



IGEM 2023: A PLEDGE OF ADVOCACY TOWARD SOCIAL IMPACT AND ENVIRONMENTAL SUSTAINABILITY

KUALA LUMPUR, 7 February 2023: The 14th International Greentech & Eco Products Exhibition (IGEM 2023) will be held in Kuala Lumpur Convention Centre from 4 to 6 October 2023. Minister of Natural Resources, Environment, and Climate Change (NRECC), YB Nik Nazmi Nik Ahmad, officiated the event's soft launch today.

The theme of this year's IGEM, "**Race Towards Net Zero: Leadership for Climate Action,**" underscores the executive's priority in mitigating the effects of climate change. It encourages organisational administrators from various industries to become fluent in the Environmental, Social, and Governance pillars and calls for leaders to become climate-conscious and have the solid commercial acumen to fulfil the 2030 Sustainable Development Goals.

Speaking at the IGEM 2023 soft launch, YB Nik Nazmi said, "This is why we put so much stress to platforms like IGEM and why we hope it will result in new technology and innovation to support future-proofing our nation.

"The IGEM can amplify Malaysia's sustainability drive by introducing new green technology and innovations to pave for a more climate-conscious way of doing business against the backdrop of a recovering economy. The on-going global economic uncertainties mean that Malaysia must be prepared to fortify itself as a pioneer in green technology and a viable destination for investments like this.

"We hope that the IGEM 2023 and other efforts can be a catalyst for leadership-driven climate change campaigns as we confront the new realities. We ask everyone, governments, businesses, non-governmental organisations, and even the public to undergo a comprehensive transformation," said Nik Nazmi.

Last year's IGEM 2022 brought in **RM4.25 billion** in business leads despite the economy's post-pandemic recovery, supporting Malaysia's vigorous push for green initiatives to meet the country's ambition for carbon neutrality. There were 33,150 visitors, including overseas participants from China, the Netherlands, Canada, Korea, Austria, and Singapore. They held exhibitions and conferences to share their countries' best practices in sustainability. Over 370 exhibitors shared their technology, future developments, and eco-solutions to provide a holistic, driven outlook for organisations pursuing the green economy.

“We want to see IGEM organically expand to include more top executives, trailblazing ideas, and information sharing among nations. We have already advanced this goal by featuring the industry's latest electric vehicle (EV) models, products, and next-generation electrified technology in last year's edition. As MGTC supports Malaysia's carbon neutrality mission, our goal for 2023 is to secure more green business leads,” said MGTC CEO Ts Shamsul Bahar Mohd Nor.

The NRECC also stated that the IGEM this year will deep dive into EV-related subjects, such as the adoption of Battery Electric Vehicles (BEV). The NRECC is also considering including additional EV incentives in the updated Budget 2023, which will be presented on February 24, 2023.

The International Electric Mobility Showcase at IGEM 2022 showcased the latest invention and knowledge-sharing sessions, including The Netherlands Innovation Forum on Green Economy Leading Technologies. This was a discussion about the circular economy, which Europe is pioneering.

“We can't work alone to empower change for a circular economy. We encourage the organisation of exhibitions, conference events, and social programmes that promote discussions and exchanges between representatives of countries, governments, businesses, thought leaders, and academic institutions.

“Last year, more than 33,150 people took part in the conversations, which helped them grasp the significance and challenges of striking a balance between socioeconomic development and environmental concerns to build a prosperous and sustainable future,” added Ts Shamsul Bahar Mohd Nor.

IGEM is a government initiative to address climate change by offering a trade show for green technologies and eco-friendly solutions. Since its launch in 2010, IGEM has generated roughly RM30 billion in business leads. Over 500,000 people attended IGEM, including delegates, dignitaries, and corporations from over 70 countries.

To discover more about how to be a part of IGEM 2023, visit: <https://www.igem.my/>

MINISTRY OF NATURAL RESOURCES, ENVIRONMENT AND CLIMATE CHANGE

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