

VIRTUAL

# ENERGIZING SUSTAINABILITY



**igem**  
INTERNATIONAL GREENTECH &  
ECO PRODUCTS EXHIBITION &  
CONFERENCE MALAYSIA **2020**

**19<sup>TH</sup> - 23<sup>RD</sup> OCTOBER 2020**



igem.malaysia



IGEM\_MY



igem.my

www.igem.my



Welcome to the 11th International Greentech & Eco-Products Exhibition & Conference Malaysia (IGEM). The biggest flagship event organised annually by the Ministry of Environment & Water (KASA) creating a platform for solution providers and green businesses to tap into the fast-expanding ASEAN market by showcasing the latest innovations to policy makers, government organisations, investors and the mass market.

Over the years, IGEM has successfully generated over RM30 billion in business leads since its initiation in 2010. To date, IGEM has attracted attendance of over 490,000 visitors including delegates, dignitaries and companies from over 60 countries.

On its 11th series, IGEM this year sees a promising future; being the 11th anniversary of IGEM; and the consistent production of this event is evident that the agenda for a sustainable and green Malaysia is constantly in the attention of Malaysia's policy makers and solution providers. IGEM 2020 is scheduled to be held virtually between 19th - 23rd of October 2020.

IGEM 2020's theme of "Energising Sustainability" through green technologies to empower climate action today explores the integrated modes between green economy solutions and its applications to the aim of achieving sustainable development goals for various global industries. Issues to be discussed would be on mitigating the "70% global population living in cities by 2050, river pollution, working together to end plastic waste, driving towards cleaner air, reducing greenhouse gas emissions & energy efficiency, amongst other issues.

In view of the recent global Covid-19 pandemic, IGEM 2020, in its 11th series, has received overwhelming response for it to be hosted virtually. Majority of the stakeholders believed that hosting IGEM 2020 virtually would be an excellent solution for all stakeholders to progressively continue with their marketing and promotional activities. This attest the volume of confidence the industry has in IGEM 2020 towards contributing to the economic and social advancement in line with its sustainable future growth.

## IGEM 2019 ACHIEVEMENTS



## IGEM 2019 TESTIMONIALS



We are delighted to be organising, MISA, our signature awards in conjunction with IGEM 2019.



**Marco Winter**

Director,  
Malaysian Dutch Business Council



IGEM remains one of the region's most dynamic & vibrant industry platforms attracting large & innovative players.



**Simon Wong**

Head of Sales Jinko Solar



IGEM is a great platform for us to showcase our green products & sustainable solutions.



**Chan Hon Leong**

Marketing, Head of Department,  
DAIKIN Malaysia Sales and Services





## REASONS FOR HOSTING VIRTUAL IGEN 2020

- A regional conduit to continuously support the promotions and business matching opportunities in catering to the regional needs of sustainable energy, climate change, green technology and the environment sectors.
- Minimal investment with value-added offerings to tap excellent business opportunities and prospects of the regional industries.
- IGEN is strongly committed to play a leading role to help boost the socio-economic development and growth of the green technology and energy sector in the emerging economies.
- Under Malaysia's Green Technology Master Plan (2017 - 2030), the green businesses are anticipated to contribute approximately 1.5% to the nation's Gross Domestic Product (GDP) or equivalent to RM60 billion by 2030 from RM7.9 billion in 2013. In addition, with the Government's commitment to boost the green sectors, it is projected to contribute RM94.3 billion of total investment in green technology.
- IGEN provides the platform for leading industry players to network and discuss the direction and impact to be faced by the sectors in the post Covid-19 era.



## WHY EXHIBIT AT VIRTUAL IGEN 2020?

Expose your business to thousands of decision-makers across the globe. Explore new opportunities as well as expand your marketing network with the target audience.

- A truly dedicated virtual trade show that offers ongoing opportunities 24/7 for a month.
- Most suitable norm with the current Covid -19 global pandemic to promote economic activities and promotions to hit a wider audience outreach.
- More cost-effective compared to a physical showcase.
- Offers similar functions online for booth and product displays like any physical event.
- Live chat with sales staff, inbound meetings, and live stream product demos with Q&A.
- Easy accessibility by target audience from anywhere, anytime and any devices.
- Track your ROI with advanced analytics in real time.
- Obtain instant feedback using real-time interactive features like polling and Q&As.
- Networking opportunities with AI functions.
- Environmental-friendly; eliminates the need for printed brochures or materials, thus helps reduce carbon footprint intensity.



