



# **#MyAPEC2020 Exhibition**

**1 September – 31 December 2020**

# #MyAPEC2020 Exhibition Platform



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SEARCH



FROM ASIA PACIFIC ECONOMIES TO  
**MALAYSIA**

**APEC  
2020**

**VIRTUAL  
EXHIBITION**

**DIGITAL  
DIRECTORY**

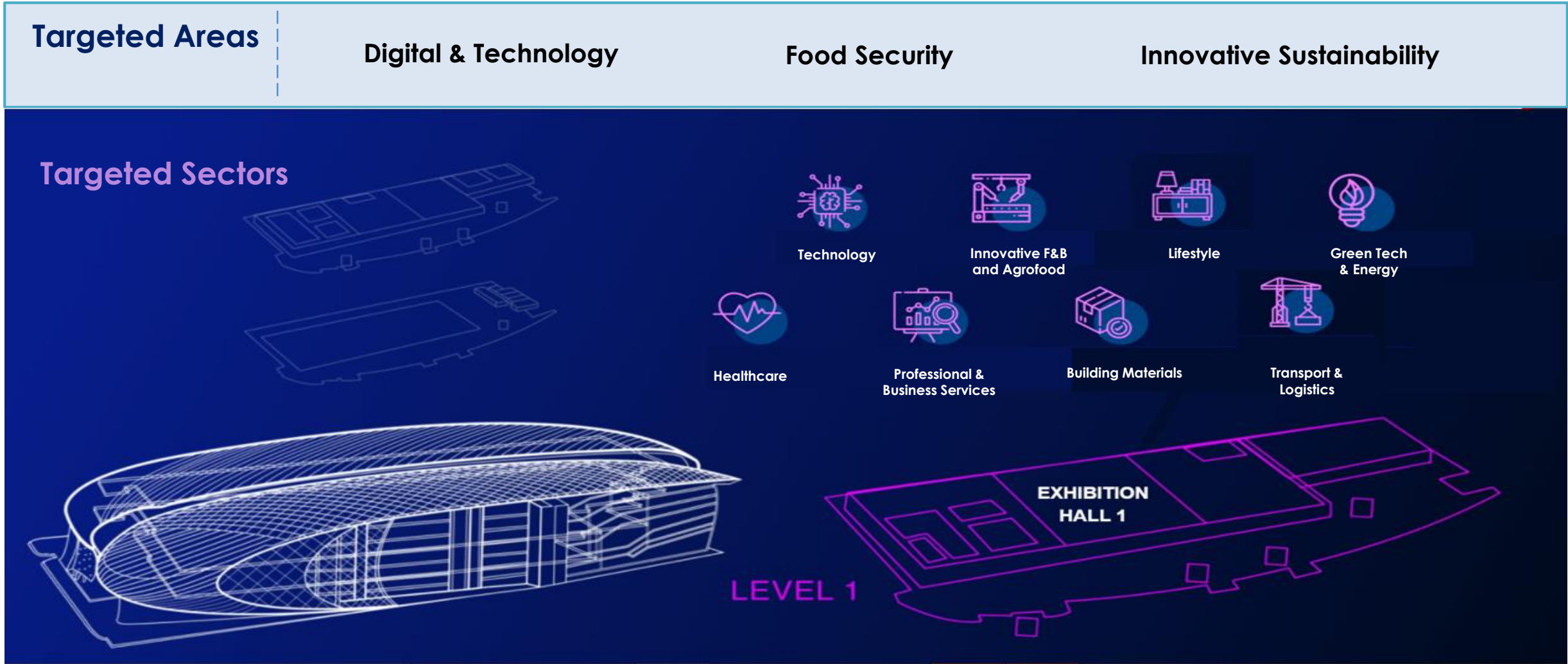
**01** | **Virtual Exhibition**  
Visual web-based exhibition accessible throughout 2020

