



informa markets

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7 May 2025

H.E. Emir Salim Yüksel
Ambassador
Embassy Of The Republic Of Turkiye
Level 18, Menara Tan & Tan, 207 Jalan Tun Razak
50400 Kuala Lumpur

Excellency,

INVITATION TO ATTEND SMART NATION EXPO 2025 BY:

- I. Setting up a pavilion to showcase your nation's latest innovations and technologies.**
- II. Attending the Official Opening Ceremony alongside other distinguished guests**
- III. Visiting and engaging with exhibitors and industry leaders during the expo.**

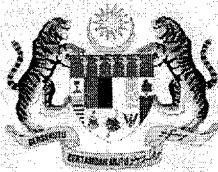
I am delighted to inform you that after the outstanding success of the Fourth edition of the SMART NATION EXPO 2024 held recently at the **MITEC, Kuala Lumpur**, plans are now underway for an even bigger **SMART NATION EXPO 2025** at the same venue from **18-20 November 2025**. I am also pleased to announce that the SMART NATION EXPO is established as the **The Biggest Tech Event in Malaysia and among the largest in the region**. Attached is a copy of the Show Brochure for your kind perusal.

The recently concluded SMART NATION EXPO 2024 exceeded all expectations with **more than 20,000 attendees from 95 countries and over 786 brands and exhibitors covering over 12,000 sqm**. Here the facts:

- **92.50% of exhibitors Exceeded their expectations**
- **87.50% of exhibitors are satisfied with the Quality of Visitors**
- **Numerous country pavilions such as Hungary, Korea, China, Singapore and Taiwan showcased their latest technology.**



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DEPUTY PRIME MINISTER

WELCOME MESSAGE



It is my utmost pleasure to extend a warm welcome to all speakers, exhibitors, and delegates to **MITEC, Kuala Lumpur**, for **SMART NATION EXPO 2025**- the region's largest technology event focusing on 5G services, Smart Cities, Industry 4.0, and Emerging Technologies, to be held from **18-20 November 2025**.

The theme of this year's event, "**Driving Digitalisation Towards a Smart Economy**," is both timely and significant. It serves as an important platform for industry leaders, stakeholders, and solution providers to engage and share insights on how we can leverage digital advancements to shape a smarter future. Alongside, the highly anticipated **EVM ASIA 2025** - The Region's No. 1 Exhibition on Electric & Hybrid Vehicles, Mobility and Manufacturing & Auto Parts, with its theme "**Powering the Future of Sustainable Mobility**", complements the SMART NATION EXPO 2025 and adds even greater value to this monumental occasion.

I am especially excited to welcome you all in person to this event, as the opportunity to engage face-to-face fosters invaluable networking, collaboration, and hands-on experience with the cutting-edge technologies on display.

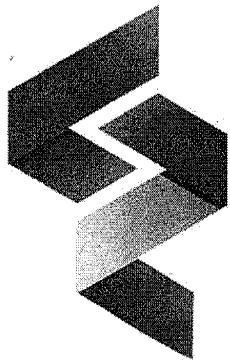
As we look ahead, our focus will be on continuing to drive digital transformation, improving the quality of life for all Malaysians, and securing a better, more sustainable future. It is essential that we remain steadfast in advancing the strong ICT foundations we have established and embrace the transformative power of artificial intelligence, robotics, big data, and virtual and augmented reality. These technologies will not only shape every sector of our economy but also enhance Malaysia's global competitiveness and sustainability.

Malaysia stands poised to leverage this digital revolution and transform into a Smart Nation-creating high-quality employment opportunities, boosting efficiency, and ensuring a sustainable future.

I would like to take this opportunity to express my deep appreciation and congratulations to Informa Markets Malaysia Sdn. Bhd. for organizing this remarkable initiative. I am confident that SMART NATION EXPO 2025 will inspire positive momentum toward sustainable development, and will play a key role in shaping smart, liveable cities across ASEAN in the years to come.

I wish you all a productive and memorable stay in Kuala Lumpur, and I look forward to the exciting discussions and innovations that will emerge from this event.

