



IGEM

INTERNATIONAL GREENTECH & ECO PRODUCTS EXHIBITION & CONFERENCE MALAYSIA **2016**

5-8 OCTOBER 2016

Kuala Lumpur Convention Centre, Malaysia



Green Business for **SUSTAINABILITY**

Organiser :



Ministry of Energy, Green Technology and Water

Co-Organiser :



Strategic Partners :



MALAYSIAN EXHIBITION SERVICES SDN BHD

ALWORLD EXHIBITIONS



Malaysian Investment Development Authority (MIDA)

Supported by :



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IGEM 2016

GREEN BUSINESS FOR SUSTAINABILITY

The International Greentech & Eco Products Exhibition & Conference Malaysia (IGEM) has established itself as South East Asia's largest point of convergence for industries, investors and individuals involved in green technology and eco products.

IGEM provides a strategic platform for international and regional green businesses to tap into the fast expanding ASEAN market. Through IGEM, industry experts and businesses are able to showcase their latest innovations to governments, investors, trade and mass markets across the region.

IGEM offers numerous networking opportunities that allow for cross-country exchange of expertise and knowledge while creating lucrative business prospects in the burgeoning green market.

Since the inaugural edition in 2010, IGEM has successfully generated an estimated RM8.8 billion in business leads. IGEM has attracted over 300,000 visitors including delegates, dignitaries and companies from 50 countries comprising representatives from China, Germany, Japan, Norway, Netherlands, United Kingdom and the United States of America.

IGEM registers over 350 international and regional exhibitors each year. Past exhibitors include GE, First Solar, Nissan, Renault, Panasonic, Toshiba, IHI Enviro Corporation, Daelim Industrial Co., Tokyo Metropolitan Government, Korea Environmental Industry & Technology Institute and Japan External Trade Organisation.

IGEM 2016 is themed "Green Business for Sustainability", in line with the COP21 agreement which emphasises a global shift to environmentally sound and sustainable commercial practices. As an international platform for innovation and technology as well as convergence point of decision-makers, entrepreneurs and investors, IGEM 2016 promises to advance green business for the socio-economic sustainability of the region.

IGEM 2016 is segmented into the following areas that have been identified to have the highest impact on regional sustainability:

- a. Green Energy
- b. Green Transport
- c. Green Building
- d. Waste Technology & Management
- e. Clean Water Technology & Management



IGEM'S 5 KEY PILLARS



A. GREEN ENERGY

The energy sector is a key contributor to a nation's economic growth. However, it is also a major contributor to carbon emissions. As we strive for a more sustainable future, there is a pressing need to increase the use of renewable sources such as biomass, solar and wind, in order to address the correlation between economic growth and increasing carbon emissions.

At the 33rd ASEAN Ministers on Energy Meeting, in October 2015, an agreement was made to increase the share of renewable energy in the region's energy mix to 23% by 2020. Along with a regional target of reducing greenhouse gas emissions by 20% over the next 10 years, this will present promising business opportunities that should lead to a sharp growth in investments in renewable energy.

Historically, IGEM has always prominently featured manufacturers, suppliers and innovators from the green energy sector. IGEM 2016 will continue this tradition to showcase the latest in green energy technologies.



B. GREEN TRANSPORT

Transportation accounts for between 20% and 25% of worldwide energy consumption and carbon emissions. ASEAN, which has a population of over 600 million, mostly concentrated in dense urban centres, is aware of the damaging effects caused by uncontrolled growth in the transportation sector which leads to decreasing health and environment, including increased air pollution and respiratory ailments.

ASEAN countries have begun implementing various policies to incentivise the development and adoption of greener modes of transport such as energy efficient vehicles, hybrids and electric vehicles. These policies range from revised road tax systems, calculated based on carbon emissions that give preference to green vehicles, to import and excise tax exemptions which makes importing green vehicles more affordable.

Such policies, together with the rapid rise in global sales of green vehicles, promise to provide significant business opportunities for both established and new players to capitalise on a growing green transport market.

IGEM 2016 will once again gather green vehicle experts from around the world to drive the exchange of knowledge and expertise that will fast track the adoption of more environmentally friendly transportation.



C. GREEN BUILDING

Construction and property development play a vital role in the economic makeup of ASEAN nations, with three of the world's 10 most rapidly growing construction economies coming from ASEAN and annual sectorial growth rates of between 3% and 9% witnessed across the region.

