



MEDIA RELEASE

YB DATO' SERI MOHAMED AZMIN ALI CALLS FOR ENHANCED COLLABORATION BETWEEN THE UAE AND MALAYSIA AT EXPO DUBAI 2020

Senior Minister and Minister of International Trade and Industry YB Dato' Seri Mohamed Azmin Ali yesterday visited the Malaysia Pavilion at Expo 2020 Dubai as part of the initiatives of the Trade and Investment Mission to the United Arab Emirates (UAE) he is currently leading. The visit aims to keep abreast with the construction progress of the Pavilion, which is set to attract one million visitors and the participation of 300 Malaysian companies as well as 5,000 delegates for Malaysia's trade and business programmes scheduled throughout the expo.

The Expo, which will be held for six months from 1 October 2021 until 31 March 2022, will play a pivotal role in promoting Malaysia's strength as a trade and investment hub for businesses in the MENASA region (*Middle East, North Africa and South Asia region*) and beyond. The Expo will be participated by 192 countries and international organisations and targets to attract 25 million visitors. Given the scale of this most anticipated Expo, Malaysian companies can fully leverage the platform to expedite their business recovery due to the impact of the COVID-19 pandemic.

The expo is themed as "Connecting Minds Creating the Future" with sub-themes "Opportunity", "Mobility", and "Sustainability", while the Malaysia Pavilion's theme is "Energising Sustainability". The Malaysia Pavilion drew its inspiration from the rainforest and selected commodities sourced responsibly to reflect the development of a smart city. To this end, credit must go to the Malaysian team who have contributed their tireless efforts, despite facing multiple challenges due to movement controls imposed throughout the period of completing this project.

Malaysia's participation in the Expo is projected to generate RM10 billion (USD2.5 billion) of potential trade and investments through 1,000 business leads and formalisation of 20 Memorandums of Understanding/Agreements during the Expo.

"It is essential for Malaysia to put a value proposition which is able to elevate our country's advantages in future technology and science, conducive investment and business environment as well as numerous opportunities in new and emerging economic sectors such as fintech, Industry 4.0, eco industrial park and renewable energy (RE). Malaysia's participation in the World Expo will be able to highlight these emerging areas to high-value partners from around the world and this is very timely in the current challenging economic context," Dato' Seri Mohamed Azmin Ali said.

According to the Ministry of Science, Technology and Innovation Malaysia - the lead Ministry managing Malaysia's participation in the Expo - the Malaysia Pavilion's exterior is expected to be completed by end of May 2021 while the Interior Design, AV and Technology fit-out is scheduled to commence from June onwards. The final completion for the entire building with operational fitness certificate is targeted by September 2021.

Prior to Dato' Seri Mohamed Azmin's visit to Expo Dubai 2020, he had met with H.E. Reem Ebrahim Al Hashimy, the Minister of State for International Cooperation of the UAE. During the meeting, he congratulated H.E. Reem Ebrahim and the UAE Government as a whole for their commitment in organising the first World Expo in the MENASA region and their utmost dedication in facilitating the participating countries' efforts to construct their respective Pavilions within a strict set of Standard Operating Procedures (SOPs).

"I communicated to H.E Reem Ebrahim that it is imperative for UAE to carry out the event despite facing the difficulties caused by the pandemic. The Expo will definitely serve as an important platform for business opportunities in the face of the global economic slowdown resulting from the COVID-19 pandemic. I had also extended Malaysia's best wishes on Expo 2020 to the UAE Government," the Senior Minister said.

The Malaysia Pavilion will also be conducting a series of key events organised by various Ministries. Among them are:

- (i) World Halal Economic Forum organised by Halal Development Corporation (an agency under Ministry of International Trade and Industry);
- (ii) Malaysia UAE Investment Week by Malaysian Investment Development Authority (an agency under Ministry of International Trade and Industry);
- (iii) Palm Oil Trade Fair and Seminar by Malaysian Palm Oil Council (an agency under Ministry of Plantation Industries and Commodities); and
- (iv) Malaysia International Tech Summit (MITS) by the Ministry of Science, Technology and Innovation.

During the meeting with H.E Reem Ebrahim too, Dato' Seri Mohamed Azmin proposed for more collaboration between the Malaysia and UAE Pavilion at the Expo on areas such as business matching, social programmes, seminar and exchange of invitation as speakers/audiances. These enhanced areas of collaboration are aimed at creating more business opportunities and to boost bilateral relations between the two nations.

MINISTRY OF INTERNATIONAL TRADE AND INDUSTRY (MITI)

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