# FEATURES OF VIRTUAL IGEM 2020

## Exhibition

- 5-day online exhibition – Listing product, organization info, video.
- 24/7 accessibility from any parts of the world, at any time and with any device.
- Web-based platform
- Booth design – customised design with corporate branding
- Visitors are able to meet company representatives, download brochure, watch corporate video and collect points for visiting the booth
- Live chat, view others who are visiting the booth and leave a review



## Business Matching

- Business Matching / Networking – feature to setup meeting / chatting
- One-to-one meetings with Artificial Intelligence (AI) function
- Live Video Call via Zoom
- Exhibitors are able to make appointments with visitors and meet at the business matching lounge. They can also chat with other exhibitors.
- Visitors can both chat with exhibitors as well as chat with other visitors
- Live private chat and live group chat



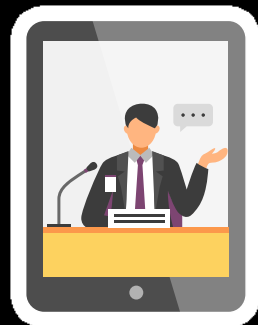
## Conference

- 2-hour session per day (Paid / FOC) – with podcast
- 100 – 200 pax per session
- Establish kit for speaker - Branding (Microphone, lighting, backdrop)
- Live stream broadcast with virtual studio
- Connect with the audience in real-time through chat
- Both speakers and audience can access conference content
- Share screen

For this year, IGEM 2020 will be hosting the virtual conference in collaboration with several leading conference partners.

- Live speaker/record presentation
- Share screen by speaker – presentation or video
- Live discussion and Q&A
- Session can be recorded and delegates to have access to recorded session
- Conference topics include:
  - ✓ Industry sustainability and climate change;
  - ✓ Green buildings financing;
  - ✓ Awareness on sustainable green financing, best practices and policy;
  - ✓ Alternative Energy technology, Climate Policies, Waste & Finance Pitching;
  - ✓ Climate Change initiatives - mitigation for forest, city and RE; and
  - ✓ Sustainable development related on the Circular economy.

Schedule will be shared prior to the event. Delegates are requested to contact either IGEM organiser or the relevant conference partners directly.



# BENEFITS OF PARTICIPATING IN VIRTUAL IGEM 2020

Companies participating in this year's showcase will be entitled to enjoy several benefits:

- **IMPACTFUL** - the use of a virtual platform offers an impactful solution tailored to the specific needs and targets of the event during this Covid-19 pandemic era.
- **COST-EFFECTIVENESS** - cheaper investment for exhibitors compared to a physical event.
- **15% DISCOUNT** - a 15% discount at IGEM 2021 for those participating this year.
- **REAL-TIME** direct engagement between exhibitors and trade visitors.
- **INCREASED VISIBILITY & AWARENESS** - event will certainly be a new and exciting experience for both exhibitors and attendees with hundreds of exhibitors showcasing their products and services in a single virtual marketplace.
- **WIDER MARKET OUTREACH** - with the rapid Internet connectivity, exhibitors will have a higher and brighter opportunity to a massive outreach of potential prospects.
- Easy and immediate access on-the-go at anytime, anywhere and any device.
- **ANALYTICS & DATA** - analytics, statistic & data of the event available to all exhibitors after the event.

## CONTENT & KNOWLEDGE:

### Virtual Features

#### Stream Your Conferences Seminar or Workshop

Compatible with:

**vimeo**  **YouTube** **zoom** **facebook** *Restream.io* **twitch**

#### Know what's live

Visitors & Exhibitors have access to virtual platform 24 hour including exhibition hall, watch recorded conference video, networking with others

#### Runs polls & surveys during sessions

#### Create group chat & discussions at an event level



# EXHIBITION PROFILE

## Renewable Energy & Energy Efficiency



- Solar
- Conventional power generation with low carbon emission technologies
- Energy efficiency technologies
- Biogas
- Energy generation from power fuel
- Low carbon power generation technologies
- Other forms of alternative technologies

## Green Building



- Building consultants
- Building materials and construction technologies
- Building services and products
- Energy efficiency and renewable energy technologies in building application
- Green building rating method

## Green Transport



- Electric vehicles
- Hybrid and energy efficient vehicles
- Lower carbon emission and fuel efficiency technologies
- Plug-in hybrid electric vehicles
- Public transportation technologies

