

EVENT PROFILE イベントプロフィール

Event Name イベント名

IGEM 2010 –
The International Greentech & Eco-Products
Exhibition & Conference Malaysia 2010
国際グリーンテック&エコプロダクツ展マレーシ
ア 2010

Theme テーマ

A Green New Deal
グリーン・ニューディール

Date 開催日

14 – 17 October 2010
2010年10月14～17日

Venue 会場

Kuala Lumpur Convention Centre,
Kuala Lumpur, Malaysia
クアラルンプール コンベンションセンター
(マレーシア・クアラルンプール)

Organizers 主催

- Ministry of Energy, Green Technology and Water
Malaysia
マレーシアエネルギー・グリーンテクノロジー
・水資源省
- Green Purchasing Network Malaysia
グリーン購入ネットワーク・マレーシア

Co-organizers 共催

- International Green Purchasing Network
国際グリーン購入ネットワーク (IGPN)
- Expomal International Sdn Bhd
エクスポマルインターナショナル株式会社

International Collaborating Organizations

国際協賛組織

- Asian Productivity Organization (APO)
アジア生産性機構(APO)
- United Nations Environmental Program
国連環境計画(UNEP)
- ICLEI – Local Governments for Sustainability
ICLEI-持続可能性をめざす自治体協議会
- Green Purchasing Network Japan
グリーン購入ネットワーク
- Swedish Environmental Management Council
スウェーデン環境管理評議会
- Green Purchasing Network India
グリーン購入ネットワーク・インド
- Green Purchasing Alliance Taiwan
台湾グリーン購入アライアンス
- Hong Kong Green Council
香港グリーンカウンシル
- Korean Green Purchasing Network
韓国グリーン購入ネットワーク
- North America Green Purchasing Network
北アメリカグリーン購入イニシアティブ
- Thailand Environment Institute (TEI) & Thailand
Green Purchasing Network (TGPN)タイ環境協会
&タイ・グリーン購入ネットワーク

In Collaboration with 協賛

- Malaysia Productivity Corporation (MPC)
マレーシア生産性本部(MPC)
- Federation of Manufacturers Malaysia (FMM)
マレーシア製造業連合会(FMM)
- Mutiara Sigma (M) Sdn Bhd
ムティアラ・シグマ (マレーシア) 有限会
社
- Techtrans Advanced Sdn Bhd
テックトランス・アドバンスト有限会社

Supporting Organizations サポート組織

- Japan External Trade Organization (JETRO)
日本貿易振興機構 (ジェトロ)
- Green Productivity Association Malaysia
マレーシアグリーン生産性協会
- SME International Cooperation Association of
Malaysia
SME マレーシア国際協力協会

- Green Purchasing Network Vietnam (VNGPN)
グリーン購入ネットワーク・ベトナム

Official Trade Portal 公式取引インターネットサイト

Trademal.com

トレードマルドットコム

Exhibitors' Profile 出展者プロフィール

Green.Technology.&.Solutions.

グリーンテクノロジー&ソリューションズ

- Energy; PV & energy saving, natural, renewable energy (biomass etc)
エネルギー；太陽光発電とエナジーセービング、自然エネルギー、再生可能エネルギー（バイオマスなど）
- Green buildings グリーンビルディング
- Biotechnology バイオテクノロジー
- Recycling technology 再生化技術
- Urban transportation 都市交通
- Agriculture Technologies 農業テクノロジー

Eco.Materials エコマテリアルズ

Construction 建設

Eco.Services エコサービス

- Waste management - Recovery and recycling industry 廃棄物管理—回収・リサイクル産業
- Environmental certification 環境保証
- IP registration IP 登録
- Eco-leisure エコレジャー
- Eco-consultancy 環境コンサルタント
- Eco-design エコデザイン
- Eco-labelling エコラベル
- Life cycle analysis LCA

No. of Exhibiting Companies 出展者数

2010 : 600 booths from 25 countries (targeted) 2010年：25カ国から600ブース（目標）

No. of Visitors 来場者数

2010 : 100,000 from 45 countries and regions (targeted)

