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KASA Makes Circular Economy Top Agenda At Expo Dubai 2020

By **Editor** - March 27, 2022



The Circular Economy Week hosted by the Ministry of Environment and Water begins in the final week of Malaysia Pavilion's 26 weekly thematic trade and business programmes at Expo 2020 Dubai.

Officially opened by the Minister of Housing and Local Government, Dato' Sri Reezal Merican Naina Merican, the programme included the Circular Economy Conference,

a panel sharing session by experts from KASA, The Ministry of Housing and Local Government, Malaysian Recycling Alliance (MAREA) and national oil and gas company Petronas.

In line with the Malaysia Plastics Sustainability Roadmap 2021-2030 document developed by KASA, the Circular Economy Week serves as a platform to promote Malaysia's circular economy initiatives that uphold the principles of the Sustainable Development Goals (SDGs).

"Circular Economy is a great opportunity to us all. The transition to a more circular economy where the values of products, materials and resources are maintained in the economy for as long as possible, and subsequently minimising the generation of waste, significantly contribute to a more sustainable, low carbon, resource-efficient and competitive economy," said, Mr. Eddy Mazuaansyah Bin Mohd Ali Murad, KASA Environmental Management Division Deputy Undersecretary in his welcoming speech.

The Circular Economy Week also aims to highlight Malaysian industry initiatives in implementing and promoting sustainable business practices through the circular economy agenda by enhancing product design innovation, optimising production processes and implementing Extended Producer Responsibility (EPR). During this period, 'Business Pitching' and 'Business Matching' sessions will be held to promote Malaysian companies to global markets.

At the same time, the weekly trade and business programme aspires to introduce Malaysia as a fast-developing country that drives the circular economy. A total of 13 companies represented by 34 business delegates are participating in the programme.

"Malaysia recognises the importance of all business entities including small and medium enterprises to spur the economy and at the same time, keeping healthy environment. Thus, we bring together homegrown enterprises with us here to explore potentials and opportunities for future collaborations from international players in diversifying investments of circular business model," he added.

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