ASEAN countries have long cooperated to transfer expertise and knowhow in developing and retro-fitting buildings with green technology to ensure balanced growth while maintaining sustainability. Driving the sustainable building agenda are individualised green building rating systems that are employed across the region, such as the Green Building Index in Malaysia, the Green Mark in Singapore and GreenShip in Indonesia.

The green building revolution will transform the built environment by creating energy-efficient, eco-friendly, productive buildings that minimise their impact on the global environment.

The newly established ASEAN Economic Community will spur region-wide economic growth leading to more intensive urban development, but at the same time increase inter-country cooperation in sustainable development.

IGEM 2016 will help businesses capitalise on this growing market by showcasing cutting-edge technologies and materials that will increase overall efficiency and reduce the carbon footprint of buildings.



D. WASTE TECHNOLOGY & MANAGEMENT

ASEAN's increasing urban development has escalated the production of waste. This represents a serious problem, as open dumping and landfills remain the number one waste disposal method across the region. This contributes to environmental pollution and may also lock up strategic land banks, hindering economic progress.

The shift to more sustainable practices and ASEAN's economic growth potential promises to spur significant market potential for the use of waste technologies that are associated with energy recovery, recycling and composting to mitigate land area used in solid waste disposal.

IGEM 2016 will act as a facilitator for both the public and private sectors to engage with each other in implementing technologies to minimise production of waste, reduce dependence on landfills and incorporate waste-to-energy generation.



E. CLEAN WATER TECHNOLOGY & MANAGEMENT

While ASEAN is blessed with an abundance of water, a recent United Nations report ranks the majority of ASEAN countries as "moderately insecure" in terms of water security. The rapid growth in population, industrialisation and urbanisation across the region has increased pressure on this vital resource, particularly for industrial activities and agricultural use.

To address this, Malaysia along with other member nations have begun to reassess their respective water management systems with greater emphasis being placed on clean water technologies and management to ensure a steady supply of water.

IGEM 2016 will act as a platform for technology providers and policy makers to exchange ideas in developing long-term strategies for water resource management to achieve greater water security, strengthen the water services industry and return waste water to the environment pollution-free.

HIGH-LEVEL EVENTS

HELD CONCURRENTLY:

CONFERENCES

Taking place alongside IGEM 2016 are conferences aimed at discussing and deliberating on current issues related to the implementation of legislation, policies, guidelines, programmes, activities and the role of agencies responsible for the implementation of sustainable living and green business.

ANCHOR HIGHLIGHTS

- Delegations from ASEAN countries
- Green Talks Theatre – Workshops and seminars
- International & ASEAN Pavilions
- International Buyer Programme
 - Malaysian State Pavilions
 - MATRADE International Business Matching
 - MIDA Business Consultation
 - One-to-One BizMatch Programme

SPECIAL PROGRAMMES AND ACTIVITIES

- Exhibitors' Reception
- IGEM 2016 Opening Ceremony
 - MoU & JV Signings
 - Malaysian Cleantech Competition & Accelerator Programme
 - Visits by Institutions

AND MANY MORE !

SUPPORTING MINISTRIES:



MINISTRY OF FINANCE



MINISTRY OF TRANSPORT



MINISTRY OF EDUCATION MALAYSIA



MATRADE
MALAYSIA EXTERNAL TRADE DEVELOPMENT CORPORATION



MINISTRY OF URBAN WELLBEING, HOUSING AND LOCAL GOVERNMENT

TRACK RECORD

A Green New Deal

No. of Exhibitors: **277**

Business leads: **RM 1.2 billion**

A Green New Deal: The Next Frontier

No. of Exhibitors: **353**

Business leads: **RM 1.3 billion**

Greentech for Growth

No. of Exhibitors: **366**

Business leads: **RM 1.3 billion**

Advancing Green Growth and Global Entrepreneurship

No. of Exhibitors: **261**

Business leads: **RM 0.4 billion**

Creating Green Wealth

No. of Exhibitors: **357**

Business leads: **RM 1.9 billion**

Powering The Green Economy

No. of Exhibitors: **350**

Business leads: **RM 1.98 billion**

Green Business for Sustainability (Targeted)

No. of Exhibitors: **350**

No. of visitors: **30,000**

Business leads: **RM 1.5 billion**

Total cumulative visitors: **350,000**

EXHIBITORS' PROFILE

IGEM 2016 WILL COMPRISE EXHIBITORS FROM THE FOLLOWING INDUSTRIES REFLECTING THESE 5 PILLARS:

a. Green Energy:

