



24-26 MARCH 2020

**Malaysia International Trade and Exhibition Centre (MITEC),
Kuala Lumpur**



SMART NATION 2020 EXPO

SMART NATION: BEYOND VISION 2020

Smart Nation 2020 themed **SMART NATION: BEYOND VISION 2020** is hosted by MIGHT (The Malaysian Industry Government Group for High Technology) – An Agency under the Prime Minister’s Department whose role is to promote and help develop high technology for the business community.

This event is held in partnership with key agencies and institutions including MARii (Malaysia Automotive, Robotics and IoT Institute, Construction Industry Development Board and the Malaysia Convention & Exhibition Bureau.

SMART NATION 2020 is organised under the ‘Malaysia Incorporated’ concept by AMB Tarsus Events Group which is one of the largest organisers of international trade shows in the region and is a member of the London based Tarsus Group PLC.

Hosted by:



Supported by:



Organised by:





BLESSING FROM THE PRIME MINISTER Dr Mahathir Bin Mohamad



PRIME MINISTER
MALAYSIA

WELCOME MESSAGE

Malaysia is well-positioned to move forward and take on the challenges of new technologies despite the pace and speed of their introduction.

Our Multimedia Super Corridor Initiative and the setting up of the Malaysian Commission of Multimedia and Communications have also enabled the country to embrace and build a strong foundation for ICT development.

Taking all these in our stride towards becoming a developed economy, we should also look beyond and focus our resources on turning Malaysia into a Smart Nation.

We will create a connected nation where we can leverage on new and emerging technologies including Artificial Intelligence and the Internet of Things to improve our quality of life and at the same time, creating high quality employment opportunities to make Malaysia more efficient, competitive and sustainable.

It is imperative for us to be at the forefront of the SMART CITIES development and gain the competitive edge.

As such, I am pleased that AMB Tarsus Exhibitions Sdn Bhd, which is a member of the Tarsus Group PLC has taken the initiative to organize SMART CITIES ASIA 2020 – a major international exhibition and conference themed "SMART NATION: BEYOND VISION 2020" in Kuala Lumpur.

I was informed that the event will showcase the technology and innovations and at the same time, bring together experts and thought leaders to share their experience and vision of a SMART NATION.

I would like to wish SMART CITIES ASIA 2020 success and I look forward to welcoming you to Kuala Lumpur.

Thank you.



DR MAHATHIR BIN MOHAMAD
10 December 2018



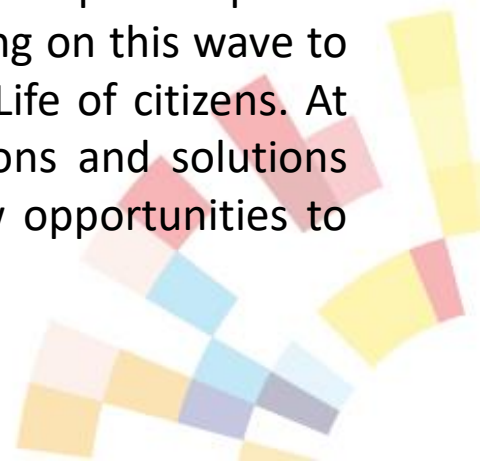


Theme

“SMART NATION BEYOND VISION 2020”

SMART NATION 2020 Exhibition and Conference, which has the blessing of Prime Minister Tun Dr Mahathir Mohamad will be held from 24th – 26TH March 2020 at the Malaysia International Trade and Exhibition Centre (MITEC), Kuala Lumpur. Themed “Smart Nation: Beyond Vision 2020” this is a landmark event that will signal Malaysia’s next economic leap into the next digital age that will transform the Nation.

The introduction of 5G, Artificial Intelligence, Virtual / Augmented Reality will be a game changers ushering in a new wave of change that will speed up the digitalization of economies and drive growth. Nations are catching on this wave to make cities Sustainable, Efficient and Improving the Quality of Life of citizens. At the same time, by harnessing smart technology and applications and solutions through big data, connectivity and IOT, it will create huge new opportunities to create high value business and jobs.





SCOPE OF EXHIBITION



500+ EXHIBITORS



23 COUNTRIES

12 INTERNATIONAL PAVILIONS


(Malaysia, Singapore, United Kingdom, Netherlands, Belgium, USA, Japan, Australia, South Korea, Spain, China and Italy)



The aim of Smart Nation is to provide a focus and showcase for Malaysia's journey towards being a fully integrated smart nation and as such will seek to focus on some key sectors that are vital to this goal.


Covering Smart Government Services, Smart Building / Property Developments, Smart Energy, Smart Infrastructure, Smart Manufacturing, Smart Healthcare, Smart Education, Smart Banking & Payments, Smart Security and 5G Applications, Smart Nation 2020 is to offer a unique platform to showcase innovation in these core clusters. The show will target both locally grown and multinational companies all of them with a story to tell in their own sphere of innovation.

On top of this we recognise that innovation can be found in companies of all shapes and sizes and so SME's and Start ups will also be featured. Equally important is the role of Government and related agencies in this journey and hence Smart Nation will offer an opportunity for Government Departments to show also how they are contributing towards this national goal.





WHY EXHIBITS ?

- Building Connections & Generating New Leads
 - Gain visibility in front of influential decision makers
 - Meet with high-level executives through Business Matching Programme
 - Form valuable partnerships with leading local & international companies
 - Engage decision makers and other purchasing influencers from various industry verticals across Asia Pacific.
 - Connect with C-levels at high-level networking functions.
 - Be in the spotlight with the comprehensive local & international media coverage.
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TARGET VISITOR

Smart Nation will feature a number of key industry clusters featuring market leaders, innovators and relevant Government agencies in each cluster. Each cluster will have its own dedicated marketing campaign to ensure that relevant stakeholders both from the public and private sector are invited to attend

Day 1 & 2 : Trade / Business Visitors (**15,000** Invitees)

Day 3 : Trade / Business Visitors & Public Visitors (**20,000** Invitees)





SIZE OF THE EVENT

SPANNING ACROSS **25,000** SQM
6 EXHIBITION HALLS

2 Levels of MITEC, from Hall Hall 2-8 covering 25,000 sqm of Exhibition Halls



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SMART NATION 2020 EXPO

SEE YOU THERE

Hosted by:



MiGHT

Malaysian Industry-Government Group
for High Technology
an Agency under Prime Minister's Department

Supported by:



Organised by:

