



FOR IMMEDIATE RELEASE

SELANGOR ASEAN BUSINESS CONFERENCE (SABC) 2023: ACCELERATING COLLABORATION AND GROWTH IN THE SOUTHEAST ASIAN REGION

SELANGOR, MALAYSIA, 27 JUNE 2023 - The State Government of Selangor is preparing to host the highly anticipated Selangor International Business Summit (SIBS) from 19-22 October 2023. This extraordinary event will take place at the prestigious Kuala Lumpur Convention Centre, Kuala Lumpur, Malaysia.

Prominently featured within SIBS 2023 is the Selangor ASEAN Business Conference (SABC), scheduled to take place on 19-20 October 2023 at Plenary Hall in the Kuala Lumpur Convention Centre, Kuala Lumpur, Malaysia. This highly anticipated conference will bring together industry leaders, entrepreneurs, and government officials from across the region.

Under the theme “Selangor, Epicentre of ASEAN: Leveraging Diversity, Catalysing Opportunity,” the Selangor ASEAN Business Conference will serve as a dynamic platform for thought-provoking discussions, knowledge sharing, and networking opportunities among participants. SABC presents an ideal avenue for businesses to forge strategic partnerships, gain insights into regional market trends, and showcase their innovative solutions and services.

Attendees can expect engaging sessions covering various topics, including sustainable business practices, emerging technologies, investment opportunities, and cross-border trade facilitation. The emphasis will be on leveraging the unique diversity of the ASEAN region to unlock new possibilities for growth and collaboration.

According to Dato’ Hasan, CEO of Invest Selangor, “SABC 2023 will feature esteemed panellists from prominent investment organisation such as the Foreign Investment Agency Vietnam (FIA), The Board of Investment of Thailand (BOI), Indonesia Investment Coordinating Board (BKPM) alongside with the Malaysian Investment Development Authority (MIDA), who will be able to update on the investment landscape and opportunities in their respective countries, as well as discuss the broader potential of cross border investment within the ASEAN region”.

“In addition, we are also expecting the conference to receive larger audience from ASEAN countries as it is being actively promoted through media exposures and roadshows in key countries such as Indonesia, Thailand, Vietnam, Philippines and Singapore”.

The Selangor ASEAN Business Conference is open to entrepreneurs, business leaders, industry professionals, government officials, and all those interested in harnessing the power of diversity in the ASEAN region. Participants are encouraged to mark their calendars and register early to secure their place at this prestigious event. For more information about the Selangor ASEAN Business Conference, including registration details and the conference agenda, please visit www.selangorsummit.com.

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About Invest Selangor Berhad:

Invest Selangor Berhad (ISB) is the state government agency responsible for promoting and facilitating investment in Selangor, Malaysia. They provide a range of services, including site selection assistance, investment facilitation, and aftercare services, to ensure a smooth investment journey for investors. ISB creates a conducive business environment in Selangor. This commitment to investor ease of mind has positioned Selangor as an attractive investment destination for both local and foreign investors. With ISB's support, investors can focus on their operations while leaving administrative matters to the agency.

For media enquiries please contact:

Nur Azyyana Abu Bakar

azyyana@investselangor.my

+60 12 257 4075

Maryani Binti Mat Saad

maryani@investselangor.my

+60 16 699 7901