2010年：45の国と地域から10万人（目標）

Consisting of 20,000 trade visitors and 80,000 public visitors

2万人のビジネス来場者と8万人の一般来場者から成る

Type of Trade Visitors ビジネス来場者のタイプ

- | | | |
|--|--|--|
| • Government and policy makers
政府、政策立案者 | • Business owners, CEO, COO
ビジネスオーナー、CEO, COO | • Academics and researchers
Future decision makers
学者、研究者、将来の意思決定者 |
| | • Buyers & Procurement Officers
バイヤーと購買オフィサー | |

Official Magazines 公式マガジン

Business & Financial Magazine

ビジネス・ファイナンシャル・マガジン

Eco.Products エコプロダクツ

- Consumer Products 消費者製品
- Cars and transportation 自動車と輸送
- Home and office 家とオフィス
- Food and health 食べ物と健康
- Eco-IT エコIT

Eco.Funding エコファンド

- Financial institutions 財政機構
- Venture capitalists ベンチャー投資家
- Government R & D funds 政府研究・開発基金
- Carbon trading カーボントレーディング
- Co-operatives 協同組合

Initiatives.&.Environmental.Activities.

取り組みと環境活動

- CSR Projects from big corporate or institutions
大企業や研究所のCSRプロジェクト
- Environmental education 環境教育
- Government led R & D innovations
政府主導の研究開発
- State and municipal governments
地方自治体
- Universities and colleges 総合大学と単科大学
- NGO 非政府組織

- Manufacturers and producers 製造者、生産者
- Bankers and investors 銀行家、投資家
- Professionals プロフェッショナル
- NPO / NGO Environmental groups NPO/NGO 環境グループ NPO/NGO
- Trade offices and associations 貿易事務所、団体
- Home managers ホームマネージャー
- Students 学生
- General public 一般

Exhibition Highlights 展示ハイライト

- Dare to Dream 夢に挑戦
– Innovation & initiatives of the past 過去の革新と独創力
- IP Gallery IP ギャラリー
– Copyrights vs Copycats; Intellectual Properties vs Intellectual Privates 著作権対模倣する権利、知的財産対知的プライベート
- Green House グリーン・ハウス
– Smart lifestyle showcase スマートライフスタイルショーケース
- Green Ambassadors グリーン大使
- Green Value Projects グリーンバリュープロジェクト
- Thematic showrooms / country pavilions テーマごとのショールーム・国ごとのパビリオン

4 Days of Interactive Activities 4 日間の相互活動

- One-to-One Business Matching Sessions 1対1 ビジネス・マッチング・セッション
- Business Networking ビジネス・ネットワーキング
- Product launches and presentations 新製品紹介とプレゼンテーション
- Seminars & Workshops セミナーと講習会
- Documentary / video presentations ドキュメンタリー・ビデオ・プレゼンテーション
- Field trips / Group attendance (schools etc) フィールドトリップ・グループ参加 (スクール等)

Held In Conjunction 関連行事

Green Future Conference 2010 ~ Themed "Low Carbon, Green Growth"
"低炭素、グリーン成長"をテーマとした2010年グリーン未来会議
15 – 16 October 2010 2010年10月15～16日

*Activities are subject to change to ensure the best arrangements for the event. Please look for updates from project secretariat or visit our official website at www.igem.com.my

活動はイベントをベストなものにするため、変更されることがあります。プロジェクト事務局もしくはオフィシャル・ウェブサイト www.igem.com.my で最新情報をご確認下さい。

Exhibition Hours 会期

14 – 15 October 2010

10.30am – 6.00pm (Trade Visitors Only)

2010年10月14 – 15日

午前10時30分～午後6時 (ビジネス来場者のみ)

16 October 2010

10.30am – 6.00pm (Trade Visitors & Public)

2010年10月16日

午前10時30分～午後6時 (ビジネス来場者と一般)

