

LEAD MINISTRY



KEMENTERIAN TENAGA, SAINS, TEKNOLOGI,  
ALAM SEKITAR DAN PERUBAHAN IKLIM  
MINISTRY OF ENERGY, SCIENCE, TECHNOLOGY, ENVIRONMENT & CLIMATE CHANGE

# PARTNERSHIP INVITATION

| MALAYSIA EXPO 2020 DUBAI



EXPO  
2020  
DUBAI  
UAE



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EXPO  
2020  
DUBAI  
UAE





## Expo 2020 Dubai

Connecting Minds,  
Creating the Future

Mobility  
Opportunity  
Sustainability

**1** st World Expo  
in the Middle East,  
Africa or South Asia

**6** months  
October 2020  
to April 2021

**25** million  
visitors

**192** participating  
nations

**438** hectare site



# EXPO 2020 DUBAI | Quick Facts

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## QUICK FACTS CHECK

Philippines Pavilion	– 3,500 sqm
Singapore Pavilion	– 1,300 sqm
Brunei Pavilion	– 1,300 sqm
Thailand Pavilion	– 3,000 sqm

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# MALAYSIA EXPO 2020 DUBAI – Main Theme

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**ENERGISING SUSTAINABILITY** captures Malaysia's commitment to balance socio-economic progress with environmental concerns to ensure a secure and sustainable future. The theme will be reflected across the Malaysian Pavilion and through the six clusters covering ten industries:

1. AGRICULTURE AND PRIMARY COMMODITIES SUSTAINABILITY
2. ENERGY, SCIENCE, TECHNOLOGY AND INNOVATION AND ENVIRONMENT
3. CULTURE AND TOURISM
4. E-COMMERCE AND INFORMATION AND COMMUNICATIONS TECHNOLOGY
5. TRADE AND 4TH INDUSTRIAL REVOLUTION
6. EDUCATION, WOMEN AND YOUTH



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# MALAYSIA EXPO 2020 DUBAI - Participation

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## MALAYSIA PARTICIPATION IN WORLD EXPO 2020 DUBAI

6 MONTHS FROM  
OCTOBER 2020 - APRIL 2021

APPROXIMATELY 1,234.5 SQ METERS

DAILY EVENTS AND CULTURAL ACTIVITIES

WEEKLY BUSINESS MATCHING AND  
TRADE RELATED ACTIVITIES



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# MALAYSIA EXPO 2020 DUBAI – Targets

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**RM 10 billion**

- Potential Trade and/or Investment Value

**1000**

- Business Leads

**20**

- MoUs and/or Agreements

**200**

- Booths Participations

**1 million**

- Visitors

**20**

- Country Delegations

**5000**

- Participants Attending Specialised Programs

**6**

- Six Clusters

**10**

- Ten Industries



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# MALAYSIA EXPO 2020 DUBAI – Brand Campaign

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**#MyButterflyEffect** Brand Campaign is a holistic and capacious concept to encourage and empower Malaysians towards new thinking, new actions and new outcomes, premised on the fact that a small positive change can result in impactful desirable outcomes.

The relaunch embodies the collective aspiration of Malaysians for the iconic Rajah Brooke to carry forward the success created at Expo 2017 Astana, Kazakhstan in attracting over 600,000 visitors to the Malaysian Pavilion and generating over RM 12billion in business leads, in World Expo 2020 Dubai.

YAM Tunku Zain Al-Abidin Tuanku Muhriz is the Royal Ambassador for the campaign.



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# MALAYSIA – Participation (World & Specialised)



In the past, Malaysia has participated in world & specialised exhibitions on different themes held at :

- i. World Expo 2020 Dubai, UAE
- ii. Specialised Expo 2017 Astana, Kazakhstan
- iii. World Expo 2015 Milan, Italy
- iv. Specialised Expo 2012 Yeosu, South Korea
- v. World Expo 2010 Shanghai, China
- vi. Specialised Expo 2008 Zaragoza, Spain
- vii. Specialised Expo 2005 Aichi, Japan
- viii. World Expo 2000 Hannover, Germany
- ix. World Expo 1992 Seville, Spain
- x. Specialised Expo 1988 Brisbane, Australia
- xi. Specialised Expo 1986 Vancouver, Canada
- xii. World Expo 1970 Osaka, Japan





# MALAYSIA EXPO 2020 DUBAI – Concept & Design

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# MALAYSIA EXPO 2020 DUBAI – Concept & Design

