

“CONNECTING SMART INNOVATIONS”



SMART NATION EXPO 2023

19-21 SEPTEMBER 2023
MITEC, KUALA LUMPUR

**SOUTHEAST ASIA'S BIGGEST
TECH EVENT ON 5G,
SMART CITIES, IR4.0,
EMERGING TECHNOLOGIES
AND APPLICATIONS**

**19-21 SEPTEMBER 2023
MITEC, KUALA LUMPUR**

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A wonderful, well put together platform.



Mr. Dongkeun Lee (Eric)
Gangwon Information & Culture Industry
Promotion Agency Korea (GICA)

*Impressive exhibition that able to bring
potential clients gather around.*



Mr. William Lin
Manager, Taiwan External Trade Development
Council (TAITRA)

*Excellent Organization. Made contacts with
many top level decision makers. Very busy show
with top quality visitors.*



Mr. Jordi Pol
Chairman, Malaysian Spanish Chamber of
Commerce and Industry

*Definitely a 2 thumbs up show! Far
exceeded our expectations.*



Mr. Nigel Miranda
Managing Director, E Penh, Cambodia

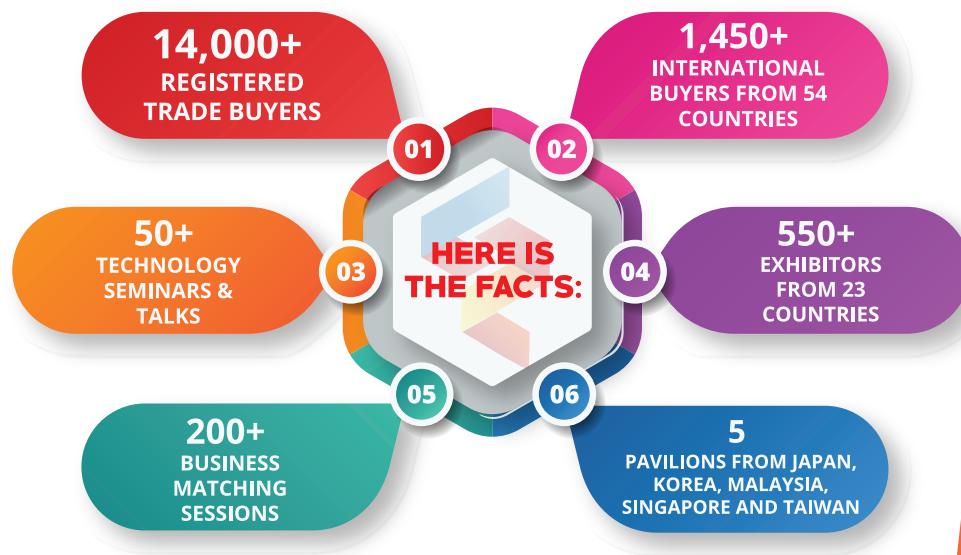


SOUTHEAST ASIA'S BIGGEST TECH EVENT ON 5G, SMART CITIES, IR4.0, EMERGING TECHNOLOGIES AND APPLICATIONS

BY ALL ACCOUNTS, SMART NATION EXPO 2022 was a major success and firmly established it as the Region's Biggest Tech Exhibition on 5G, Smart Cities, IR4.0, Emerging Technologies and Applications. In line with the continued roll out of 5G services across the region, digital transformation will accelerate across key sectors of the economy. The introduction of 5G together with INDUSTRY 4.0, IoT, Artificial Intelligences, Robotics and Web3.0 including Virtual/Augmented Reality will create a whole host of new business that will spur growth and transform the economies of the future.

Themed: "Connecting Smart Innovations", SMART NATION EXPO 2023 is at the centre of this transformation and provide the key regional platform to connect stakeholders with innovative smart technology and solutions providers. SMART NATION 2022 brought together 14,000+ registered trade buyers including 1,446 overseas buyers from 54 countries, making it the truly the No.1 TECH Show in the region for 5G, Smart Cities, IR4.0 and Emerging Technologies. It is the proven event where key decision makers gather to source for new technology, generate new business, build partnerships, network and experience how these emerging technologies will impact the way we work and live.

AN UNMATCHED TRACK RECORD - MALAYSIA'S BIGGEST TECH EVENT



SMART NATION EXPO 2023 - BIGGER AND MORE IMPACTFUL

PLANS ARE UNDERWAY to make the next edition of SMART NATION EXPO an even bigger and more impactful event. Here's our targets:

Exhibitors reported business potential generated:

At the Show: **USD 11.6 Million**

Within 12 Months after the exhibition :

USD 25 Million

- ▶ **50%** increase in exhibition space to meet demand
- ▶ **30%** increase in number of exhibiting companies to **650+**
- ▶ **20,000** trade buyers
- ▶ **2,000+** overseas buyers
- ▶ **10** Pavilions
- ▶ **80+** Seminars & Talks
- ▶ **300** Business Matching Sessions

Make SMART NATION EXPO 2023 a part of your business plan and join the 500+ exhibitors that have benefited from making the right connections. Book your booth today by contacting Ms Rina at rina@ambtarsus.com

MALAYSIA - DIGITAL ECONOMY TRANSFORMATION INITIATIVES



Malaysia has rolled out its MyDigital Initiatives to accelerate its digitalization transformation by laying the roadmap to achieve the nation's vision to be a regional leader in the digital economy and attain sustainable socioeconomic development.

MyDIGITAL is a national initiative, which symbolises the aspirations of the Government to successfully transform Malaysia into a digitally-driven, high income nation and a regional leader in digital economy.