Admission 入場

- FREE admission for trade visitors only but by invitation and business card registration for trade days only. Proper business attire is required for trade days. The organizer reserves the right to refuse entry to those deemed inappropriately dressed. ビジネス来場者のみ無料ですが招待状、ビジネスカードによる登録はビジネス限定日のみ有効です。ビジネス来場者限定日には、参加者はそれにふさわしい服装が求められます。主催者は参加者の服装が、適正でないと判断した

17 October 2010

10.30am – 5.00pm (Trade Visitors & Public)

2010年10月17日

午前10時30分～午後5時 (ビジネス来場者と一般)

場合は入場を拒む権利を有します。

Investment Cost 投資コスト

- **Standard Shell Scheme (3m X 3m)**
標準殻スキーム(3mX3m)
MYR8,800 per booth/USD2,600 per booth
MYR8,800/ブース、USD2,600/ブース
- **Bare Space (minimum 18sq meter)**
裸スペース (最小 18m²)
MYR 930 per sq meter / USD 280 per sq m
MYR 930/m²、USD 280/m²

Corner Booth (3m x 3m)

コーナー・ブース(3mX3m)

MYR 9,300 per booth/ USD 2,800 per booth
(minimum booking of two booths)

MYR9,300/ブース、USD2,800/ブース
(最小ブッキング 2ブース)

For Enquiries, Please Contact お問い合わせは下記まで

Project Secretariat:

Expomal International Sdn Bhd

プロジェクト事務局

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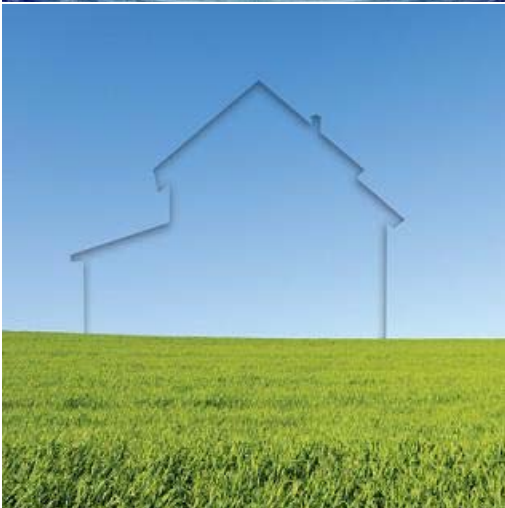
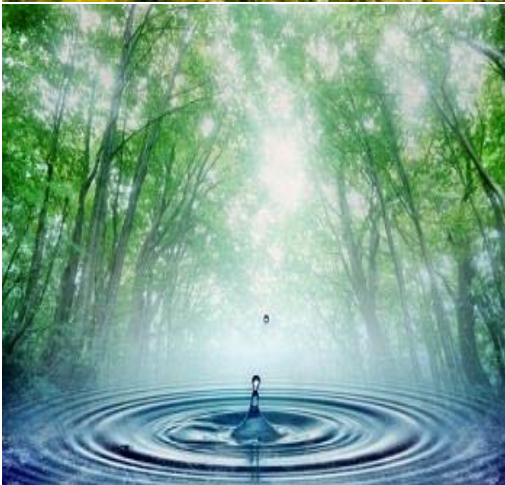
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www.igem.com.my



   PRESENTS

IGEM

INTERNATIONAL GREENTECH & ECO PRODUCTS
EXHIBITION & CONFERENCE MALAYSIA **2010**
October 14-17, 2010 • KL Convention Centre, Malaysia

INFORMATION MEMORANDUM

23 February 2010

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INFORMATION MEMORANDUM

This information memorandum is aimed at inviting foreign institutions to partake in IGEM 2010 – International Greentech & Eco Products Exhibition & Conference Malaysia on a national or group basis.

The document outlines the market potential in Malaysia with regard to green technology and environmental sector, value propositions of IGEM 2010 as your springboard into Malaysia and regional market, standard exhibition participation scheme as well as the contact point for further enquiry. *(The contents of the event are subject to change to ensure the best arrangements for the participants. Please contact Project Secretariat for the latest updates)*

WHY MALAYSIA?