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# MALAYSIA EXPO 2020 DUBAI – Concept & Design

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# MALAYSIA EXPO 2020 DUBAI – Concept & Design

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## in the canopy of the trees

the concept of creating canopy tree structures as the malaysian pavilion is a symbolic gesture with tree structures to support the exhibition spaces





# MALAYSIA EXPO 2020 DUBAI – Concept & Design

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touching the ground lightly, The  
malaysian pavilion concept is Canopy  
trees & living amongst the trees like

**our traditional  
buildings on stilts**

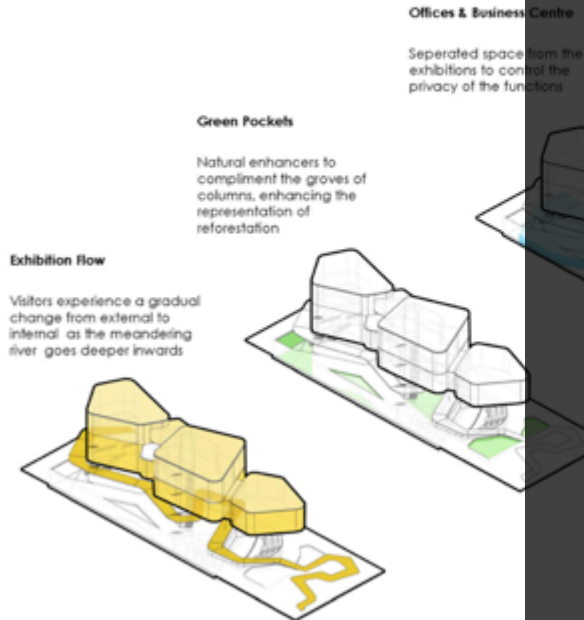
made with natural materials

# MALAYSIA EXPO 2020 DUBAI – Concept & Design

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## 2.1 Spatial Concept



## MALAYSIA PAVILION

Café & Social Spaces

Café tucked under the stairs

The Pavilion Will Be Divided Into 4 Main Area With The Sub-Theme Of:

- **ENERGISING TODAY**  
Malaysia's Achievement & Milestones
- **ENERGISING TOMORROW**  
Malaysia's Direction – Communities + Public Sector + Private Sector + Technologies + Growth & Development
- **ENERGISING BUSINESS**  
Business + Trade
- **ENERGISING HARMONY**  
Food + Culture



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# MALAYSIA EXPO 2020 DUBAI – Interior Concept



Artist Impression

Reforestation is the first indoor exhibit that the visitors will experience. It is a series of infographics illustrating the efforts of reforestation as well as the challenges that we face in realising these efforts. Information is displayed on a series of grounded and inverted stumps as visitors perceive the information at different point of view & heights.



# MALAYSIA EXPO 2020 DUBAI – Interior Concept



Artist Impression



Smart Network showcases the nation's green and future technology. Being the bridge between nature and technology, its hybrid is symbolised by the tree light-sculpture that engulfs the whole ceiling space. Smart Network is the pool of research and knowledge obtain through international collaborations, research & experimentation.



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# MALAYSIA EXPO 2020 DUBAI – Interior Concept

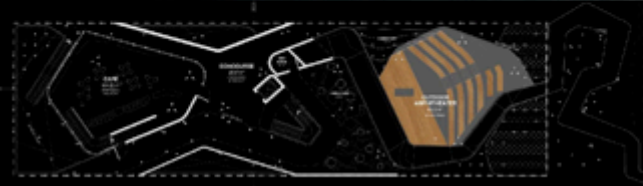
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## Interior OUTDOOR AMPHITHEATER



Artist Impression



The amphitheatre is the hub for Culture & Performance within Energizing Harmony. It is the very first space that visitors see in order to captivate audience & passer-by. The amphitheatre is shaded and naturally ventilated to provide an appreciation between performance & nature



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# MALAYSIA EXPO 2020 DUBAI – Interior Concept

## 3.5 Energizing Business Business Showcase Centre



Booth Installation View 1



Booth Installation View 2



Business Showcase is used for display and advertising of local business. Installations are designed as a sleek metallic white on timber structure for a natural feel that connects to the landscape outside. Booths are equipped with interactive pads and information panel at all angles for ease of access.

