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An Office of

Malaysia External Trade Development Corporation

MT/TC/BU 210/6

Dear Sir/Madame,

MATRADE Budapest office is pleased to inform you that MATRADE will organise the #MyAPEC2020 Exhibition from 1 September to 31 December 2020 in conjunction with Malaysia's hosting of APEC 2020 this year.

The objectives of this exhibition are to showcase varied range of products and services of APEC member economies, to act as a platform for networking and business collaboration for participating companies and to promote greater business linkages among APEC business entities. This event will be the first virtual exhibition to be organised by MATRADE and the first under APEC 2020.

The components of #MyAPEC2020 Exhibition include:

- **Virtual Exhibition**, a web-based virtual exhibition that can be viewed globally online to enable potential business partners to contact exhibitors. This exhibition will provide information on products and services promoted by APEC & Malaysian companies.
- **Online pitching**, a live online pitching broadcasts of selected companies from targeted sectors. This online pitching session with presenter/ representative of the company can be utilized through real-time communication/ chatroom facilities.
- **Virtual B2B meeting**, is a one-on-one business meetings between interested buyers & Malaysian exhibitors. This virtual B2B meeting will be coordinated by the focal points from sectoral officers. Potential buyers are able to request a meeting with exhibitors through the virtual platform.
- **Webinars**, a live broadcast of webinars with speakers and real-time communication/ chatroom facilities for Q&A.

Details of the exhibition and the fact sheet containing the background information is attached below.

Online Pitching session

The pitching session for various sectors will take place on various days. To accommodate the time zone difference, the pitching sessions will be broadcasted 4 times/ sectors. Based on Malaysia time, the following sessions are available:

- 9 am – 10 am;
- 11 am – 12 pm;
- 3 pm – 4 pm; and
- 4 pm – 5 pm

There will be a **total of 8 companies from the respective sectors selected for the online pitching session. Each of the 8 companies will have a pre-recorded video screened during the online pitching session lasting about 3 minutes each (total 24 minutes).**

For this, **we would like to invite your company to participate at the pitching session** to view the pitching videos of the eight companies on the specified date and time of the session. After the pitching video has been screened and viewed, foreign buyers will be able to communicate directly and immediately through a dedicated chatbox linked to each of the Malaysian company where they would be able to chat and exchange information for further transactions. The foreign buyers will also be able to request to meet online with the preferred Malaysian company / exhibitor through an eBizMatch session that can be arranged separately at a later date.

Apart from the pitching sessions, you may wish to register as a buyer to the event to view the exhibition and also to register for B2B meetings with Malaysian companies offering the products you are looking for. Please see the attached file prepared for Buyers with all necessary information to participate at the event.

For details on the participation, please see the attached documents.

For further details on participation, please contact me at budapest.csilla@matrade.gov.my

We look forward to e-meeting you.

Let Malaysia be your next business partner!

Yours sincerely,

Csilla Nyerges (Ms.)
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