- Biogas
- Conventional power generation with low carbon emission technologies
- Energy efficiency technologies
- Energy generation from fossil fuel
- Low carbon power generation technologies
- Renewable energy technologies
- Other forms of alternative energy: solar energy, hydroelectric power, biomass, ocean energy, etc.

b. Green Transport:

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

c. 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 methods

d. Waste Technology & Management:

- Composting
- Methane emission management
- Waste conversion into wealth
- Waste reduction and recycling

e. Clean Water Technology & Management:

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

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

STRATEGIC MARKETING CAMPAIGN TO ATTRACT KEY INDUSTRY PLAYERS

- **NEWSPAPERS** - A host of advertisements to be placed in top local newspapers and in leading regional newspapers.
- **TECHNICAL TRADE JOURNALS & DIRECTORIES** - Advertisements to be placed in major trade journals across the world.
- **VISITING MAJOR ENERGY SHOWS IN THE REGION AND BEYOND**
- **SHOW PREVIEW** - Printed show preview with highlights on exhibits will be email broadcasted to potential trade visitors, VIPs and embassies.
- **VIP PROGRAMME** - Exhibitors are invited to nominate key clients as VIPs for the show.
- **WEBSITE** - An interactive show website has been designed which will carry all the latest information on the progress of the show.
- **POSTERS** - Posters about the show, dates and venue will be posted at all relevant points.
- **E-TRADE INVITATION** - Each contracted exhibitor will be able to send out unlimited e-invitations.
- **PRESS ACTIVITIES** - Press releases carrying latest updates about the show will be issued to the local and foreign press.
- **E-DAILIES** - A total of 4 issues will be produced during the show will be emailed to all registered visitors.
- **EMAIL BROADCASTS** - Rounds of email broadcasts will be executed to encourage visitor to pre-register.

IGEM 2015 : POWERING THE GREEN ECONOMY

Size of exhibition:

13,000 square metres (gross)

Participating companies:

350 exhibiting companies from 25 countries

Total number of visitors:

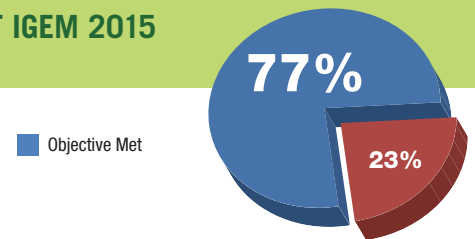
23,932 visitors from 50 countries

Total potential business transaction:

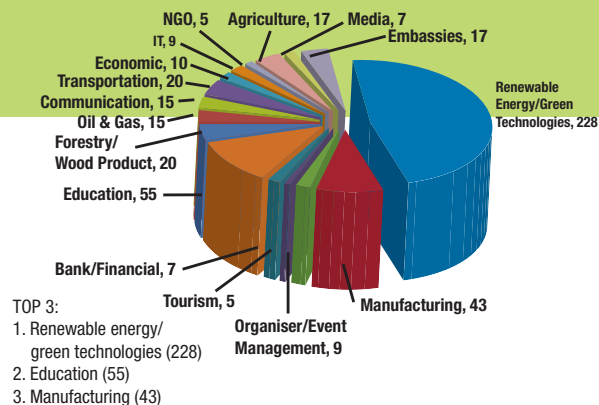
RM1.98 billion business leads achieved

Number of state pavilions: **11**

77% OF EXHIBITORS MET THEIR PARTICIPATION OBJECTIVES AT IGEM 2015



BUYERS' NATURE OF BUSINESS



VIPs Who Visited IGEM 2015 :

- **YAB Dato' Seri Mohd Najib Tun Abdul Razak**
Prime Minister of Malaysia
- **YB Datuk Seri Panglima Dr. Maximus Johnity Ongkili**
Minister of Energy, Green Technology & Water
- **YAB Datuk Seri Ir. Hj. Idris bin Hj. Haron**
Chief Minister of Malacca
- **YB Dato' Seri DiRaja Mahdzir bin Khalid**
Minister of Education
- **YBhg Datuk Loo Took Gee**
Secretary General, Ministry of Energy, Green Technology & Water
- **YDH CP Dato' Pahlawan Zulkifli bin Abdullah**
Director of Management, Royal Malaysia Police
- **YBhg Tan Sri Peter Chin Fah Kui**
Chairman, Malaysian Green Technology Corporation
- **H.E. Say Samal**
Minister of Environment, Royal Kingdom of Cambodia



