TÜRKİYE ODALAR VE BORSALAR BİRLİĞİ

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Sayı : E-34221550-720-12655 **Tarih**: 07.10.2025
Konu : 4. Smart Nation Expo 2025 – Kuala Lumpur, Malezya

TÜM ODA VE BORSALARA
(Genel Sekreterlik)

İlgi : Ticaret Bakanlığı'nın 02.10.2025 tarihli ve E-82877844-454.09-00114195024 sayılı yazısı

İlgili kayıtlı yazıda, 18–20 Kasım 2025 tarihleri arasında Malezya'nın Kuala Lumpur şehrinde, "Dijitalleşmeyi Akıllı Bir Ekonomiye Doğru Yönlendirmek (Driving Digitalization Towards a Smart Economy)" temasıyla 4th Smart Nation Expo 2025 fuarının düzenleneceği bildirilmektedir.

Söz konusu fuarın, Akıllı Şehir (Smart City), Akıllı Ekonomi (Smart Economy), Akıllı İletişim (Smart Communication), Akıllı Devlet (Smart Government), Akıllı Tarım (Smart Agriculture) gibi birçok sektördeki teknolojik "akıllı (smart)" uygulamaları kapsayacağı; fuarın açılışının Malezya Başbakan Yardımcısı Sayın Fadillah Yusof tarafından gerçekleştirileceği ifade edilmektedir.

Bu kapsamda, fuara ilişkin detaylı bilgi ve iletişim kurulabilecek temas noktalarının yer aldığı davet yazısı ekte sunulmaktadır.

Bilgilerinizi ve fuarın ilgili üyelerinize duyurulmasını rica ederim.

Saygılarımla,

e-imza
Mustafa SARAÇÖZ
Genel Sekreter

EK: 4. Smart Nation Expo 2025-Davet Mektubu (6 sayfa)

Bu belge, 5070 Sayılı Elektronik İmza Kanununa göre Güvenli Elektronik İmza ile İmzalanmıştır.
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7 **May 2025**

H.E. Emir Salim Yüksel
Ambassador
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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 DATO' SRI HAJI FADILLAH BIN HAJI YUSOF
DEPUTY PRIME MINISTER OF MALAYSIA

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SMART NATION EXPO

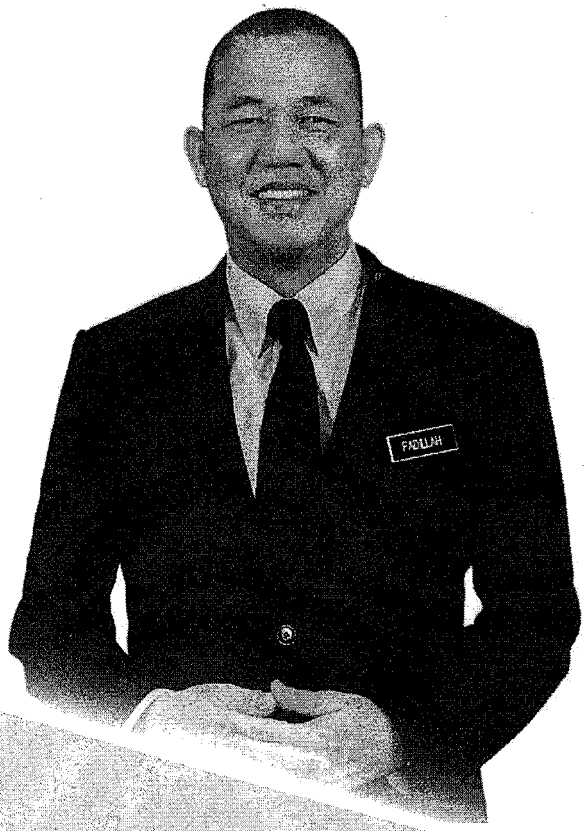
18-20
NOV 2025
MITEC, KUALA LUMPUR

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

smartnationexpo.org

Driving Digitalisation Towards A Smart Economy

Organised by:

informa markets

Renewable Electricity

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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!

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



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

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

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

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Industry Summits

The event will host 3 'C level' Summits that will chart the future of the digital economy, Smart Cities and E-Mobility. It is where industry leaders gathers to share experiences, examine issues and opportunities in a rapidly changing economy.

Experience a wealth of knowledge at our three key industry summits:

DIGITAL ECONOMY LEADERS' SUMMIT 2025 "Accelerating The Digital Economy"

Digital Economy Leaders' Summit 2025:
Explore strategies for driving digital transformation across sectors.