**03** | **Online Pitching**  
Live pitching sessions by selected companies with real time communication facility

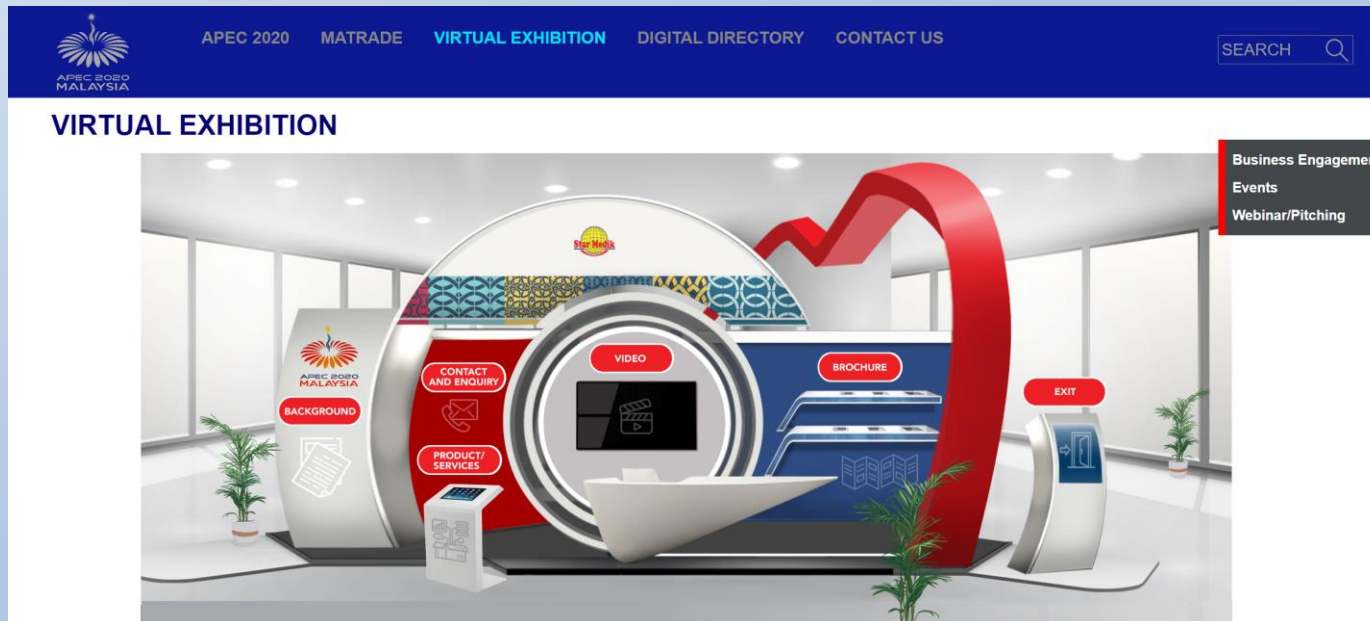
**02** | **eBizMatch**  
Virtual B2B meetings between exhibitors and foreign buyers

**04** | **Webinar**  
Live broadcast presentation on selected topics with chat features for Q & A

# Targeted areas & sectors



- Web-based exhibition can be viewed globally to enable potential business partners to contact exhibitors.
- Exhibition will provide information on:
  - APEC & Malaysian companies;
  - 8 targeted sectors (20 – 30 companies per sector);
  - Companies details : contact, products/services, brochures , corporate/product video.
- Virtual exhibition will be launched in stages by sectors starting from September.