Artist Impression



# MALAYSIA EXPO 2020 DUBAI – Interior Concept

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Artist Impression



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# MALAYSIA EXPO 2020 DUBAI – Interior Concept

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Artist Impression



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# MALAYSIA EXPO 2020 DUBAI – Interior Concept

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Artist Impression



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# MALAYSIA EXPO 2020 DUBAI – Interior Concept

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Artist Impression



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# MALAYSIA EXPO 2020 DUBAI – Interior Concept

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ALAM SEKITAR DAN PERUBAHAN IKLIM  
Ministry of Energy, Science, Technology,  
Environment and Climate Change

Artist Impression



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# MALAYSIA EXPO 2020 DUBAI – Interior Concept

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## 3.5 Energizing Business Multifunction Room

Artist Impression



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# MALAYSIA EXPO 2020 DUBAI – Why Sponsor

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## WHY SPONSOR?

1

NEW MARKET SHARES AND NEW BUSINESS PARTNERSHIPS

2

HIGHLY TARGETED MARKETING EVENTS & MEDIA EXPOSURE + INTERNATIONAL PUBLICITY

3

BRAND AWARENESS AND RECOGNITION IN SUSTAINABILITY INDUSTRY

4

ACCESS TO 192 PARTICIPATING COUNTRIES AND 25 MILLION VISITS

5

WORLD'S LARGEST EXPO

6

NATIONAL PROJECTS



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# MALAYSIA EXPO 2020 DUBAI – Benefits

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## BENEFITS

1

- TAX EXEMPTION

2

- EXCLUSIVE BRAND POSITIONING  
- TARGET WRITE UP MEDIA AND PROMOTIONAL RELEASES

3

- PRIVATE BUSINESS EVENTS & B2B ENGAGEMENT

4

- EXCLUSIVE SPECIAL EVENTS INVITATIONS

5

- COMPLIMENTARY PASSES  
- OFFICIAL WEBSITE HYPERLINKS

6

- ACCESS TO MULTIPLE PLATFORM BRANDING  
(LOCAL AND INTERNATIONAL)



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# MALAYSIA EXPO 2020 DUBAI – Categories

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1

## OFFICIAL PREMIER PARTNERS

Platinum, Gold and Silver Category

2

## OFFICIAL INDUSTRIES PARTNERS

Media Partner, F&B Partner, Logistic Partner

3

## CORPORATE PARTNERS

Bronze Category

4

## EVENT PARTNERS

Sponsoring an event in Dubai or Malaysia

5

## CONTRIBUTORS

Sponsorship of products or services



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# MALAYSIA EXPO 2020 DUBAI – Premier Partners

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## PLATINUM

Special Mention in A&P Collaterals And Materials including all integrated Media

Exclusive Brand Positioning/Co-Branding inside the Malaysian Pavilion for 6 month and part of official event

Exclusive B2B Sessions, Expo Forums Pass, Round Tables And Special Business Events and dedicated press conference

Host Your Special Events At The Malaysian Pavilion

Exclusive VIP Invitation To Malaysia's Key Events

Official Website Hyperlinks and other digital platforms

## GOLD

Special Mention in A&P Collaterals And Materials including all integrated Media

Brand Positioning/Co-Branding inside the Malaysia Pavilion for 6 months and part of official event

Exclusive B2B Sessions And Special Business Events and dedicated press conference

Exclusive VIP Invitation To Malaysia's Key Events

Official Website Hyperlinks and other digital platforms

## SILVER

Special Mention in A&P Collaterals And Materials

Brand Positioning/Co-Branding inside the Malaysia Pavilion for 6 months and part of official event

Exclusive B2B Sessions And Special Business Events and press conference

Exclusive VIP Invitation To Malaysia's Key Events

Official Website Hyperlinks and other digital platforms



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# MALAYSIA EXPO 2020 DUBAI – Industry Partners

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## OFFICIAL MEDIA

Special Mention in A&P Collaterals And Materials including all integrated Media

Exclusive VIP Invitation To Malaysia's Key Events

Part of Exclusive Press Conference and name recognition in all press release

Official Website Hyperlinks and other digital platforms and logo placement

## OFFICIAL F&B

Special Mention in A&P Collaterals And Materials including all integrated Media

Exclusive VIP Invitation To Malaysia's Key Events

Part of Exclusive Press Conference and name recognition in all press release

Official Website Hyperlinks and other digital platforms and logo placement

## OFFICIAL LOGISTIC

Special Mention in A&P Collaterals And Materials including all integrated Media

Exclusive VIP Invitation To Malaysia's Key Events

Part of Exclusive Press Conference and name recognition in all press release

Official Website Hyperlinks and other digital platforms and logo placement



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# MALAYSIA EXPO 2020 DUBAI – Corporate Partners

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## BRONZE

Special Mention in A&P Collaterals  
And Materials including all integrated  
Media

Exclusive B2B Sessions And Special  
Business Events and part of exclusive  
press conference

Exclusive VIP Invitation To Malaysia's  
Key Events

Official Website Hyperlinks and other  
digital platforms

Corporate Partner category offers a great opportunity for companies who are keen to contribute within this amount. This invitation is open to all companies in Malaysia.



