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Malaysia Pavilion at Expo 2020 Dubai offers online virtual experience

Borneo Post (KK), Malaysia



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DUBAI: The Malaysia Pavilion launched its e-platform, a virtual version of the physical Pavilion at Expo 2020 Dubai, to provide an added facility for the general public to experience the Pavilion exhibits as well as drive traffic and enhance connectivity for Malaysia's trade and business programmes.

The on-demand platform can be accessed through the Malaysia Pavilion website at www.malaysiaexpo2020.com and aims to provide Malaysian business participants a global reach with greater reach and speed.

The launch of the e-platform was announced by Science,

Technology and Innovation Minister Datuk Sri Dr Adham Baba during his opening speech at the Malaysian International Technology Summit (MITS) on October 5, 2021.

His speech was delivered by the Ambassador of Malaysia to the United Arab Emirates, His Excellency Mohd Tarid Sufian.

Malaysia's participation in Expo 2020 Dubai is spearheaded by the Ministry of Science, Technology and Innovation (MOSTI) with Malaysian Green Technology and Climate Change Centre (MGTC) as implementing agency. Malaysia carries the theme of 'Energising

Sustainability' at the Expo.

The general public can access the platform to experience the permanent exhibits at the Energising Today and Energising Tomorrow segments which are spread across seven exhibit areas namely, the Malaysian Rainforest, Sustainable Agricommodities, Malaysia 2030 (exhibit 3 and 5), Re-energising the Future, Smart City and Smart Network.

The narrative of the Energising Today segment is on sustainable land-use management and the balanced relationship between the country's forest conservation and the development of agricommodities.

The remaining five exhibit halls under the Energising Tomorrow segment showcase Malaysia's commitment to become a developed and high-income nation with science, technology and innovation as the main thrusts.

The Energising Harmony segment is for visitors to enjoy cultural performances by the

National Department for Culture and Arts that showcases the nation's unique and colourful make-up of diverse ethnicities with multi-cultures and heritage.

The Energising Business segment is where 26 weekly thematic trade and business

programmes take place, helmed, and supported by 21 government ministries, 70 agencies, and five state governments.

The programmes encompass 10 industry verticals comprising the sectors of Education; Youth & Technopreneurship; Trade, Industry 4.0 & Smart Manufacturing; Science, Technology, Innovation; Environment & Water; Sustainable Agriculture & Agricommodities; Health, Tourism & Culture; Energy; E-Commerce & ICT; and Halal Industry & Islamic Finance.

The virtual platform provides an end-to-end e-commerce marketplace for our industries

to meet and interact with buyers and collaborators. This includes those participating in-person at our 26 weekly trade and business programmes in Expo 2020 Dubai or those who wish to join the sessions virtually," said Adham.

Users of the platform will be able to access virtual exhibition booths, join B2B meetings, business matching sessions and webinars. Other features are livestreaming of events and pocket talks happening during the weekly thematic trade programme. The platform is useful for the general public, companies, chambers of commerce, and organisations.



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SUMMARIES

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