The Malaysia Digital Economy Blueprint spells out the efforts and initiatives to deliver the aspirations of MyDIGITAL. In addition, MyDIGITAL is designed to complement national development policies such as the Twelfth Malaysia Plan (RMKe-12).

WHY INVEST IN SMART NATION EXPO 2023?

Participating in exhibition takes a lot of time and resources BUT can deliver real benefits and KPIs. The key is choosing the right show – especially if you plan to do just one show. Here are the reasons why the SMART NATION EXPO is the right choice:

 Proven track record. **550+** exhibitors. **14,000+** trade buyers, **54** countries

 Size matters. It is the **BIGGEST TECH EVENT** in Malaysia and among the largest in the Region.

 **91%** of Exhibitors Met or Exceeded their Expectations

 **94%** of Exhibitors are Satisfied with Quality of Visitors

 **Focusing** on key verticals: Smart Government, 5G & Communications, Smart Manufacturing, Smart Banking/Fintech, Smart Building, Smart Developments/Properties, Smart Energy, Smart Mobility, Smart Healthcare, Smart Security, Smart Education, and Smart Agriculture.



SMART NATION 2023 EXPO will consist of SPECIAL ZONES

**SMART NATION
EXPO 2023 –
SHOWCASING THE
SMART CITIES &
DIGITALISATION
DEVELOPMENTS
IN MALAYSIA**



HERE'S WHAT OUR EXHIBITORS HAVE TO SAY

I would like to congrats AMB Tarsus on successfully organizing the expo. A great show with meaningful content.



Mr. Nasruldin Hashim
Head of Value Chain Development
Division, Malaysia Automotive Robotics
and IoT Institute (MARii)

The publicity of the expo was good which attracted a lots of customer not only from Malaysia but other countries.



Sharon Liang
Marketing Director,
Dahua Technology Malaysia

3 non-stop happening days. We made the right choice to be at SMART NATION EXPO.



Ms. Kelly Hiew
AA Security & Automation Solution

Met many potential overseas buyers. We are actively engaging with buyers from Uzbekistan, UK, India and Maldives. Congratulations to the organiser for a good job done and we look forward to participate again next year.



En Ahmad Kamal Bin Chik
Chief Executive Officer
Puncak Bumi Utama Sdn Bhd

Meet & talk with many different vendors, owners & exchange info.



Mr. Oleg Zaretskiy
CEO
uDiscovery DMCC (Dubai)

It was a great show. The platform to draw domestic and foreign visitors.



Ms. Anthea Yap
General Manager,
Serba Dinamik Holdings Berhad

Good volume of genuine trade visitors from many industries and related companies.



Mr. Tham Kok Lun
Consultant, SIRIM Berhad

A well run show



Mr. Rusdan bin Abdul Talib
Chief Assistant to Senior Director,
Ministry of Agriculture Putrajaya

An Excellent and Very Busy Show



En Ahmad Khusairy Nordin
Business Development
Setia Geosolutions Sdn Bhd



WHO WILL ATTEND?

- Urban Development Authorities
- Government Ministries and Agencies
- Local Government
- City Councils
- State Planning
- Manufacturers
- Security & Surveillance
- Investors
- Utilities
- Infrastructure Development
- Urban Planners, Architects
- Mass Transport Operators
- Plantations
- Waste Management
- Healthcare
- Energy / New Energy
- Education
- ICT
- Real Estate Developers
- Banks & Finance
- Applications & Solutions Developers/Providers

MORE REASONS WHY YOU SHOULD EXHIBIT AT SMART NATION EXPO 2023



STANDARD BOOTH LOCATION

BARE SPACE RENTAL ONLY
RM 1388/ USD 398 per sqm

WALK ON PACKAGE RENTAL
RM 1488/ USD 448 per sqm Inclusive of:

- Needle punch carpet
- Laminated panels
- Fascia Board
- Fluorescent Lights (40 watts)
- Information Counter
- Folding Chair
- Wastepaper Basket

PREMIUM BOOTH LOCATION

BARE SPACE RENTAL ONLY
RM 1598/ USD 458 per sqm

WALK ON PACKAGE RENTAL
RM 1698/ USD 518 per sqm Inclusive of:

- Needle punch carpet
- Laminated panels
- Fascia Board
- Fluorescent Lights (40 watts)
- Information Counter
- Folding Chair
- Wastepaper Basket

UPGRADE WALK ON PACKAGE
RM 1698/ USD 518 per sqm Inclusive of:

- Needle punch carpet
- Laminated panels
- Fascia Board
- Fluorescent Lights (40 watts)
- Information Counter
- Folding Chair
- Wastepaper Basket
- 2 spotlights
- Round table
- Lockable cabinet
- Brochure Rack

UPGRADE WALK ON PACKAGE
RM 1988/ USD 568 per sqm Inclusive of:

- Needle punch carpet
- Laminated panels
- Fascia Board
- Fluorescent Lights (40 watts)
- Information Counter
- Folding Chair
- Wastepaper Basket
- 2 spotlights
- Round table
- Lockable cabinet
- Brochure Rack



Positioned as an economic catalyst and Gateway to Southeast Asia, MITEC spans over 45,000 sqm of purpose-built exhibition space and triple volume exhibition halls with infinite possibilities. The Venue is the largest trade and exhibition centre in Malaysia.



ABOUT THE ORGANISER



AMB Tarsus Events Group, which is headquartered in Kuala Lumpur, is one of the largest trade show organisers in the region with offices in Malaysia, Philippines, Myanmar, Cambodia, Laos, Sri Lanka and Vietnam. Established in 1996, it is a member of the London listed Tarsus Group PLC (www.tarsus.com) which organises international trade shows in the Middle East, Europe, USA, China, Indonesia and the Americas.

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