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# MALAYSIA EXPO 2020 DUBAI – Event Partners

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## EVENT PARTNERS

Special Mention in A&P Collaterals  
And Materials including all integrated  
Media

Brand Positioning/Co-Branding for  
event hosted including logo  
placement during event and  
recognition

Exclusive B2B Sessions And Special  
Business Events and part of exclusive  
press conference

Exclusive VIP Invitation To Malaysia's  
Key Events

Official Website Hyperlinks and other  
digital platforms

We are looking for partners to host or co-host the various events for the Malaysia Pavilion at Expo 2020 Dubai

- **MALAYSIA PAVILION OPENING DAY**
- **MALAYSIA PAVILION NATIONAL DAY**
- **MALAYSIA PAVILION CULTURAL CONCERTS**
- **MALAYSIA PAVILION FORUMS AND CONFERENCES**
- **MALAYSIA PAVILION INDUSTRY EXHIBITIONS**
- **MALAYSIA PAVILION CSR PROGRAMS**
- **MALAYSIA PAVILION CLOSING CEREMONY**
- **MALAYSIA PAVILION NATIONAL DAY GALA DINNERS**
- **MALAYSIA PAVILION FASHION EVENT**

Events can be customized according to the requirements and the fulfillment will also be changed accordingly depending on the value of the event



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# MALAYSIA EXPO 2020 DUBAI – Contributors

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## CONTRIBUTORS

Exclusive B2B Sessions And Special Business Events and name mention in all press release

Exclusive VIP Invitation To Malaysia's Key Events

Official Website Hyperlinks and other digital platforms

The Malaysia Pavilion graciously except any contributions in kind or service related to the participation of Expo 2020 Dubai.

However all contributions must be suitable for the Malaysia Pavilion and based on requirements.



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# MALAYSIA EXPO 2020 DUBAI – Benefits

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BENEFITS	PREMIER	OFFICIAL INDUSTRY PARTNERS	CORPORATE PARTNERS	EVENT PARTNERS	CONTRIBUTOR
Sponsor Name will be part of the official event	X	X	X		
Most prominent name and logo placement on all materials, events, social media platform, website and hyperlinks	X	X			
Selected space for permanent content allocated within the Malaysia Pavilion for 6 months display	X				
Logo placement on A & P assets	X	X	X		
Part of Exclusive Press Conference positioning including name recognition in all press releases	X	X	X		
Complimentary Expo Tickets	X	X	X	X	
Name recognition in all press releases related to event	X	X	X	X	X
Invitation to all key events	X	X	X	X	X
Tax exemption (in cash only)	X	X	X	X	X



Fulfillment can be further customize to suit the requirements for confirmed partners

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# MALAYSIA EXPO 2020 DUBAI – Value Proposition

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As our Partner, regardless of categories, your generosity is greatly valued and appreciated. We are able to customise packages that will meet your organization requirements.

The proposed benefits offers a baseline value but it can be enhanced across the various assets. Understanding your needs and requirements would be our top most priority in making this partnership a success.

Our aim is to create a great experience for your brand, unlocking potentials and reaching out to new stakeholders, creating bespoke activities, crafting of creative contents and jointly making this partnership more personalized and meaningful.

Making this event a great success for your company and for our country!



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# MALAYSIA EXPO 2020 DUBAI – Links & Contacts

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## MALAYSIA EXPO 2020 DUBAI PROJECT TEAM

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## MALAYSIAN GREEN TECHNOLOGY CORPORATION

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Selangor Darul Ehsan, Malaysia

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## INSTAGRAM & FACEBOOK

@expo2020malaysia

#MalaysiaExpo2020 | #MyButterflyEffect | #InspireASustainableWorld

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## OFFICIAL EXPO 2020 DUBAI WEBSITE

[www.expo2020dubai.ae](http://www.expo2020dubai.ae)



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