***News Release***

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**PM OFFICIATES IGEM 2020 TO ENERGISE SUSTAINABILITY IN A NEW PARADIGM**

*Virtual Event Targets RM1.6 Billion in Business Leads*

**19 October 2020, Kuala Lumpur –** Ushering a new paradigm to effectively address the global challenges of economic uncertainties and COVID-19 pandemic; the Prime Minister of Malaysia, Yang Amat Berhormat Tan Sri Dato’ Haji Muhyiddin bin Haji Mohd. Yassin, officiated the first online edition of the 11th International Greentech & Eco Products Exhibition & Conference Malaysia (IGEM 2020) today. The theme for IGEM 2020 is “Energising Sustainability” and this prestigious event is set to target RM1.6 billion in business leads and 10,000 online visitors on its web portal at [virtual.igem.my](https://virtual.igem.my/).

Organised by the Ministry of Environment and Water (KASA) through its agency the Malaysian Green Technology and Climate Change Centre (MGTC), IGEM 2020 is a multiplier of business opportunities. IGEM serves as an integrator of diverse possibilities and accelerator of impactful change, emphasizing IGEM’s powerful and decisive role in accelerating a global green economy.

In his virtual keynote address, YAB Tan Sri Dato’ Haji Muhyiddin said, “Lockdowns across the world made us reflect, made us think and we started to realise we need to change our ways. We need to rethink our relationship with the planet and we need to build back better.”

“COVID-19 challenges us to build resilience as we wade through this pandemic, and the road ahead has to be on a green recovery pathway. A green recovery approach would not only spur the economy and social well-being, it will also drive the nation’s development trajectory on a low carbon and climate resilience pathway,” he added.

IGEM 2020 is a major channel to convene governments, policymakers, corporations, and individuals onto a single platform, opening up new avenues and introducing innovative solutions to meet the escalating global economic and climate change scenarios. The virtual exhibition will encompass a wide range of sectors including renewable energy & energy efficiency efforts, green infrastructure, sustainable transportation, green waste and water, green manufacturing, science & technology, environment, climate change, information & communications technology (ICT), forestry, agriculture and many more.

IGEM 2020 will host a total of 45 conference sessions on topics such as energy, green technology, green finance, climate action, waste management, policy analysis and women empowerment.

The Minister of Environment and Water (KASA), Yang Berhormat Dato’ Sri Tuan Ibrahim Tuan Man, in his welcome remarks said “IGEM has played an important role by providing an annual platform for the Malaysian government to engage with industry partners, entrepreneurs and the *rakyat* to share its green agenda, green policy direction and initiatives aimed at accelerating green growth, expanding sustainable economic activity, as well as creating more employment opportunities.”

“Despite the radically different social and economic environment we are facing today, we are still seeing many familiar partner organisations - who have once again chosen to continue engaging with one another via IGEM 2020; thus, reflecting the event’s continued relevance and importance in this new paradigm,” he concluded.

IGEM 2020 is a program funded by the Government of Malaysia with its main sponsors are PETRONAS, Solvarvest Holdings Bhd and the British Malaysian Chamber of Commerce, and this event will be welcoming its strategic partners once more - the Malaysian Investment Development Authority (MIDA), and business matching partner, the Malaysia External Trade Development Corporation (MATRADE); hosting over 500 networking sessions including curated group and personal business matching sessions between leading and emerging organisations from various industries to pave the way for greater green investments across the region.

IGEM’s Royal Patron, Yang Amat Mulia Tunku Zain Al-‘Abidin Ibni Tuanku Muhriz said, “I remember being blown away by IGEM in 2010, and ten years later it continues to be a fantastic platform to grow our community of climate action advocates."

"With hundreds of exhibitors, scores of conferences, speakers and business matching programmes, bringing like-minded yet diversely talented corporate leaders, technocrats, entrepreneurs and individuals to a singular platform, IGEM 2020 will be an incubator for ideas, innovation and inspiration in responding to the pressing issues of climate change in line with the theme of energising sustainability,” he added.

Over the past ten years, IGEM has had a strong international presence and shall continue to feature an array of country and regional pavilions including Canada, Great Britain, Belgium, the Kingdom of the Netherlands, China and South Korea on its virtual platform this year. The event will also feature three Malaysian state pavilions.

The co-organiser of IGEM 2020, MGTC, is also the implementing agency for Malaysia's participation at the Expo 2020 Dubai. IGEM 2020 audiences are invited to visit the Malaysia Pavilion booth located at the international hall at virtual.igem.my and find out how they can participate for free in Malaysia’s weekly business programmes during Expo 2020 Dubai, scheduled for 1st October 2021 to 31st March 2022.

For more information on how to be a part of IGEM 2020 or to register for any of the conferences, please visit [virtual.igem.my](https://virtual.igem.my/).

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***About Malaysian Green Technology and Climate Change Centre (MGTC)***

*Formerly known as Pusat Tenaga Malaysia (PTM), Malaysian Green Technology Corporation (MGTC) was restructured in April 2010 and was under the purview of the Ministry of Energy, Green Technology and Water (KeTTHA) until 2018. Assuming the role of the country’s lead agency, MGTC focuses on catalysing the green technology agenda in line with the aspirations of the National Green Technology Policy 2009.*

*MGTC was under the purview of the Ministry of Energy, Science, Technology, Environment & Climate Change (MESTECC) from 2018 until early 2020. MGTC is currently helmed by the Ministry of Environment and Water (KASA) and now known as the* ***Malaysian Green Technology and Climate Change Centre****. MGTC develops and implements programmes on green growth, climate change mitigation and climate change adaptation.*

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