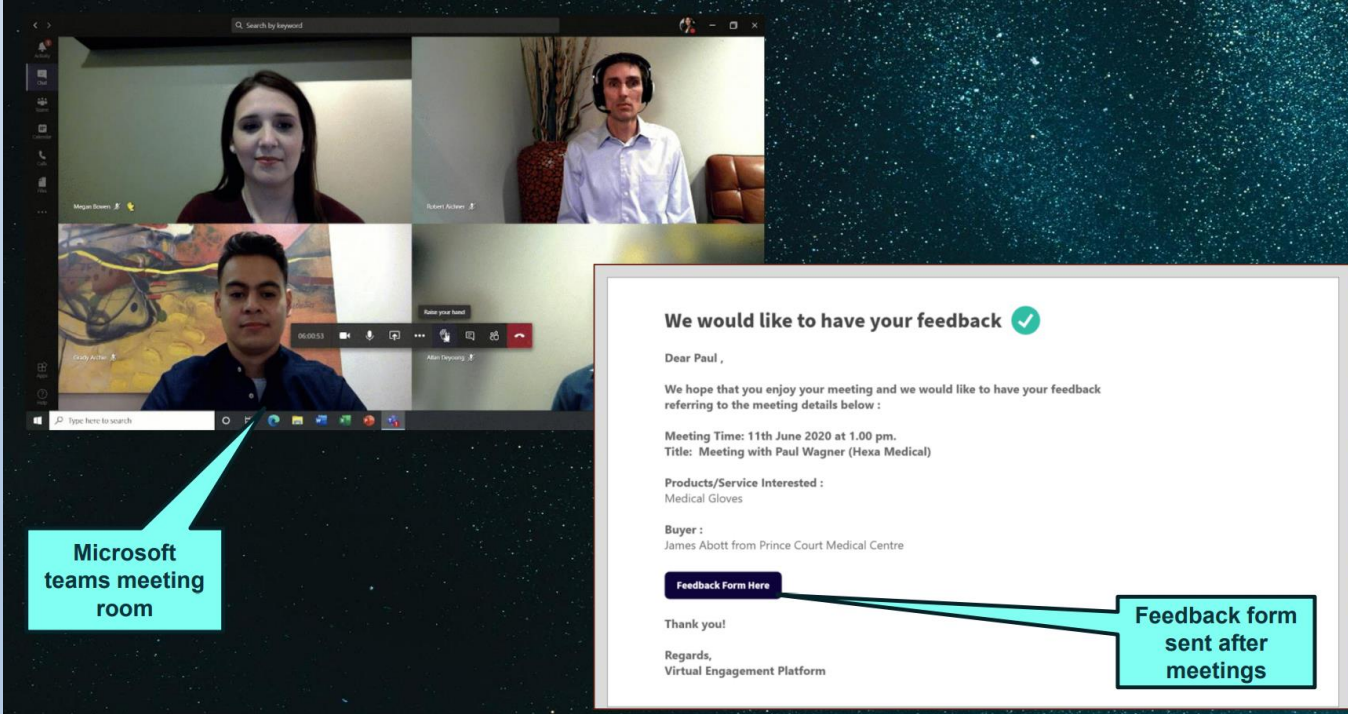


- Can be accessed from APEC Portal and MATRADE website after launching until 31 December 2020.

- Live pitching broadcasts of 5 – 8 selected companies from each targeted sectors.
- Each company presents their products/ services for 3 minutes.
- Viewers can communicate with presenter/ representative of company through real-time chatroom facilities.



- Interested buyers can request for one-to-one virtual business meetings with exhibitor.
- Business meeting will be pre-arranged based on buyer's and exhibitor's availability.



The image shows a Microsoft Teams meeting interface. On the left, there are three video thumbnails of participants: a woman, a man wearing a headset, and another man. The meeting controls at the bottom show a timer at 06:00:53. A feedback form is overlaid on the right side of the screen. The form has a title 'We would like to have your feedback' with a green checkmark icon. The content of the form is as follows:

**We would like to have your feedback** ✓

Dear Paul ,

We hope that you enjoy your meeting and we would like to have your feedback referring to the meeting details below :

Meeting Time: 11th June 2020 at 1.00 pm.  
Title: Meeting with Paul Wagner (Hexa Medical)

Products/Service Interested :  
Medical Gloves

Buyer :  
James Abbott from Prince Court Medical Centre

[Feedback Form Here](#)

Thank you!

Regards,  
Virtual Engagement Platform

Two callout boxes are present: one on the left pointing to the Teams interface labeled 'Microsoft teams meeting room', and one on the right pointing to the 'Feedback Form Here' button labeled 'Feedback form sent after meetings'.

- Live broadcast presentation on selected topics related to trade opportunities, ecosystem and issues especially within APEC economies.
- Viewers can communicate with presenter/ representative of company through real-time chatroom facilities for Q & A with speakers.

**A Step Closer Towards Perfecting Your Supply Chain**  
A Roundtable Discussion by InvestKL & MATRADE  
10 July 2020  
3 pm - 4 pm

**COVID-19 in MALAYSIA: SUPPLY CHAIN DISRUPTION**

MODERATOR	SPEAKER	SPEAKER
<b>Dato' Sri Ismail</b> Deputy Prime Minister	<b>Puan Shuhaimin Mai Saik</b> Minister of International Trade and Industry	<b>Ho Kah-son Tang</b> Deputy Director of Investment Promotion
SPEAKER	SPEAKER	SPEAKER
<b>Mr. Ng Chin Ching</b> Managing Director of ITC	<b>Mr. Chan Chee Seung</b> Managing Director of ITC	<b>Ms. Ng Yeeh Seen</b> Managing Director of ITC

Webinar on ZOOM  
10am | 23rd JUNE 2020 (Tue)  
Webinar ID : 397 7926 5217  
Webinar Password : 83E983



## #MyAPEC2020 EXHIBITION

1 September - 31 December 2020  
[myapec2020.matrade.gov.my](http://myapec2020.matrade.gov.my)

A web-based virtual exhibition that enables visitors to view information on Malaysian and APEC companies from 8 targeted sectors. The platform allows potential business partners to engage with exhibitors for information and B2B meetings.

- Technology
- Innovative F&B and Agrofood
- Green Tech and Energy
- Building Materials
- Healthcare
- Professional & Business Services
- Transport & Logistics
- Lifestyle



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1 September - 31 December 2020  
[myapec2020.matrade.gov.my](http://myapec2020.matrade.gov.my)

**Organiser**  
 APEC 2020 National Secretariat  
 MATRADE  
 Malaysia External Trade Development Corporation

**Technology Partner**  
 FUSIONEX<sup>®</sup>



- Invitation to companies to participate is open.
- Registration for exhibitors can be done through online registration using the link <http://tpms.matrade.gov.my/matrade-tpms/promotionRegistrationPublicSubmitSearch/10936>



**Thank You**



MATRADE HQ



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