## Green Waste



- Waste treatment and disposal
- Resource recovery
- Composting
- Methane emission management
- Waste conversion into wealth
- Waste reduction and recycling
- Waste to energy

## Water



- New water production technologies
- Rain water harvesting
- Water efficiency appliances
- Water management and recycling
- Wastewater treatment technology

## Green Manufacturing



- Manufacturers
- Producers
- Distributors
- Suppliers



Science & Technology



Environment



Climate Change



ICT



Forestry



Agriculture

# VISITORS PROFILE

- Academics and researchers
- Bankers and investors
- Business owners, CEOs, COOs
- Chief procurement and Information officers
- Corporate leaders
- Economists
- Entrepreneurs and incubators
- Future decision makers

- Government officials and international policy makers
- Manufacturers and producers
- Media
- NPO / NGO environmental groups
- Private investors and private equities
- Procurement and contracts managers

- Directors/managers
- Professionals and specifiers
- Regulators and decision makers
- SME stakeholders
- Sustainable communities
- Trade offices and associations
- Students
- General public

## EXPECTED PROGRAMS



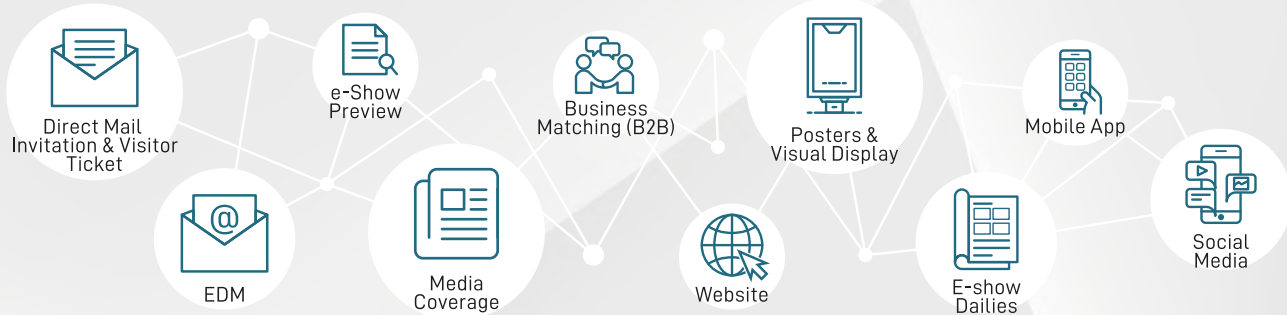
*\*please refer to [www.igem.my](http://www.igem.my) for update event schedule*

## TARGETS





## DIGITAL MARKETING CAMPAIGN



## EXHIBITION PACKAGES

FEATURES	18 m <sup>3</sup>	36 m <sup>3</sup>
	STANDARD BOOTH RM5,000 / USD2,000 Booth with Standard Template Design	PREMIUM BOOTH RM10,000 / USD3,000 Booth with Customized Design
Info points + Microsites (Company profile, Brochure, Video)	✓	✓
Meeting Scheduler	✓	✓
Business Matching	✓	✓
Pocket Talk	✓	✓
Exhibitors dashboard	✓	✓
Extended Business Matching (1 on 1 meeting, hosted buyers, private chat room)		✓
Digital marketing		✓
Video Calls		✓
Login Pass <small>access to free conference that limited to 200 pax only</small>	3 passes	5 passes
VIP Pass	1 pass	3 passes

### ADD ON FEATURES

RM2,000 / USD500  
Per Features

Digital Marketing

Additional info points

1 x 3D Spin

1 x Microsite

### Benefits for SMEs:

- [Potential] Apply MATRADE MDG for participating in Igem 2020 Virtual Exhibition
- [Potential] Access Conferences with SME discounts



### Contact Us

For Sponsorship Packages



### REGISTER NOW!

MALAYSIAN GREEN TECHNOLOGY AND CLIMATE CHANGE CENTRE

No.2, Jalan 9/10, Persiaran Usahawan, Seksyen 9, 43650 Bandar Baru Bangi, Selangor Darul Ehsan.

☎ 03-8921 0800 / 03-8921 0834 📠 03-8921 0801 / 0802 ✉ igemgroup@greentechmalaysia.my

[www.greentechmalaysia.my](http://www.greentechmalaysia.my) / [www.igem.my](http://www.igem.my)