



SMART NATION EXPO 2023

19-21 SEPTEMBER 2023
MITEC, KUALA LUMPUR

PRESENTED BY



COMPANY INTRODUCTION



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 based Tarsus Group PLC (www.tarsus.com) which organises international trade shows in the Middle East, Europe, USA, China, Indonesia and the Americas. The Group organises over 180+ business events in 21 industry sectors covering 20 countries.



SMART NATION

19-21 SEPTEMBER 2023
MITEC, KUALA LUMPUR **EXPO2023**

THEME:

“CONNECTING SMART INNOVATIONS”



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



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800+ EXHIBITORS

30+ COUNTRIES

30,000+ KEY DECISION MAKERS

1000+ DELEGATES

CO-LOCATED WITH

- **EVM ASIA 2023 EXPO - *THE REGION'S NO.1 EXHIBITION ON ELECTRIFIED VEHICLES, MOBILITY, MANUFACTURING & AUTO PARTS EXHIBITION***
- **SARAWAK'S DIGITAL DAY ON 20 SEPT 2023**
*(Proposed)**
- **ASEAN SMART CITIES 2023 CONGRESS**
- **SMART NATION 2023 TECHNOLOGY SYMPOSIUM**
- **EVM ASIA 2023 TECHNOLOGY SYMPOSIUM**
- **BUSINESS MATCHING BY MARii**



WHEN?

19-21 SEPT 2023



WHERE?

MITEC, KUALA LUMPUR

HELD IN PARTNERSHIP WITH



MINISTRY OF SCIENCE,
TECHNOLOGY AND INNOVATION

INVITED MINISTRIES & AGENCIES



MINISTRY OF ECONOMIC
COMMISSION FOR
MICRO, SMALL AND
MEDIUM ENTERPRISES



MINISTRY OF
COMMUNICATIONS AND DIGITAL
INFORMATION



MINISTRY OF TRANSPORT



MINISTRY OF ENERGY
AND NATURAL RESOURCES



MINISTRY OF LOCAL
GOVERNMENT DEVELOPMENT



MDEC™

MIDA
MALAYSIAN INVESTMENT DEVELOPMENT AUTHORITY

MARii
INSTITUT AUTOMOTIF ROBOTIK DAN IoT MALAYSIA
MALAYSIA AUTOMOTIVE ROBOTICS AND IoT INSTITUTE

Malaysia
Convention
& Exhibition
Bureau

SIRIM

SHOW REPORT 2022





SHOW FACTS

- SMART NATION 2022 WAS OFFICIATED BY YB DATO' SRI MUSTAPA BIN MOHAMED, MINISTER IN PRIME MINISTER'S DEPARTMENT (ECONOMY) MALAYSIA.
- YB DATUK HAJI JULAIHI BIN HAJI NARAWI, MINISTER IN MINISTRY OF UTILITY AND TELECOMMUNICATION SARAWAK HAS REPRESENTED YAB DATUK PATINGGI TAN SRI DR ABANG HAJI ABDUL RAHMAN ZOHARI BIN TUN ABANG HAJI OPENG, THE PRIMIER OF SARAWAK TO OFFICIATE THE SARAWAK MULTIMEDIA AUTHORITY PAVILION ON THE SECOND DAY OF THE SHOW
- YB DATUK HAJI AHMAD AMZAD BIN HASHIM, DEPUTY MINISTER OF SCIENCE, TECHNOLOGY & INNOVATION HAS GIVEN HIS WELCOME REMARKS DURING THE OPENING CEREMONY.



SHOW FACTS

- YB DATUK ZAHIDI BIN ZAINUL ABIDIN, DEPUTY MINISTER, MINISTRY OF COMMUNICATIONS AND MULTIMEDIA MALAYSIA HAS VISITED THE SMART NATION 2022 EXPO ON THE SECOND DAY OF THE EXHIBITION.
- YB DATUK LIWAN LAGANG, DEPUTY MINISTER, MINISTRY OF UTILITY AND TELECOMMUNICATION SARAWAK (TELECOMMUNICATION) AND YB DATUK DR ABDUL RAHMAN JUNAIDI, DEPUTY MINISTER, MINISTRY OF UTILITY AND TELECOMMUNICATION SARAWAK (UTILITY) HAS ACCCOMPANIED THE YB MINISTER OF UTILITY AND TELECOMMUNICATION SARAWAK TO VISIT THE SMART NATION 2022 EXPO.



