



In Conjunction With



Game-Changing Mobility Takes Centre Stage at the International Electric Mobility Showcase 2023

KUALA LUMPUR, Monday, 10 July 2023 – The International Electric Mobility Showcase 2023 (IEMS 2023), organised by Malaysian Green Technology and Climate Change Corporation (MGTC) and Qube Integrated Malaysia Sdn Bhd, will be held in conjunction with the 14th International Greentech & Eco Products Exhibition (IGEM 2023). The highly anticipated showcase will return for its second year at Kuala Lumpur Convention Centre from 4 to 6 October 2023.

Speaking at the soft launch for IEMS 2023, held at Kuala Lumpur Convention Centre, the **Minister of Investment, Trade, and Industry, YB Senator Tengku Datuk Seri Utama Zafrul Aziz**, noted that “The forecasted growth of the ASEAN electric vehicle (EV) market to reach US\$2.7 billion (RM11.77 billion) by 2027 presents a tremendous opportunity for Malaysia. IEMS 2023 emerges as the ideal platform, perfectly timed as the industry surges beyond its potential.”

“Malaysia is ready to capitalise on this momentum. The government is fully committed to providing unwavering support by constructing supportive policies and offering enticing incentives to propel the success of EV industry players. This will cement Malaysia’s position as a frontrunner in the ASEAN EV market and beyond,” continued Tengku Zafrul.

MGTC Group CEO, Ts Shamsul Bahar Mohd Nor, emphasised that the goal for IEMS this year is to amplify the growth of the EV industry in Malaysia, building upon its upward trajectory in recent years.

He added, “MGTC acknowledges the vital role of the EV industry in advancing sustainability and green energy initiatives. IEMS is not a traditional auto show where product marketing is the main objective of the exhibitors. The National EV Taskforce pavilion is a stand-out feature that differentiates it from other mobility shows. It serves as a platform for promotion and awareness of the end-to-end enablers for advancing the growth of the EV industry, including TVET and training providers, financial institutions, universities, and a variety of electric mobility options (from two-wheelers and passenger vehicles to green logistic providers).

As we embrace the future of sustainable transportation, we envision a world where electric mobility becomes the heartbeat of progress, propelling us towards cleaner, greener horizons. IEMS is a chance for us to collaborate, reimagine the possibilities, and create a wave of transformation that electrifies the world with hope and innovation.”



Aptly themed "Towards Net Zero Transportation," IEMS 2023 sets its sights on driving the sustainable transformation of the transportation industry. As the world moves towards a greener and more environmentally conscious future, IEMS 2023 is a pivotal platform for showcasing the latest advancements and innovations in electric mobility. The theme reflects the event's commitment to fostering a sustainable, zero-emission transportation ecosystem.

IEMS 2023 is gearing up to captivate attendees worldwide with its exceptional lineup of events. Featuring over 100 exhibitor booths and hosting esteemed industry experts and market leaders in the local and international EV industry, IEMS 2023 is positioned as the platform to explore EV products and services in Malaysia. With an expected attendance of 20,000 visitors, the event guarantees exhilarating experiences, including new EV product launches, EV Test Rides, Pocket Talks, Business Matching Sessions, and Networking Sessions.

In addition, IEMS 2023 offers a key feature that will enhance the event experience. The National EV Taskforce booth, supported by key ministries and agencies in the EV ecosystem, will serve as a centralised hub for the Malaysian EV industry. This dedicated booth provides comprehensive information, resources, and support for all aspects of the Malaysian EV industry.

The event saw YB Senator Tengku Datuk Seri Utama Zafrul Aziz witness an exchange of documents between MGTC and Qube pertaining to their collaboration in organising the upcoming International Electric Mobility Showcase 2023.

MGTC remains steadfast in its commitment to promoting the growth of Malaysia's EV industry, in alignment with the nation's vision of achieving net-zero greenhouse gas emissions by 2050. In pursuit of this vision, IEMS 2023 has an official tie-up with the Zero Emission Vehicle Association (ZEVA), making it the strategic partner for the showcase. This collaboration serves to solidify IEMS 2023's position as the premier platform for the EV industry.

To discover more about how to be part of IEMS 2023, please visit <https://iems-malaysia.com.my/>.

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About Malaysian Green Technology and Climate Change Corporation (MGTC)

MGTC is an agency under the Ministry of Natural Resources, Environment and Climate Change (NRECC) mandated to accelerate green growth, advance climate action and inculcate a green lifestyle.

Guided by the National Green Technology Policy (NGTP), the National Policy on Climate Change (NCCP), Green Technology Master Plan 2017-2030 (GTMP) and the Twelfth Malaysia Plan, MGTC carries out programs and initiatives to support stakeholders at all levels.

By 2030, through its various programs and initiatives, MGTC aims to facilitate RM100 billion in green investments, create 230,000 green jobs and help Malaysia achieve its net-zero GHG emissions as early as 2050 target.

About Qube Integrated Malaysia Sdn Bhd

Established in 2003, Qube Integrated Malaysia Sdn Bhd is a leading provider of comprehensive solutions in the events and exhibitions industry. With a team of seasoned professionals, Qube offer a wide range of services including official show contractor, exhibition design and fabrication, hybrid and virtual events, event management and promotion, interior architecture and retail fit-outs, multimedia design and A&P communication services, and more.

For more information, visit <http://qube.com.my/>