



OFFICIAL PARTICIPANT



FOR IMMEDIATE RELEASE

SABAH AT EXPO 2020 DUBAI: A SHOWCASE OF BORNEO'S CULTURE, ECONOMY, AND NATURE

DUBAI, 16 December 2021 - A series of tourism presentations, activities, and performances will showcase the Malaysian Borneo state of Sabah as an enchanting destination during Sabah Week at the Malaysia Pavilion in Expo 2020 Dubai. The trade and business programme will be held from 20th to 24th December 2021.

It is expected to attract tour agencies, potential investors, business interests alike and international visitors as the state will also highlight investment potentials in flagship industrial parks, world-class meeting facilities and locally produced SME products.

Sabah Week will be launched by Sabah Deputy Chief Minister III, The Honourable Datuk Dr. Joachim Gunsalam, who is also the state Minister of Industrial Development.

Also in attendance will be Sabah Minister of Tourism, Culture and Environment, The Honourable Datuk Jafry Arifin, Sabah Ministry of Industrial Development (MID), Invest Sabah Berhad, Sabah Ministry of Tourism, Culture and Environment (MTCE), Sabah Tourism Board, Sabah Forestry Department, Sabah State Economic Planning Unit, and Sabah Ministry of Finance.

Sabah is among the highest performing states in Malaysia for tourism, recording 4.19 million arrivals in 2019 with an estimation of RM9.01 billion in tourism receipts. Pre-pandemic, the industry was also the third-highest contributor to the state economic sector and will continue to be the states' focus under the Sabah Maju Jaya development plan.

"Malaysia recorded about 170,000 visitors from West Asia in 2019 and the majority of these arrivals limit their travel in Peninsular Malaysia. Our plan is to continuously promote our destinations, to lure these visitors to experience Sabah's best diving sites, islands, and nature since they are already in the country" said **Noredah Othman, Chief Executive Officer of Sabah Tourism Board.**

The Expo 2020 Dubai is a historic chapter in the World Expo heritage as it is the very first time it is held in the Middle East and South Asia region.

"I believe there is a potential to encourage Middle East visitors to make Sabah their stopover destination when travelling to Malaysia. The Expo 2020 will make a great platform for us to do business networking and to introduce the varieties of hotel options



OFFICIAL PARTICIPANT



available in Sabah," said **Mr Hafizan Wong, Chairman of Malaysian Association Hotels (MAH) Sabah Chapter.**

SATTA Chairman, Datuk Seri Winston Liaw said that the Expo 2020 is a great avenue to introduce Sabah to the whole world. "We expect to attract 50 thousand visitors from the Middle East and the rest of the world. SATTA will also use this opportunity to further strengthen the relationship, communications and interactions between Sabah players to the world, thus propelling Sabah Tourism to greater heights."

The Malaysia Pavilion Amphitheatre will host a series of Enchanting Sabah showcases, cultural dance performances, trivia sessions as well as Sabah's local crafts and cuisines presentation by Kristal Handal, and enterprises under the guidance of Department of Industry Development and Research (DIDR) Sabah.

Meanwhile, trade visitors are welcomed to attend presentations by various Sabah industry participants. Among them are Sabah Tourism Board, Malaysian Association Hotels (Sabah Chapter), Sabah Association of Tour and Travel Agents (SATTA), and AIC Footprints Travels and Tours, Sabah Forestry, Invest Sabah, Kota Kinabalu Industrial Park and Palm Oil Industrial Cluster Sabah (POIC) at the pavilion's Business Centre.

More information on programmes and participating companies from Sabah can be obtained from expo2020dubai.sabahtourism.com

Malaysia's participation in Expo 2020 Dubai is spearheaded by the Ministry of Science, Technology and Innovation with the Malaysian Green Technology and Climate Change Corporation as implementing agency.

Malaysia is hosting 26 weekly thematic trade and business programmes throughout the six-month global expo, which will be led and supported by 21 ministries, 70 departments and agencies and five state governments.

###



OFFICIAL PARTICIPANT



ABOUT MALAYSIA PAVILION AT EXPO 2020 DUBAI

Malaysia will be among 192 countries participating in Expo 2020 Dubai, scheduled for 1 Oct. 2021 to 31 March 2022. Themed “Connecting Minds, Creating the Future”, the world expo is the first to be held in the Middle East, Africa & South Asia region.

Malaysia’s pavilion is self-built and depicts a Rainforest Canopy. It carries the theme “Energising Sustainability” to capture the nation’s commitment and approaches to sustainable development. It is a net zero carbon pavilion.

Malaysia’s activities during the expo will include permanent displays, showcases, pocket talks, summits and forums, cultural performances, demonstrations and 26 weekly thematic trade and business programmes. The business weeks will be helmed and supported by 21 ministries, 70 agencies and 5 state governments.

The Ministry of Science, Technology and Innovation is the lead ministry for Malaysia’s participation at the mega event. Malaysian Green Technology and Climate Change Corporation (MGTC) is the implementing agency.

ABOUT THE MINISTRY OF SCIENCE, TECHNOLOGY, AND INNOVATION

The Ministry of Science, Technology, and Innovation (MOSTI) is a ministry of the Government of Malaysia. In 2018, the entire component of the MOSTI, Green Technology and Energy Components from the Ministry of Energy, Green Technology and Water (KeTTHA) and related components of Climate Change and Environment from the Ministry of Natural resources and Environment (NRE) has been restructured and formed the Ministry of Energy, Science, Technology, Environment & Climate Change (MESTECC).

Since 2020, MESTECC has been restructured and its name has been changed to MOSTI again. Dato’ Sri Dr Adham Baba has been appointed as Minister of Science, Technology, and Innovation since 27 August 2021.

ABOUT MALAYSIAN GREEN TECHNOLOGY AND CLIMATE CHANGE CORPORATION

Malaysian Green Technology and Climate Change Corporation (MGTC) is an agency under the Ministry of Environment and Water whose scope involves green growth, climate change and sustainable lifestyle.

Three national policies – the National Green Technology Policy (NGTP), the National Climate Change Policy (NCCP) and the Green Technology Master Plan (GTMP) – outline MGTC’s role as a catalyst for green economic growth.

Its three core roles are:

- Mainstreaming the Green Economy through green product and service expansion programmes such as MyHIJAU Mark Certification Programme, Green Technology Financing Scheme (GTFS) and green technology tax incentives, namely the Green Income Tax Exemption (GITE) and Green Investment Tax Allowance (GITA), besides providing training and human capital development schemes.
- Drive climate change mitigation actions such as advocacy for energy efficiency and renewable energy, low carbon city programmes and low carbon mobility initiatives.
- Cultivate a green lifestyle through publicity and awareness programmes in fostering cooperation between the government and private sectors via global-scale platforms such as the International Greentech and Eco Products Exhibition and Conference Malaysia (IGEM) and other public programmes.

For enquiries, please contact Jane at tel: +6019 3871991 or email at: malaysiaexpo2020media@mgtc.gov.my