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Ministry Targets RM1.2 Billion Deals From IGEM 2014

KUALA LUMPUR, March 27 (Bernama) -- The Ministry of Energy, Green Technology and Water (KeTTHA) targets the 5th International Greentech and Eco Products Exhibition and Conference Malaysia (IGEM) this year to generate RM1.2 billion worth of business transactions and attract 630 exhibitors from 20 countries.

Last year's IGEM attracted 260 exhibitors, as well as over 56,000 visitors from 60 countries, and generated RM446 million in business transactions.

"A total of 60,000 visitors are expected to visit this year's IGEM," KeTTHA Deputy Minister Datuk Seri Mahdzir Khalid told reporters at the soft launch of IGEM 2014 here.

Themed "Generating Green Wealth," this event will see participants from throughout Malaysia as well as Asean countries.

"IGEM 2014 will provide a platform for companies to present their latest green products and services to a captive audience and those companies are encouraged to launch their new products during the exhibition," said Mahdzir.

It will also create opportunities for government and policy makers, green technology manufacturers, business owners, buyers, procurement officers, professionals, non-governmental organisations, trade officers, scientists, researchers, educators and advocates of green technology to forge stronger business and community relationships.

Meanwhile, a special dialogue featuring selected ministers and industry players will discuss the fast-changing global green industrial landscape and new solutions to fast-track any green initiatives.

"We aim to drive the rapid adoption of green technology to deliver a double impact of sustainable economic growth, and we hope Malaysia can be a model for other countries on how we can build a greener and better world," said Mahdzir.

IGEM 2014, to be held on Oct 16-19 at the Kuala Lumpur Convention Centre, is co-organised by Malaysian Green Technology Corp and Expomal International Sdn Bhd.

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