

By AMANDA SURIYA ARIFFIN
metro@thestar.com.my

THE Malaysia International Trade and Exhibition Centre (Mitec) in Kuala Lumpur now has a Smart Trade Zone (STZ) facility.

The event launched by Deputy International Trade and Industry Minister (Miti) Dr Ong Kian Ming was attended by representatives from both the public and private sector, including the Malaysia External Trade Development Corporation (Matrade) and the Malaysian Technology Development Corporation (MTDC).

Mitec chief executive officer Gunther Beissel in his opening address, elaborated on the significance of STZ and its role in helping to enrich knowledge, skills and investments.

“STZ functions as a catalyst by connecting the business events trade sector locally, nationally and internationally.

Gunther Beissel

“STZ functions as a catalyst by connecting the business events trade sector, locally, nationally and internationally.

“Specifically, STZ is Mitec playing its role as a venue and business partner to provide a set of facilities, innovative services and perks to businesses.”

The STZ is designed to propel Mitec beyond its role as a mega venue by helping to forge strategic

Innovative platform for business collaboration

New smart trade zone facility connects those in trade events sector



(From left) Ong, Beissel, Matrade chief executive officer Datuk Wan Latiff Wan Musa, MTDC chairman Tan Sri Abdul Rahman Mamat and Prisma Galeri Sdn Bhd director Datuk Jasmy Ismail at the launch of STZ.

alliances, more so with SMEs that often face challenges with market access and for businesses to connect with organisations that Mitec has “unique ties with,” said Beissel, citing Miti, MTDC and Malaysia Convention & Exhibition Bureau.

The STZ features a Smart Partners Programme that encourages alliances to use the platform to create opportunities for collaborations and ultimately facilitate data and resource sharing.

An additional feature is the STZ mobile app made available to all members.

“With this app, users can expect to have ease of booking meeting spaces, generate QR codes and virtual business cards and also business matching,” said Beissel, adding that STZ members can enjoy the first six months’ usage of facilities for free after which a nominal fee will take effect.

Ong, in his address, said it was a

challenging time for any industry related to international travel and that the impact of Covid-19 on the meetings, incentives, conferences and exhibitions industry for both local and international events cannot be ignored.

“There will be an announcement on an economic package from the Prime Minister on Feb 27 for three key sectors, namely tourism, retail and airlines.”

While he empathised with the

need for many events to be postponed to the second half of the year, Ong also congratulated Mitec for being forward-looking in terms of anticipating the needs of the Malaysian convention and exhibition industry with features such as the app.

Ong emphasised the need for industry players in the convention and exhibition sector to work together with relevant business chambers.