

ACCELERATING THE DIGITAL ECONOMY



# SMART NATION EXPO & FORUM 2022

27-29 SEPTEMBER 2022 • MITEC, KUALA LUMPUR

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MITEC, KUALA LUMPUR

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# SMART NATION EXPO & FORUM

## – MALAYSIA'S BIGGEST TECH EVENT ON SMART CITIES, EMERGING TECHNOLOGIES AND APPLICATIONS

The introduction of 5G together with INDUSTRY 4.0, IoT, Artificial Intelligences, Robotics and Virtual/Augmented Reality will create new business and job opportunities that will transform the economies of the future. Malaysia has rolled out its MyDigital Initiatives to accelerate its digitalization transformation by laying the roadmap to achieve the nation's vision to be a regional leader in the digital economy and attain sustainable socioeconomic development.

SMART NATION EXPO & FORUM 2022 – MALAYSIA'S BIGGEST TECH EVENT ON SMART CITIES, EMERGING TECHNOLOGIES AND APPLICATIONS is where key decision makers gather to do business, build partnerships, network and experience how these emerging technologies will impact the way we work and live.

Themed "Accelerating the Digital Economy", the Expo and Forum which will be held at the Malaysia International Trade and Exhibition Centre (MITEC) Kuala Lumpur, Malaysia from 27-29 September 2022 will showcase of the latest smart applications and technologies in key verticals of the economy including Smart Banking/Fintech, Smart Building, Smart Developments/Properties, Smart Energy, Smart Government, Smart Mobility, Smart Healthcare, Smart Security, Smart Education, Smart Manufacturing and Smart Agriculture.

SMART NATION EXPO & FORUM 2022 which will be Malaysia's first Green Energy powered event will showcase over 400 exhibiting companies including Diamond Sponsor: Tenaga Nasional Berhad, Platinum Sponsor : TM One, Gold Sponsors: Huawei, Qualcomm, HSBC Bank, Schneider Electric, Maxis, Celcom, Hitachi, Hong Leong Bank, CIDB, Proton, PLUS, ABB, Serba Dinamik, U Mobile, Nissan, Toyota, Cyberview, Schneider, Sarawak Multimedia Authority and Silver Sponsors: Tropicana, SCS, Philips, IJN, Hikvision and JKR.

SMART NATION Expo & Forum is held in partnership with the Malaysian Communications And Multimedia Commission (MCMC), Malaysian Global Innovation and Creativity Centre (MaGIC), Malaysian Industry Government Group for High Technology (MIGHT), and the Malaysian Automotive, Robotics and IoT Institute and is supported by Malaysia Convention & Exhibition Bureau, Central Bank of Malaysia, the Malaysia, Standard and Industrial Research Institute of Malaysia, Fintech Association of Malaysia, Malaysia Green Building Council, GREENTECH, Association for ALL Technology Architects, Malaysia Digital Economy Corporation and The Malaysian Investment Development Authority.

## SMART NATION FORUM

### A HIGH POWERED CONFERENCE THEMED:

### ***ACCELERATING THE DIGITAL ECONOMY***

The SMART NATION Forum will bring together senior Government leaders, Visionaries and Industry Practitioners to build the Cities of the Future as economic clusters of growth driven by smart real time data and connectivity create a sustainable, efficient and a highly productive economic environment while improving the quality of life and transforming Nations in the Digital Age.

## THE SMART NATION EXPO & FORUM WILL CONSIST OF:

- OPENING CEREMONY & PLENARY SESSION
- THEMATIC KEYNOTES & PRESENTATIONS
- NEW INNOVATIONS & APPLICATIONS SESSION

The Call for Papers is now open, if you wish to present a paper at the Forum, please send a Synopsis of your paper together with your Biodata to Ms Che Wan Esah at [wanesah@smartnationexpo.org](mailto:wanesah@smartnationexpo.org)

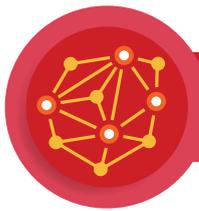
## My Digital Highlights

Four Cloud Service Providers (CSP) namely Microsoft, Google, Amazon and Telekom Malaysia have been given conditional approval to build and manage hyper-scale data centres and cloud services in Malaysia. This cloud strategy is boosted by an investment between RM12 billion to RM15 billion over the next 5 years.

Malaysian government decision to invest RM15 billion to build 5G infrastructure nationwide over 10 years period through a government-owned Special Purpose Vehicle (SPV)



# 4 KEY REASONS WHY YOU SHOULD EXHIBIT



Network with investors, entrepreneurs and delegates.



Forge new collaborations with key decision makers.



Promote your projects and solutions.



Reach an EXTENSIVE audience.

## SMART NATION EXPO & FORUM

### SHOWCASING THE SMART CITIES & DIGITALISATION DEVELOPMENTS IN MALAYSIA



## WHO WILL ATTEND?

- Urban Development Authorities/Local Government
- City Councils
- State Planning
- Investors
- Utilities
- Infrastructure Development Companies
- Urban Planners, Architects / Designers
- Mass Transport Operators
- Waste Management
- Energy / New Energy
- ICT
- Security & Surveillance
- Real Estate Developers
- Banks & Finance
- Applications & Solutions Developers/Providers

# COST OF PARTICIPATION

## OPTION 1

### VIRTUAL EDITION PACKAGE

RM 8,000 / USD 2,000

## OPTION 2

### HYBRID EDITION PACKAGE

LIVE EDITION PACKAGE  
+ RM 6,000 / USD 1,500

## OPTION 3

### LIVE EDITION PACKAGE

#### Standard Booth Location



**BARE SPACE RENTAL ONLY**  
RM 1288 / USD 368 per sqm



**WALK ON PACKAGE RENTAL**  
RM 1388 / USD 418 per sqm



**UPGRADE WALK ON PACKAGE**  
RM 1588 / USD 478 per sqm

#### Inclusive of

- Needle punch carpet
- Laminated panels
- Fascia board
- Fluorescent lights (40 watts)
- Information counter
- Folding chair
- Wastepaper basket

#### Premium Booth Location



**BARE SPACE RENTAL ONLY**  
RM 1488 / USD 428 per sqm



**WALK ON PACKAGE RENTAL**  
RM 1588 / USD 478 per sqm



**UPGRADE WALK ON PACKAGE**  
RM 1788 / USD 528 per sqm

#### Inclusive of

- Needle punch carpet
- Laminated panels
- Fascia board
- Fluorescent lights (40 watts)
- Information counter
- Folding chair
- Wastepaper basket
- 2 Spotlights
- Round table
- Lockable cabinet
- Brochure rack



## THE VENUE

### MALAYSIA INTERNATIONAL TRADE AND EXHIBITION CENTRE (MITEC)

Positioned as an economic catalyst and Gateway to Southeast Asia, MITEC spans over 45,000 sqm of purpose-built exhibition space and triple volume exhibition halls with infinite possibilities. The Venue is the third largest MICE (Meetings, Incentives, Conferences and Exhibitions) venue in the Southeast Asia region and the largest trade and exhibition centre in Malaysia.

## ABOUT THE ORGANISER



AMB Tarsus Events Group, which is headquartered in Kuala Lumpur, is one of the largest trade show organisers in the

region with offices in Malaysia, Philippines, Myanmar, Cambodia, Laos, Sri Lanka and Vietnam. Established in 1996, it is a member of the London listed Tarsus Group PLC ([www.tarsus.com](http://www.tarsus.com)) which organises international trade shows in the Middle East, Europe, USA, China, Indonesia and the Americas.

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