

MESTECC AIMS BIG AT EXPO 2020 DUBAI
Appoints My Butterfly Effect Campaign Ambassador and Influencers to Boost Participation

5th July 2019, Putrajaya, Wilayah Persekutuan: Big targets, big expectations, big success. These were the words reverberating during the launch of the #MyButterflyEffect Brand Campaign by Yang Berhormat Puan Yeo Bee Yin Minister of Energy, Science, Technology, Environment and Climate Change for the Malaysian Pavilion at Expo 2020 Dubai, in the presence of YAM Tunku Zain Al-‘Abidin ibni Tuanku Muhriz who was appointed as the My Butterfly Effect Campaign Ambassador, alongside social media influencers.

Themed *Connecting Minds, Creating the Future*, Expo 2020 Dubai aims to build partnerships and inspire ideas that will forge the world of tomorrow with the participation of 192 nations, hundreds of pavilions and 25 million expected visits. During the launch, YB Puan Yeo announced that the Malaysian Pavilion focused on Energising Sustainability would target RM10 billion in potential trade and / or investment value, 1,000 business leads and 20 MoUs or Partnership Agreements.

Speaking at the launch, YB Puan Yeo said, “My ministry and all the supporting agencies are leaving no stones unturned to make a big impact in terms of opening doors for Malaysian businesses and innovators at Expo 2020 Dubai. In today’s time of climate action, Energising Sustainability has a vastly more encompassing and far-reaching connotation as it covers all industries in terms of balancing socio-economic progress with environmental concerns,”

“With almost every nation on the planet participating at the Expo and with the most innovative companies showcasing their best solutions for the various challenges that humanity faces, the business opportunities that this Expo presents are huge, something that Malaysia should and will leverage on,” she added.

To encourage as many Malaysian companies as possible to participate at the Malaysian Pavilion, Ministry of Energy, Science, Technology, Environment and Climate Change (MESTECC) also announced that the Malaysia External Trade Development Corporation, MATRADE, through the Market Development Grant would offer up to RM200,000 to successful applicants including SMEs, trade unions and professional service providers engaging in international export promotional activities.

MESTECC also called for partnerships and sponsorships, highlighting that Helios Photovoltaic was the first major sponsor for the Malaysian Pavilion. It is also working closely with several organisations involved in

technology and innovation related sustainability solutions for further partnership prospects as MESTECC is targeting 1 million visitors to the Malaysian Pavilion with at least 20 country delegations and over 5,000 participants attending its programmes.

On the Malaysian Pavilion, YB Puan Yeo elaborated, “With all the business advantages of participating in the Expo and our efforts to make it easy for everyone to join, I am certain the number of participants will only continue to grow. The launch today signifies that the butterfly will traverse the terrain to help us deliver big success in Dubai. Let us not underestimate the power of consistently taking small steps to make a big impact,”

“We are looking forward to welcoming everyone on board the flagship Malaysian Pavilion. We will soon be shortlisting the design agency whose mandate is to shape the Malaysian Pavilion to be intriguing, invigorating and inspiring to corporate leaders, entrepreneurs and individuals to take bold steps ensuring a sustainable future for Malaysia and how we can expand that globally,” she concluded.

During the launch, YAM Tunku Zain reflected how small ideas or actions can have a cascading effect far beyond what one may have initially considered. As the My Butterfly Effect Campaign Ambassador, he confirmed his enthusiasm to participate in upcoming Malaysian Pavilion related programmes, rally more participation for the Pavilion and increase the social media footfall to grow the Pavilion’s presence online.

Emphasising the need to create social media hype, YAM Tunku Zain said, “I believe that one of the main purposes of this evening’s #MyButterflyEffect Brand Campaign launch is for all of us here to collectively use the power of social media to convey Malaysia’s belief in the importance of Energising Sustainability and calling on as wide an audience as possible, to join us on this journey,”

“With each of you joining us to play a part in posting photos under the campaign hashtags on your social media platforms, we can trigger a digital ripple that will see our combined voices amplified and heard by more people across Malaysia and beyond,” he added.

Also present at the launch were the MESTECC Secretary-General, YBhg Datuk Seri Dr Mohd Azhar Bin Haji Yahya, standing as the Commissioner General of the Malaysian delegation and GreenTech Malaysia’s Acting CEO/COO, Tuan Syed Ahmad Syed Mustafa, as well as representatives from the Embassy of the United Arab Emirates and Expo 2020 Dubai.

To know more about Malaysia's participation at Expo 2020 Dubai, please visit GreenTech Malaysia's website at <https://www.greentechmalaysia.my>.

For partnerships, participation and sponsorship details, please email Ms. Michelle Lau Sook Yee at michelle@greentechmalaysia.my.

About Malaysian Green Technology Corporation (GreenTech Malaysia)

Malaysian Green Technology Corporation (GreenTech Malaysia) is a government agency under the purview of MESTECC as the leading organisation in spearheading green technology for green growth & sustainability in Malaysia in line with the Green Technology Master Plan (GTMP 2017-2030).