

EVENT PROFILE

Event Name

IGEM 2011 –
The 2nd International Greentech & Eco-Products
Exhibition & Conference Malaysia 2011

Date

7 – 10 September 2011

Organizers

- Ministry of Energy, Green Technology and Water Malaysia
- Malaysian Green Technology Corporation

Endorsed By

- Ministry of Plantation Industries & Commodities
- Ministry of Information, Communication & Culture
- Ministry of Higher Education
- Ministry of International Trade & Industry
- Ministry of Science, Technology & Innovation
- Ministry of Natural Resources & Environment
- Ministry of Tourism
- Ministry of Works
- Ministry of Federal Territories and Urban Wellbeing
- Ministry of Housing & Local Government
- Economic Planning Unit, Prime Minister's Department
- Malaysia External Trade Development Corporation

Supporting Organizations

- EU-Malaysia Chamber of Commerce and Industry
- Japan External Trade Organization, Kuala Lumpur
- Taiwan External Trade Development Council
- Green Productivity Association Malaysia
- Green Purchasing Network Malaysia
- Small and Medium Enterprises Corporation Malaysia
- SME International Cooperation Association of Malaysia

Official Trade Portal

Trademal.com

Theme

A Green New Deal: The Next Frontier

Venue

Kuala Lumpur Convention Centre,
Kuala Lumpur, Malaysia

Co-organizers

- Expomal International Sdn Bhd
- International Green Purchasing Network

In Collaboration with

- Federation of Manufacturers Malaysia
- Malaysia Productivity Corporation
- Malaysian Institute of Architects
- Green Building Index
- Mutiara Sigma (M) Sdn Bhd
- Techtrans Advanced Sdn Bhd

Official Magazines

Business & Financial Magazine

EXHIBITORS' PROFILE

Based on 8 Focuses on "Solutions" in:

- **BUILDING**
- **ECO-PRODUCTS & SERVICES**
- **ENERGY**
- **GREEN FINANCING**
- **ICT**
- **MANUFACTURING**
- **TRANSPORTATION**
- **WATER & WASTE MANAGEMENT**

Comprising of:

- | | |
|---|---|
| <ul style="list-style-type: none"> • Agriculture technologies • Biotechnology • Carbon trading • Cars and transportation • Construction • Consumer products • Co-operatives • CSR projects from big corporate or institutions • Eco-consultancy • Eco-design • Eco-IT • Eco-labelling • Eco-leisure • Energy; PV & energy saving, natural, renewable energy (biomass etc) • Environmental certification • Environmental education | <ul style="list-style-type: none"> • Financial institutions • Food and health • Government led R & D innovations • Government R & D funds • Green buildings • Home and office • IP registration • Life cycle analysis • NGO • Recycling technology • State and municipal governments • Universities and colleges • Urban transportation • Venture capitalists • Waste management - recovery and recycling industry • And other related industries |
|---|---|

NO. OF EXHIBITING COMPANIES

2010 : 502 booths from 24 countries
2011 : 600 booths from 25 countries (targeted)

2010 EXHIBITING COUNTRIES & REGIONS

Armenia, Bangladesh, China, Germany, India, Indonesia, Iran, Kenya, Korea, Malaysia, Netherlands, Pakistan, Philippines, Poland, Saudi Arabia, Singapore, South Africa, Spain, Sri Lanka, Taiwan, Thailand, Tunisia, Turkey, United Kingdom and Vietnam

NO. OF VISITORS

2010 : 86,372 from 59 countries and regions
Consisting of 89% of trade visitors and 11% of public visitors
2011 : 90,000 from 60 countries and regions (targeted)
Consisting of 90% of trade visitors and 10% of public visitors

2010 VISITING COUNTRIES & REGIONS

Angola, Australia, Austria, Bahrain, Barbados, Bangladesh, Belgium, Brunei, Cambodia, Canada, China, France, Grenada, Ghana, Greece, Hong Kong, India, Indonesia, Iran, Iraq, Israel, Italy, Japan, Kazakhstan, Kuwait, Maldives, Malawi, Malaysia, Mauritius, Myanmar, Namibia, Nigeria, New Zealand, Pakistan, Philippines, Qatar, Saint Kitts and Nevis, Singapore, South Africa, South Korea, Sri Lanka, Taiwan, Thailand, Turkey, United Arab Emirates, United Kingdom, United States and Vietnam

TYPE OF TRADE VISITORS

- Government and policy makers
- Manufacturers and producers
- Business owners, CEO, COO
- Bankers and investors
- Buyers & procurement officers
- Professionals
- NPO / NGO environmental groups
- Trade offices and associations
- Academics and researchers
- Future decision makers
- Home managers
- Students
- General public

EXHIBITION HIGHLIGHTS

- Country Pavilions/ Thematic Showrooms
- Dare to Dream Challenge
– Innovation & initiatives of the future
- P2P Collaborative Lab
- Eco Lifestyle
- Green House
– Smart lifestyle showcase

4 Days of Interactive Activities

- One-to-One business matching sessions
- Business cocktail and luncheons
- Product launches and presentations
- Competitions, contests and interactive activities
- Seminars & workshops
- Documentary / video presentations
- Field trips / Group visits (schools etc)

SPECIAL FOCUSES

IGEM-RENEWABLE ENERGY
7 – 10 September 2011

ECO LIFESTYLE
7 – 10 September 2011

HELD IN CONJUNCTION

International Green Technology & Purchasing Conference
Themed ~ Green Future: Low Carbon, Green Growth
8 – 9 September 2011

**Activities are subject to change to ensure the best arrangements for the event. Please look for updates from project secretariat or visit our official website at www.igem.com.my*

BUSINESS MATCHING SESSIONS

2010 : 1,126 sessions

EXHIBITION HOURS

7 – 9 September 2011
10.30am – 6.00pm (Trade Visitors Only)
10 September 2011
10.30am – 5.00pm (Trade Visitors & Public)

BUSINESS TRANSACTIONS AND LEADS

2010 : MYR 1,206.6 million (reported)

ADMISSION

- FREE admission for trade visitors only but by invitation and business card registration for trade days only.
- Proper business attire is required for trade days. The organizer reserves the right to refuse entry to those deemed inappropriately dressed.
- Minors 12 years & below will not be allowed admission.

INVESTMENT COST

- **Standard Shell Scheme** (3m X 3m)
RM 8,800 per booth
- **Corner Booth** (3m x 3m)
RM 9,300 per booth
(minimum booking of two booths)
- **Bare Space** (minimum 18sq meter)
RM 930 per sq meter

USD exchange rate is based on the current exchange rate on the date of transaction

FOR ENQUIRIES PLEASE CONTACT

Project Secretariat:

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OVERSEAS ASSOCIATES

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