ASIA SMART CITIES NOVEMBER 2025 KUALA LUMPUR SUMMIT '25

Asia Smart Cities Summit 2025:
Discuss the future of urban development and smart living.

EVMASIA SUMMIT 2025

EVM Asia Summit 2025:
Engage with thought leaders on the evolution of electric mobility.



Why Participate

Participating in Smart Nation Expo 2025 is an unparalleled opportunity to engage with the forefront of innovation across multiple industries. This event provides a unique platform for individuals and organisations to connect, collaborate, and explore the latest advancements driving digital transformation:

SMART NATION EXPO

For Smart Cities Enthusiasts:
Discover cutting-edge solutions in urban development, 5G technology, and IoT applications that are enhancing city living and infrastructure. Engage with thought leaders and visionaries who are shaping the future of sustainable urban environments.

AgriX

For Agricultural Innovators:
Explore the latest advancements in Smart Agriculture and sustainable practices that aim to revolutionise food production. Connect with professionals who are committed to addressing food security challenges and enhancing agricultural efficiency through innovation.

EVMASIA

For Automotive & Mobility Advocates:
Delve into the rapidly evolving sectors of electric vehicles and Smart Mobility. Participate in discussions and networking opportunities with industry leaders, policymakers, and innovators dedicated to creating smarter, greener transport solutions.

DATA CENTER ASIA
A DATA CENTER WORLD Event

For Data Management Professionals:
Gain insights into cutting-edge data management solutions, cloud computing, and AI-driven technologies. Learn from industry experts about how to implement robust digital infrastructures that meet the demands of today's data-driven world.

By participating in Smart Nation Expo 2025, you will not only enhance your knowledge and expertise but also forge valuable connections with key stakeholders across diverse sectors. Join us to be part of a transformative event that celebrates innovation and shapes the future of our digital economy!

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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:

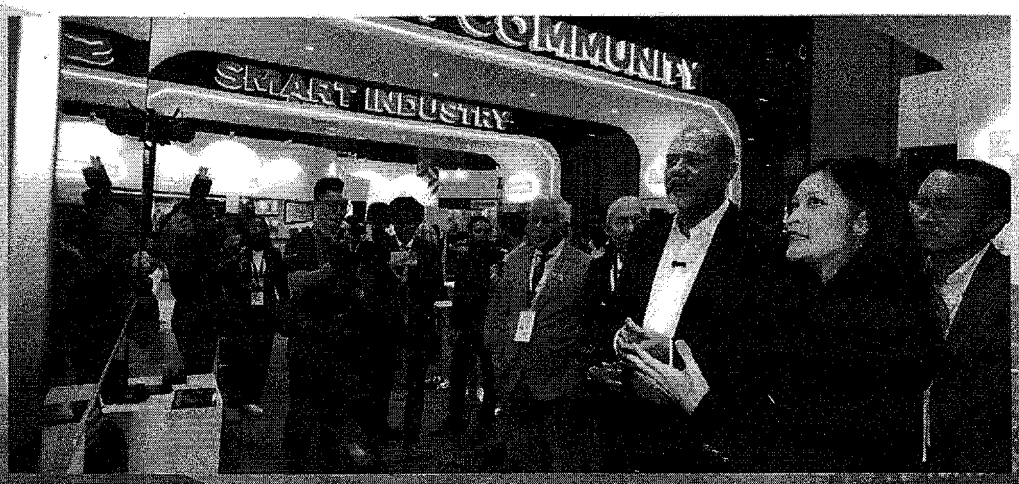
- Data Center Operators & Managers
- IT & Infrastructure Leaders
- Cloud & Managed Services Providers
- Technology & Innovation Experts
- Governance, Compliance & Sustainability Professionals

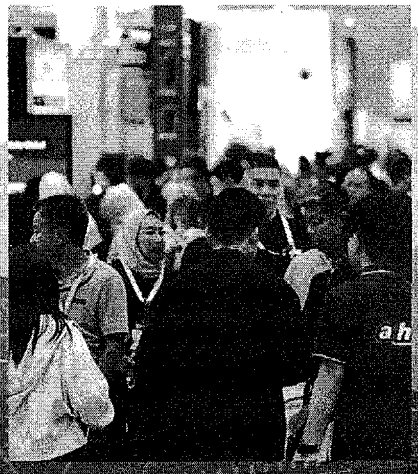
EVM Asia Visitor Profiles:

- 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.

informa markets

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