SHOW FACTS

- YBHG DATUK M NOOR AZMAN BIN TAIB, SECRETARY GENERAL, MINISTRY OF HOUSING AND LOCAL GOVERNMENT MALAYSIA HAS OFFICIATED THE ASEAN SMART CITIES CONGRESS 2022 ON BEHALF OF YB DATO' SRI REEZAL MERICAN NAINA MERICAN, MINISTER OF MINISTRY OF HOUSING AND LOCAL GOVERNMENT, MALAYSIA.
- YBHG DATO' WIRA WAN AHMAD UZIR BIN HJ WAN SULAIMAN, SECRETARY GENERAL, MINISTRY OF WORKS MALAYSIA HAS VISITED THE SMART NATION 2022 EXPO ON THE FIRST DAY OF THE EXHIBITION.
- YBHG DATUK SERI MAHADI CHE NGAH, MAYOR OF KUALA LUMPUR AND ONE OF THE MAIN SPEAKER FOR ASEAN SMART CITIES CONGRESS 2022. HE ALSO VISITED THE SMART NATION EXPO ON THE FIRST DAY OF THE SHOW.
- YBHG DATO' AR YEW TUNG SEANG, MAYOR OF PENANG ISLAND AND ALSO PRESIDENT OF MALAYSIAN ASSOCIATION OF LOCAL AUTHORITIES (MALA) HAS VISITED SMART NATION 2022 FOR ON FIRST DAY OF THE SHOW.



SHOW FACTS

SMART NATION 2022 WAS SUPPORTED BY:

- MINISTRY OF SCIENCE, TECHNOLOGY AND INNOVATION MALAYSIA
- MINISTRY OF HOUSING AND LOCAL GOVERNMENT MALAYSIA
- MINISTRY OF COMMUNICATIONS AND MULTIMEDIA
- MINISTRY OF FEDERAL TERRITORIES
- KUALA LUMPUR CITY HALL
- MyDIGITAL CORPORATION
- MALAYSIA DIGITAL ECONOMY CORPORATION
- MALAYSIAN INVESTMENT DEVELOPMENT AUTHORITY
- MALAYSIA AUTOMOTIVE, ROBOTICS & IOT INSTITUTE (MARI)I
- MALAYSIAN INDUSTRY-GOVERNMENT GROUP FOR HIGH TECHNOLOGY
- MALAYSIA CONVENTION & EXHIBITION BUREAU (MYCEB)
- SIRIM BERHAD



SHOW FACTS

SMART NATION 2022 WAS SPONSORED BY:

- TENAGA NASIONAL BERHAD
- TM ONE
- FORTINET MALAYSIA
- HUAWEI TECHNOLOGIES (MALAYSIA) SDN.BHD
- CELCOM MOBILE SDN.BHD
- U MOBILE SDN.BHD
- MAXIS BERHAD
- HITACHI ASIA (MALAYSIA) SDN.BHD
- MAGNETIC CONTROL SYSTEMS SDN.BHD
- SARAWAK MULTIMEDIA AUTHORITY
- CYBERVIEW SDN.BHD
- SERBA DINAMIK HOLDINGS BERHAD
- CONSTRUCTION INDUSTRY DEVELOPMENT BOARD MALAYSIA
- ABB MALAYSIA SDN.BHD
- SCHNEIDER ELECTRIC INDUSTRIES (M) SDN.BHD
- PROTON EDAR SDN.BHD



SHOW FACTS

TOTAL PARTICIPATING COMPANIES

415 PARTICIPATING COMPANIES FROM 23 COUNTRIES PARTICIPATED IN SMART NATION 2022

TOTAL ATTENDEES

20,421 ATTENDEES FROM 53 COUNTRIES PARTICIPATED IN SMART NATION 22

EXHIBITOR REPORTED BUSINESS POTENTIAL GENERATED

- AT THE SHOW : USD 11.6 MILLION
- WITHIN 12 MONTHS AFTER THE EXHIBITION : USD 25 MILLION



SMART NATION EXPO & FORUM 2022

27-29 SEPTEMBER 2022 • MITEC, KUALA LUMPUR





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OFFICIAL OPENING CEREMONY PROGRAMME (DRAFT)

19 SEPTEMBER 2023

0830 REGISTRATION AND ARRIVAL OF GUESTS & TEA RECEPTION

0930 ARRIVAL OF DISTINGUISHED GUESTS

0945 CULTURAL PERFORMANCE

**1000 WELCOME REMARKS BY
YB TUAN MOHD RAFIZI BIN RAMLI*
MINISTER OF ECONOMIC**

**1030 OFFICIAL OPENING SPEECH OF SMART NATION EXPO 2023 BY
YAB DATO' SERI ANWAR BIN IBRAHIM*
PRIME MINISTER OF MALAYSIA**

1100 VVIP TOUR TO SMART NATION 2023 EXPO

1200 MEDIA SESSION

***INVITED**



THANK YOU



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