THE RIGHT HONOURABLE DATU' SRI HAJI FADILLAH BIN HAJI YUSOF
DEPUTY PRIME MINISTER OF MALAYSIA



SMART NATION EXPO

18-20
NOV 2025
MITEC, KUALA LUMPUR

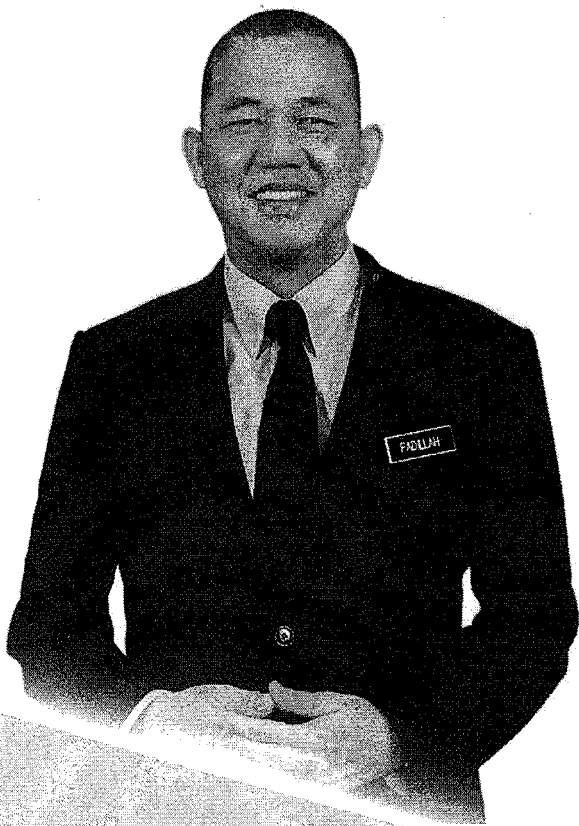
Co-locating:

EVMASIA



DATA CENTER ASIA
A DATA CENTER WORLD Event

AgriX



To Be Officiated By
The Right Honourable
Dato' Sri Haji Fadillah Bin Haji Yusof
Deputy Prime Minister, Malaysia

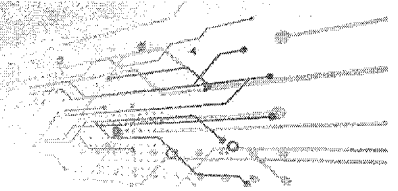
Driving Digitalisation Towards A Smart Economy

Organised by:



smartnationexpo.org

Driving Digitalisation Towards a Smart Economy

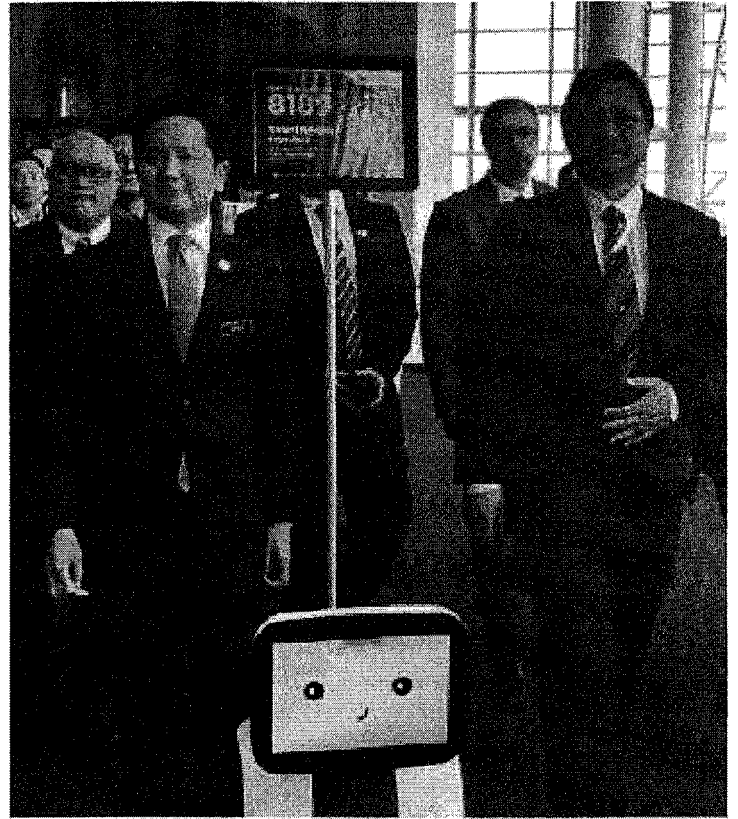


Join us at the Smart Nation Expo 2025, taking place from 18-20 November 2025, at the Malaysia International Trade and Exhibition Centre (MITEC). This premier event will co-locate EVM Asia, AgriX, and Data Centre Asia Malaysia, creating a comprehensive platform where innovation meets opportunity.

