

Serba Dinamik a premier partner for Malaysia Pavilion at Dubai Expo 2020



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Serba Dinamik Holdings Berhad (Serba Dinamik) is a premier partner for Malaysia Pavilion at Dubai Expo 2020 to support Malaysia's objective to exhibit its technologies and innovation capabilities the eyes of the world.

It will be held from October 1, 2021, to March 31, 2022.

"Serba Dinamik, through its participation, capitalises on the World Expo 2020 as the best platform for accessing global markets and boosting our business growth," Serba Dinamik MD and CEO, Datuk Mohd Abdul Karim Abdullah (*picture*) said in a statement today.

As a business entity, he said Serba Dinamik is looking forward to establishing new business relationships and strengthening the existing ones at Dubai Expo 2020.

“Malaysia Pavilion emphasises the nation’s commitment and direction for sustainable development, which strikes a balance between socioeconomics progress and environmental status including the application of technologies, innovations, and renewable energy which are in line with the theme of “Energising Sustainability’,” he added.

Malaysia in Dubai Expo aims to inspire visitors with Malaysia’s hospitality, tropical rainforests biodiversity, and long-term efforts to ensure industrial sustainability.

Weekly thematic trade and business programs will be held in the pavilion, covering more than ten industry verticals.

The country’s participation in the expo will be led by the Ministry of Science, Technology and Innovation (MOSTI), while the Malaysian Green Technology and Climate Change Centre (MGTC) is the implementing agency. This mega expo takes place every five years, to promote worldwide collaboration, innovation, technological advancement, human improvement, and education.

Abdul Karim hopes that Dubai Expo 2020, with its infrastructure, technologies, and collaborations, serves as a model for a viable future, establishing sustainable benchmarks and leaving a significant legacy for future generations as the global seeks to achieve a cleaner, safer, and healthier future.

“As we progress with the adoption of the Fourth Industrial Revolution (IR 4.0) and which in line with Malaysia’s inspiration which was announced during the 12th Malaysia Plan, Serba Dinamik is striving its efforts to produce sustainable value and construct an entire sustainability framework while integrating Information Technology (IT) and aerospace business as part of its core business,” he said.

The company is looking at showcasing its abilities in the aerospace industry as he believes in the potential to elevate the drive to the next level and at the same time always support Malaysia’s inspiration to develop aerospace business under wholly-owned Serba Dinamik Group Berhad (SDGB), which could generate economic growth and producing highly skilled workers. **—TMR**