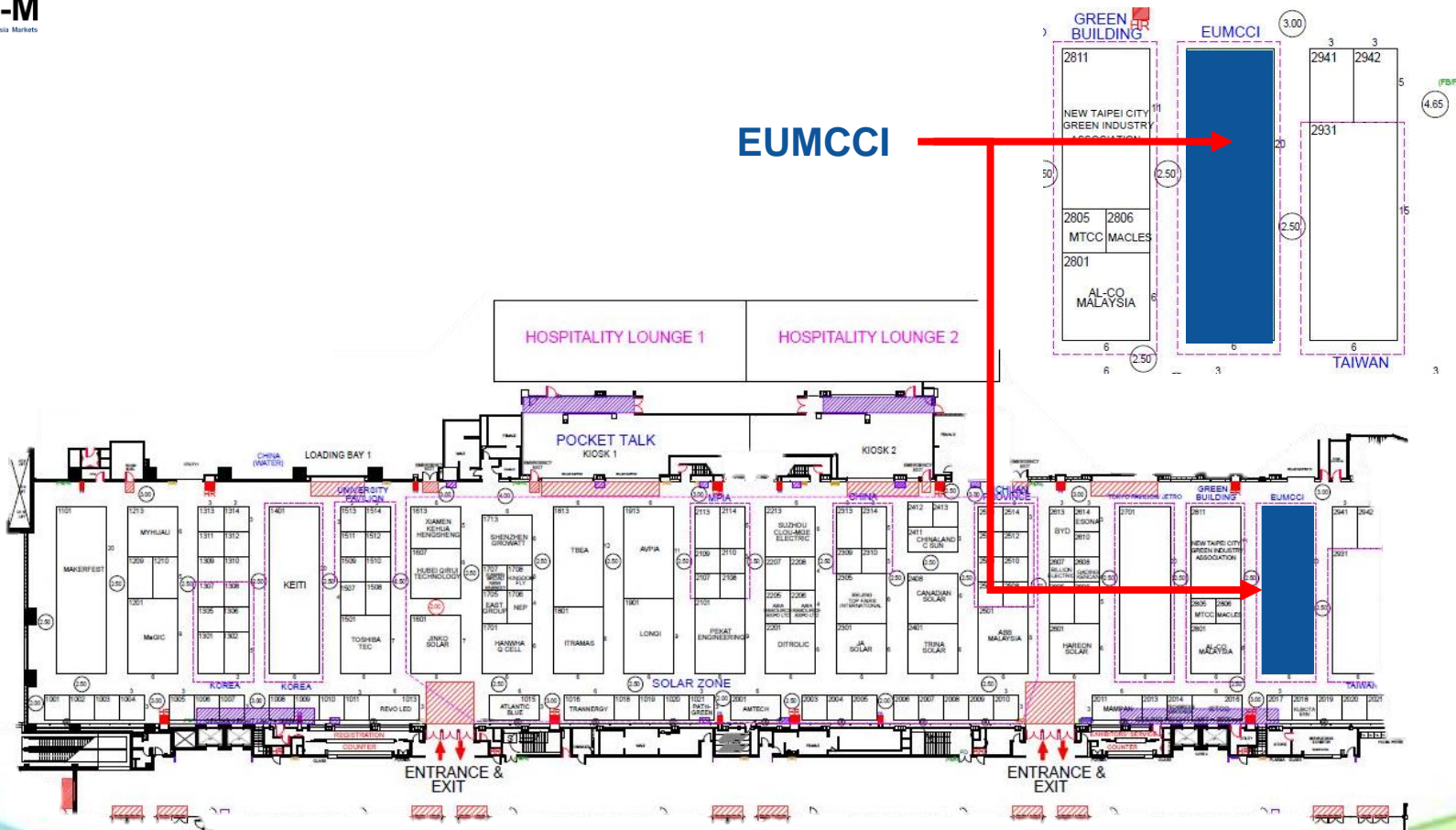


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# Floorplan for EU Pavilion

Implemented by:



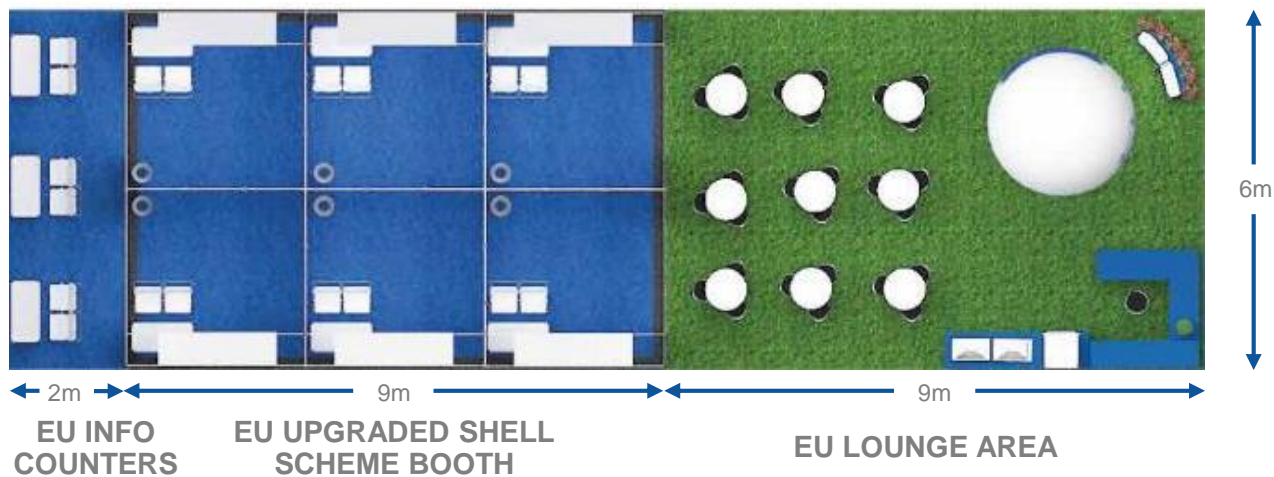


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# EU Pavilion & Floor Plan

Implemented by:





# Booth package

	Booth Package	Space + 3 x 3 m booth	Space + Counter
<b>Furnishing</b>		Each unit of Exhibition Space + Shell Stand comes with: Floor Space Walls Carpet Lighting Upright Chair 1 unit of information desk Fascia	Each unit of Exhibition Space comes with: Floor Space Carpet Upright Chair 1 unit of information desk
		Promotion in Green Technology Europe book, invitation to ambassador cocktail and KETTHA tea break.	Promotion in Green Technology Europe book, invitation to ambassador cocktail and KETTHA tea break.
	Before 29 <sup>th</sup> June After 29 <sup>th</sup> June	RM 13,300 RM 14,300	RM 9,000 RM 10,000





This project is co-funded  
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# EU-Pavilion @ iGEM Features

Implemented by:



Network, exchange views &  
forge new collaborations



Exhibit your latest  
products & solutions



Conduct B2B meetings to  
explore partnerships &  
create opportunities



Demonstrate your technology  
or track record to attendees  
during coffee breaks

## EUMCCI Ambassador's Cocktail



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Partners:



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# Join Us Now!

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