As Southeast Asia's digital economy is projected to reach USD 1 trillion by 2030, Malaysia is strategically positioned as the region's new data centre hub, driven by robust government initiatives and infrastructure growth (source: World Bank). The Expo will spotlight the latest in Smart Cities, 5G, AI, Emerging Technologies, and Industry 4.0, making it an unmissable opportunity for exhibitors across diverse sectors.

EVM Asia focuses on Electric Vehicles (EVs) and Smart Mobility, showcasing cutting-edge technologies essential for sustainable transport solutions. AgriX will highlight advancements in Smart Agriculture, presenting innovative approaches that revolutionise food production and sustainability. Data Centre Asia Malaysia will delve into advanced data management, cloud computing, and sustainable innovations, catering to the increasing demand for digital infrastructure across the region.

Don't miss your chance to connect with industry leaders and showcase your solutions at this transformative event!



Past Visitor Testimonials

The Smart Nation Expo 2024 looks incredibly advanced and thorough! We're excited to see the innovative technologies that will be unveiled in the future.

Mr. Syed Muhammad Taquddin Bin Sahil
Business Development Manager,
Pic Technologies Sdn. Bhd.

I've had an amazing experience here! Everything is perfectly connected to what I was searching for. The accessibility and integration of resources really made my visit exceptional.

Mr. Reez Radzi
Manager,
Kenanga

Everything is going great, but I'm eager for more! I'm especially curious about digital companies, as it feels like I'm mostly seeing traditional tech firms and missing out on the dynamic world of digital innovation. I can't wait for what's in-store for 2025!

Mr. Yogesh Beniwal
Chief Executive Officer,
Speenar

Key Facts

20,581
Quality trade attendees
and delegates from 95
countries

50+
High-level and
comprehensive
Summit and Seminar
sessions

800
Exhibiting brands and
companies from 32
countries

1,966
International buyers
from 94 countries

I believe hosting this expo is a fantastic initiative, as it showcases the advancements we need to pursue as a nation. It's only a matter of time before we either become a smart nation or risk being left behind.

Datuk Dr. William Stevenson
Chairman,
Global Sar Resources

Our Visitor Profiles

Expect a diverse audience at Smart Nation Expo 2025 and its co-located events:

Smart Nation Expo Visitor Profile:

- Urban Development Authorities
- Mass Transport Operators
- Government Ministries and Agencies
- Local Government
- City Councils
- State Planning
- Manufacturers
- Security & Surveillance
- Investors
- Utilities
- Infrastructure Development
- Urban Planners, Architects
- Waste Management
- Healthcare
- Energy/New Energy
- Education
- ICT
- Real Estate Developers
- Banks & Finance
- Applications & Solutions Providers

Data Centre Asia Malaysia Visitor Profile:

- Data Center Operators & Managers
- IT & Infrastructure Leaders
- Cloud & Managed Services Providers
- Technology & Innovation Experts
- Governance, Compliance & Sustainability Professionals

EVM Asia Visitor Profiles:

- Automotive Manufacturers
- Automotive Assemblers
- Engineering and Design Professionals
- Purchasing/Procurement Specialists
- Production/Factory Managers
- Automotive OEMs
- Decision Makers and Policy Makers
- Investors
- System Designers
- Consultants
- Suppliers and Distributors

AgriX Visitor Profiles:

- Aspiring Entrepreneurs
- Commercial Farmers
- Developers
- Government Bodies & State Government Representatives
- Hotel & Venue Operators
- Investors
- Micro & SME Farmers
- Plantation Owners
- Private Hospitals
- Restaurant Chain Distributors
- Researchers and Educators
- Supermarket & Grocery Store Operators
- Shopping Centre Operators
- Venture Capitalists



About The Organiser

Informa Markets creates platforms for industries and specialist markets to trade, innovate and grow. Through more than 450 international B2B brands, we provide opportunities to engage, experience and do business via live and virtual experiences, specialist digital content and actionable data solutions.



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