Recent Development of Green Technology in Malaysia

As a rapidly developing nation, environmental awareness has increased dramatically in Malaysia over the recent years. In facing up the challenges of sustainable development, the Malaysian government has identified green technology as one of the emerging drivers of economic growth for the country. It will deliver the double impact of economic regeneration of a green economy while addressing pressing environmental issues. Moving forward, more economic resources are being allocated politically to conserve the environment and resources at the higher environmental standards.



The National Green Technology Policy

"The Malaysian government will lead by example in adopting green technology"

"We are planning for greater promotion of foreign direct investments on green technology to foster domestic direct investments and local industry participation"

"We must ensure that we have skilled, qualified, competent and productive human resources as this is a crucial factor for Green Technology development,"

"Green Technology will facilitate the development of knowledge society to enhance a sustainable and better way of living. The Malaysian government will give its unlimited commitment towards Green Technology"

YAB Dato' Sri Mohd Najib Tun Haji Abdul Razak
Prime Minister of Malaysia
excerpts from the National Green Technology Policy



- ▶ **Apr 2009** | Being the first country in the Asian region which has a ministerial portfolio for green technology, the formation of Ministry of Energy, Green Technology and Water (www.kettha.gov.my) reflects Malaysia’s seriousness towards creating an economy that is based on sustainable solutions.
- ▶ **May 2009** | Malaysia’s very own green building rating system - Green Building Index (GBI) for both commercial and residential properties was launched to promote sustainability in the building environment and thereby raising awareness among industry players and the public to be more environmental friendly.
- ▶ **Jul 2009** | The Hon. Prime Minister of Malaysia unveiled the National Green Technology Policy, predicated on 4 primary pillars of Energy, Environment, Economy and Social perspective and driven by 5 strategic thrusts to promote and develop green technology in Malaysia.
- ▶ **Oct 2009** | Incentives for Renewable Energy and Energy Efficient were launched to encourage the generation of renewable energy and adoption of energy efficiency initiatives through a slew of fiscal incentives.
- ▶ **Oct 2009** | National Budget 2010, which was tabled in the Parliament, saw the Malaysian government taking concerted effort to encourage Malaysians to embrace green technology by easing the monetary costs from the individuals through:
 - (a) restructuring the Malaysia Energy Centre as the National Green Technology Centre to formulate a green technology development action plan;
 - (b) organizing an international exhibition on green technology to attract internationally renowned companies and experts in green technology;
 - (c) developing Putrajaya and Cyberjaya as the pioneer townships adopting green technology;
 - (d) giving priority to green products and services in government procurement. In this regard, a fund of MYR1.5 billion will be established to provide soft loans to companies supplying and utilizing green technology; and
 - (e) giving income tax exemption to building owners who obtain GBI Certificates and granting stamp duty exemption to buyers purchasing building with GBI Certificates.
- ▶ **Nov 2009** | Hon. Minister of Energy, Green Technology and Water of Malaysia launched “IGEM 2010 – International Greentech and Eco Products Exhibition & Conference Malaysia” which would take place in Kuala Lumpur next year as a main event to further promote green technology as The Green New Deal.



- ▶ **Dec 2009** | Hon. Prime Minister of Malaysia announced in Copenhagen that Malaysia will reduce its CO2 emission intensity of GDP up to 40% by the year 2020 (compared to year 2005 level).
- ▶ **Dec 2009** | The Secretary-General of the Ministry of Energy, Green Technology and Water of Malaysia officiated the first Asian UNEP Workshop on Sustainable Public Procurement held in Petaling Jaya, Malaysia.
- ▶ **Jan 2010** | Hon. Prime Minister of Malaysia endorses IGEM 2010 during the launch of Green Technology Financing Scheme in Putrajaya .



WHAT ARE THE OPPORTUNITIES?

Opportunities for Foreign Companies

Malaysia is still a new player in green technology. The country is very open to foreign technology providers in joint ventures, partnerships and technological collaborations.

