



MINISTRY OF INTERNATIONAL TRADE AND INDUSTRY

## **MEDIA RELEASE**

### **YB. MINISTER'S PARTICIPATION IN WORLD ECONOMIC FORUM 2019 AND INFORMAL MINISTERIAL GATHERING ON WTO**

**22 - 25 JANUARY 2019, DAVOS-KLOSTERS, SWITZERLAND**

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The World Economic Forum (WEF) Annual Meeting 2019 will take place from 22 – 25 January 2019 in snowy Davos-Klosters, Switzerland. This year's central theme is "*Globalisation 4.0: Shaping a Global Architecture in the Age of the Fourth Industrial Revolution*".

WEF, an independent international organisation for public-private cooperation was established four (4) decades ago with a mission to improve the economic state of the world. The annual meeting, generally held in January gathers the world's top business leaders, politicians, academicians and leaders of the society to discuss major global issues affecting the world's economy and to brainstorm suggestions and plans to address these challenges. More than 2,500 participants including approximately 300 Head of States/Governments and government representatives and 1,500 global corporate leaders are expected to attend the event.

Minister of International Trade and Industry, YB Datuk Darell Leiking has accepted the invitation to participate in this year's WEF. YB Datuk Darell Leiking is expected to participate and contribute in a few sessions namely, "*Governing Digital Trade: Next Steps*", "*The Factory of the Future*", "*Shaping ASEAN's Agenda in the Global Context*", "*Informal Gathering of World Economic Leaders (IGWEL): The End of Global Trade as We Know It*" and "*Belt and Road Forum*". YB Minister will be sharing Malaysia's experience regarding Industry 4.0, digital trade, ASEAN and initiatives under the Belt and Road as well as providing Malaysia's perspective on the current global, regional and industry challenges.

Throughout the week, YB Datuk Darell Leiking will take the opportunity to meet and discuss with his counterparts in scheduled bilateral meetings with Switzerland, Qatar, Saudi Arabia and the United Kingdom. YB Minister will also be meeting CEOs and top management of multinational companies such as Japan External Trade Organization (JETRO), Hanwha Q Cells Co. Ltd., Amazon Web Services, A.T. Kearney, Merck, Google and Microsoft to discuss potential business activities with Malaysia and exchange views on trade and investment.

At WEF, Malaysia will highlight the economic policies and trade direction outlined by the new Administration, including re-emphasising that Malaysia will continue to be an open economy with business friendly environment and remains an attractive destination for foreign direct investment. The new Government is in the process of



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realigning the country's major policies to ensure that Malaysia's economic growth is on solid footing, which is important for bolstering investors' confidence.

Another key deliverable is for Malaysia to underline that The Fourth Industrial Revolution is reshaping economies around the world with rapid technological advancements. Malaysia have completed and launched the National Policy on Industry 4.0 where the Government will serve as an enabler in driving the digital transformation in the manufacturing and related services sector. The enabling ecosystem will allow the manufacturing sector to thrive by adopting new technologies and to ensure that Malaysia will remain as an attractive prospect for high-technology, innovative and high value-added industries in years to come. Malaysia's participation in the WEF 2019 will provide the opportunity to further elevate Malaysia's profile and visibility among the business and international community congregating in Davos.

Besides the Forum, YB Datuk Darell Leiking will also be representing Malaysia to the Informal Ministerial Gathering on WTO organized by Switzerland. Ministers are expected to share views and dialogue on the challenges facing the multilateral trading system.

Ministry of International Trade and Industry  
Kuala Lumpur, Malaysia  
21, January 2019

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**About MITI:**

MITI is the key driver in making Malaysia the preferred destination for quality investments and enhancing the nation's rising status as a globally competitive trading nation. Its objectives and roles are oriented towards ensuring Malaysia's rapid economic development and help achieve the country's stated goal of becoming a developed nation by 2020.

**Media enquiries**

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