



## MEDIA RELEASE

### Y.B. MINISTER'S PARTICIPATION IN WORLD ECONOMIC FORUM ON ASEAN 2018 11 – 13 SEPTEMBER 2018, HA NOI, VIET NAM

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Y.B. Darell Leiking, Minister of International Trade and Industry will be participating in the World Economic Forum on (WEF) on ASEAN 2018 which will be held on 11<sup>th</sup> to 13<sup>th</sup> September 2018 in Ha Noi, Viet Nam.

2. The WEF is an independent international organisation for public-private cooperation, established four (4) decades ago with a mission to improve the economic state of the world. Besides its annual meeting in Davos held in January each year, WEF also organises meetings at the regional level for example in Middle East, China, India, Latin America and North Africa. Malaysia was the first to host the WEF on ASEAN in 2016 and for this year, Viet Nam has been selected as the host country. The Forum offers an ideal platform for greater collaboration between industry, government and civil society in shaping the future and tapping the full potential of ASEAN, a region with a population of 640 million people of which more than half are under the age of 30.

3. The theme for 2018 is “*ASEAN 4.0: Entrepreneurship and the Fourth Industrial Revolution*”, in which the participants will address strategic issues on three main pillars i.e. *Entrepreneurship to Craft New Approaches to Regional and Global Governance*; *Entrepreneurship to Drive Economic and Business Dynamism*; and *Entrepreneurship to Shape Social Inclusion*. Approximately 900 participants including Head of State/Governments, government representatives, global corporate leaders and start-ups are expected to attend this Forum in Viet Nam.

4. Y.B. Darell Leiking has been invited by WEF to participate in a few sessions covering topics such as “*Trade in Trouble: Navigating Geo-Economic Tensions*”, “*Embracing Disruption: ASEAN’s Digital Future*” and “*Accelerating Trade and Investment in Asia Pacific*”. Other sideline meetings include bilateral and one-to-one meetings with Trade Ministers, Malaysian based companies in Viet Nam and global companies attending the Forum such as Google, Nissan, Shire, IBM and Agility.

5. There is also a sizeable presence of Malaysian private sector companies in the Forum. Among the companies invited to attend WEF are CIMB Group, Air Asia, Petronas, Axiata, Astro, UEM Edgenta and Catcha Group.



**MINISTRY OF INTERNATIONAL TRADE AND INDUSTRY**

6. Participation in the Forum provides an opportunity for Malaysia to assure the global business community, especially from ASEAN countries and our dialogue partners, of Malaysia's commitment in making her the preferred destination for trade and investment. The networking sessions with regional businesses and foreign investors provide opportunities for Malaysia to attract quality investments with high value added, capital-intensive and high-technology production into the country. As the Ministry leading the Industry 4.0 in Malaysia, Y.B. Darell Leiking will also be able to use this platform to share Malaysia's experiences in transforming the direction of production and manufacturing industries towards digitalization as well as learn best practices from other countries.

**Ministry of International Trade and Industry**

Kuala Lumpur, Malaysia

11 September 2018

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**About MITI:**

The Ministry of Commerce and Industry was established in April 1956 then was renamed as The Ministry of Trade and Industry in February 1972. On 27 October 1990, the Ministry was separated into two Ministries which are; Ministry of International Trade and Industry (MITI) and Ministry of Domestic Trade and Consumer Affairs (KPDN).

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.

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