Areas of opportunity include:

- (a) **Energy sector** - In terms of energy use per capita, Malaysia surpasses the other ASEAN countries like Thailand, Indonesia, the Philippines and Vietnam. The national energy requirement is predicted to reach 18 gigawatts in 2020. Under the Fuel Diversification Policy, the country aims to be less dependent on fossil fuels in order to reduce carbon emission. With the right climate and rich resource endowments, renewable energy has great potential in Malaysia.
- (b) **Building sector** - The urban population in Malaysia is expected to increase by 40-50% by 2030 and average building in Malaysia consumes more than 250 kwh per square meter per year. In this regard, the use of green building techniques and materials will greatly reduce the impacts on the environment and resources needed by the buildings. The introduction of GBI and fiscal incentives of the National Budget have reinforced the prospect of green building sector.
- (c) **Water and waste management sector** - Currently, Malaysia generates more than 23,000 tonnes of waste per day with less than 5% of the waste is being recycled. It is expected that the amount will increase to 30,000 tonnes by the year 2020 owing to rapid urbanization and larger population.
The overall consumption of water amounting to 2.6 billion cubic meters a year. It is predicted that water shortage may occur within the next 5 years with the doubling of per capita water consumption by 2020.
- (d) **Transportation sector** - Malaysia outperformed Indonesia and Thailand to become the largest ASEAN vehicle market in the first half of 2009. Analysis shows that air pollution is mainly caused by motorized vehicles, followed by industries and power stations. Clean and green technology is needed for the vehicles and alternative fuels.
- (e) **Eco-products** - Green products is a promising sector as consumers are increasingly environmental conscious. Besides, the Malaysian government will be giving priority to green products and services in public procurement according to the National Budget 2010.
In view of the enforcement of green procurement and environment regulations globally, there is also pressing need for Malaysian manufacturers to adapt to the green supply chains as Malaysia's trade to GDP ratio is over 200%.



IGEM 2010

1. About IGEM 2010

IGEM 2010 is an important large-scale event organized by the Malaysian government to promote Malaysia as a regional green economy hub for green technology, eco-products and services.

Title: IGEM - International Greentech & Eco Products Exhibition & Conference Malaysia
 Theme: A GREEN New Deal
 Nature: Biennial specialized international trade fair for green technology and eco-products



2. When & Where

Date & time	: 14-15 Oct 2010 10.30am-6.00pm Trade visitors	Venue: Kuala Lumpur Convention Centre, Kuala Lumpur
	16 Oct 2010 10.30am-6.00pm Trade & public visitors	
	17 Oct 2010 10.30am-5.00pm Trade & public visitors	



3. Organizers & Supporting Organizations

Joint Organisers _____

Co-organisers _____



Endorsed by _____

Economic Planning Unit, Prime Minister’s Department, Malaysia
 Ministry of Education, Malaysia
 Ministry of Higher Education, Malaysia
 Ministry of Information, Communication & Culture, Malaysia

Ministry of International Trade & Industry, Malaysia
 Ministry of Natural Resources & Environment, Malaysia
 Ministry of Plantation Industries and Commodities, Malaysia
 Ministry of Science, Technology and Innovation, Malaysia
 Ministry of Transport, Malaysia

International Collaborating Organisations



Newly added international collaborating organizations include:

Asian Development Bank (ADB)
 Thailand Environment Institute
 Thailand Green Purchasing Network

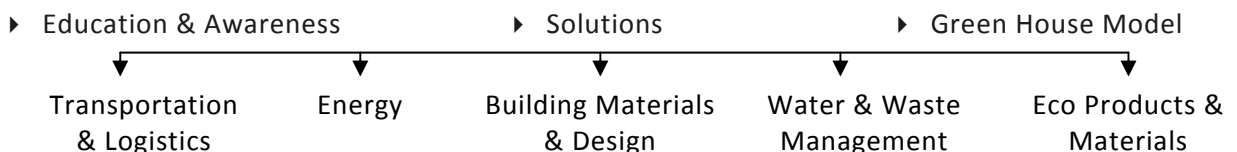
In collaboration with

Supporting Organisations



4. Exhibition Flow & Thematic Focuses

The exhibition is structured into 3 sections with 5 thematic solution areas



5. Exhibition Highlights, Programs & Activities

Anchor Highlights

- **SME**- One to one business matching sessions
- **Dare to Dream** – Innovation & initiatives of the past
- **Green House** – Smart lifestyle showcase
- **IP Gallery** – Copyrights vs Copycats; Intellectual Properties vs Intellectual Privates
- **Green Ambassadors**
- **Thematic showrooms**