GENERAL INFORMATION

Venue:

The Kuala Lumpur Convention Centre, Kuala Lumpur, Malaysia

The Kuala Lumpur Convention Centre, located in the heart of Kuala Lumpur's business, shopping and recreation district, opened for business in early June 2005. It is a state-of-the-art exhibition, conference and events facility that sits on the edge of the picturesque Kuala Lumpur City Centre (KLCC) Park. Within walking distance to the KLCC Towers, 5-star and business hotels and linked by tunnel to the Suria KLCC shopping mall and entertainment complex, it is the ideal location for an exhibition.

Co-Organiser:

Malaysian Green Technology Corporation (GreenTech Malaysia)

GreenTech Malaysia is an organisation under the purview of the Ministry of Energy, Green Technology & Water Malaysia (KeTTHA) charged with catalysing green technology deployment as Malaysia's strategic engine for socio-economic growth and aims to position the country as a hub for green technology by 2020 and subsequently transform Malaysia into a Green Community by 2030.

Organiser:

Ministry of Energy, Green Technology and Water (KeTTHA)

The Ministry of Energy, Green Technology and Water (KeTTHA) is responsible for formulating policies and legal frameworks as well as setting the direction of the energy, green technology and water sectors to achieve national development goals. The Ministry is committed in pursuing green growth for sustainability and resilience in line with the Eleventh Malaysia Plan, 2016-2020.

Strategic Partner:

Malaysian Exhibition Services Sdn Bhd (MES)

IGEM 2016's strategic partner is MES and the event will be marketed worldwide by Singapore based International Expo Management Pte Ltd and London based Overseas Exhibition Services Ltd. These companies are all members of Allworld Exhibitions Alliance of exhibition organisers, managers and consultants with experience in the industry for over 30 years and currently organise over 150 trade exhibitions biennially.

Admission Details

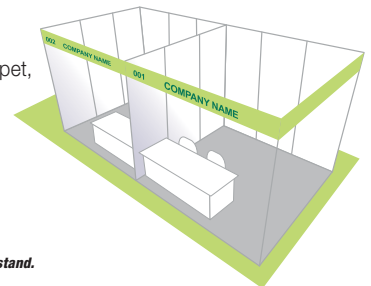
- Free admission. Registration is required.
- Walk-in visitors are most welcome but are strongly encouraged to pre-register online to avoid long queues and inconvenience.
- Trade days are open to professionals, trade and business visitors by invitation or business card registration only.
- Children of 12 years & below will NOT be permitted admission.
- All visitors must be properly attired. Bermudas, shorts, sandals and slippers are NOT permitted.
- The organisers reserve the rights to refuse any entry at their discretion.

Date/Time

- **5 - 7 October 2016 : 10.00am - 6.00pm** (Trade Visitors Only)
- **8 October 2016 : 10.00am - 5.00pm** (Trade & Public Visitors)

Exhibition Space Costs

- **Space only:**
USD400 per square metre
Rent a space to build your own stand, carpet not included.
- **Space and Shell Stand:**
USD455 per square metre
Comprises floor space, walls, carpet, lighting, upright chair, one information desk and fascia only.
- **Space and Walk-on Stand*:**
USD475 per square metre
Comprises floor space, walls, carpet, lighting, display board/shelf, lockable cupboard, easy chair, coffee table, information desk, upright chair, a 13A electrical power supply and fascia.



* Minimum area from 9sqm per booth
* A Walk-On Stand is not necessarily a corner stand.

* 6% of Goods and Services Tax (GST) will be applicable to all prices quoted.

Reimbursable Grant from MATRADE*

Eligible parties which undertake export promotional activities may receive the following financial support from MATRADE when participating at IGEM 2016:

- Reimbursement under MATRADE's Market Development Grant on approved costs of eligible activities which include participation fee paid to organiser, advertising cost in Show Directory & others, up to a grant ceiling as approved by MATRADE;
- Entitlement for double tax deduction of eligible expenses incurred on their participation;
- Applicable to eligible Malaysian SMEs, trade and industry associations, chambers of commerce and professional bodies only.

*Please refer to the MATRADE MDG 2014 guidelines for details on eligibility and procedures. Terms & Conditions Apply

REGISTER YOUR INTEREST WITH:

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