Programs & Activities

- Seminars
- Workshops and demonstrations
- Green Value Projects
- Competitions, contests and interactive activities
- Product presentations and launches
- Business cocktails and luncheons
- Documentary / video presentations
- Field trips / Group attendance (schools etc)

6. Official Opening, Concurrent Conference & Workshops

International Green Technology & Purchasing Conference 2010
 Themed “Green Future: Low Carbon Green Growth”



14 October 2010 (Thursday)	
Official Opening of IGEM	
Expert Roundtable Meeting	Workshops Day 0
15 October 2010 (Friday)	
Official Opening of Conference & Keynote Address	
Conference Day 1	Workshops Day 1
Plenary Session	Carbon Credit Calculations
	Eco Labelling & Green Procurement
	Citynet Workshop on Recycling
	Project Green Values
	Others
16 October 2010 (Saturday)	
Keynote Address & Plenary Session	
Conference Day 2	Workshops Day 2
Parallel Sessions:	
Transport	Carbon Credit Calculations
Energy	
Building	Eco Labelling & Green Procurement
Water & Waste	
Green Purchasing / SpP	Project Green Values
	Others
Panel Discussion	
17 October 2010 (Sunday)	
Last day of IGEM Exhibition	Workshops Day 3

7. Visitors’ Profile

- Government & policy makers
- Manufacturers & producers
- Business owners, CEO, COO
- Bankers & investors
- Buyers & procurement officers
- Professional
- NPO / NGO environmental groups
- Trade offices & associations
- Academics & researchers
- Future decision makers
- Home managers
- Students
- General public

8. Exhibition Statistics

Item	Targets
Exhibition Floor - Number of halls - Total area	Hall 1 to Hall 5 9,710 square meters
Exhibitors - No. of booths - No. of countries / regions	500 25
Visitors - No. of visitors - No. of countries / regions	120,000 (20,000 trade visitors and 100,000 public visitors) 45

EXHIBITION PARTICIPTION SCHEMES

1. Standard Participation Scheme

- | | |
|---|--|
| <ul style="list-style-type: none"> ▶ Intermediate Shell Booth * (3m X 3m)
MYR 8,800 per booth /
USD 2,600 per booth ▶ Corner Shell Booth * (3m x 3m)
MYR 9,300 per booth /
USD 2,800 per booth
<i>(Minimum booking of two booths)</i> | <ul style="list-style-type: none"> ▶ Corner Shell Booth * (3m x 4m)
MYR 12,400 per booth /
USD 3,730 per booth
<i>(Minimum booking of two booths)</i> ▶ Bare Space **
MYR 930 per square meter /
USD 280 per square meter
<i>(Minimum booking of 18 square meters)</i> |
|---|--|

* Includes fascia board with exhibitor name and booth number, needle punched carpet, 2 units of spotlights, 1 unit of information desk and 2 units of chair.

** Rental of space only. Exhibitor will be responsible for their own designs, construction and furnishings. All electrical requirements and installation must be undertaken by the Official Contractor.

2. Special Participation Scheme

Please contact us for a discussion if you require a customized participation scheme comprising exhibition showcase, publicity & branding and B2B activities.

CONTACT POINT

IGEM 2010 Project Secretariat



www.expomal.com

A: 7-2, Subang Business Centre, Jalan USJ 9/5Q, Subang Jaya,
47620 Selangor, Malaysia

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F: +603 80248740

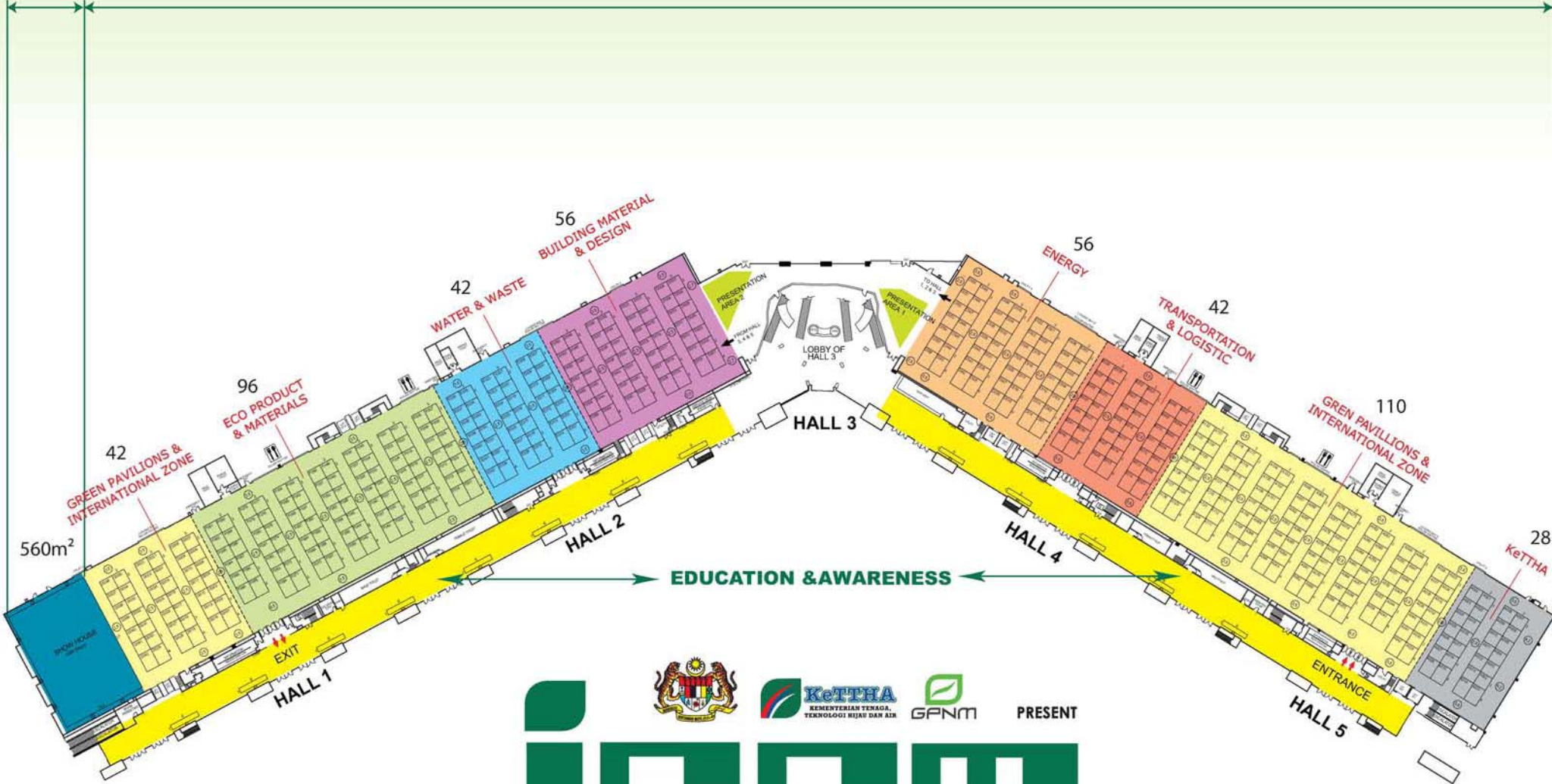
E: overseas@expomal.com

Contact person: Mr CK Ng / Ms Anrose Tan



SHOWCASE

SOLUTIONS & GREEN TECHNOLOGY



IGEM

INTERNATIONAL GREENTECH & ECO PRODUCTS EXHIBITION & CONFERENCE MALAYSIA 2010
 October 14-17, 2010 • KL Convention Centre, Malaysia

Updated as at 5/2/2010