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Sabah Expo to attract

By Chok Sim Yee

KOTA KINABALU: More than 400 booths from 20 countries are expected to take part in the sixth Sabah International Expo 2010 (SIE2010) on October 15-19 at 1Borneo Hypermall here.

The expo also targets more than 50,000 visitors with projected sales exceeding RM200 million.

Themed "Sabah Hub for the Far East", organizing chairman Datuk Seri Panglima Wong Khen Thau said SIE 2010 would promote Sabah as a hub in the region.

Wong, who is also the president of Federation of Sabah Manufacturers (FSM), added that the expo would showcase products from key sectors including manufacturing, agriculture, services, automotive parts, green technology and education.

"More than 50 booths have been sold to Japan, Singapore, Brunei,

Indonesia, Germany, Taiwan, China and Poland," he said at a press conference here yesterday.

The biennial event are sanctioned by the State Government, FSM, the Malaysian International Chamber of Commerce & Industries (MICCI), Sabah Branch with the cooperation of the Malaysia External Trade Development Corporation (MATRADE) and the Ministry of Industrial Development (MID).

In 2008, the expo featured 285 Malaysian and 96 international exhibitors, including 15,000 trade visitors and around 35,000 members of the public.

A one-day Sabah International Business conference 2010 (SIB2010) will also be held at 1Borneo Ballroom on October 15.

Themed "Growing Money from Trees", it will encompass issues related to forest conservation and opportunities to monetize

forests through sustainable management initiatives.

Chief Minister Datuk Seri Musa Aman will deliver his keynote address on forest conservation.

Other speakers are the director of Sabah Forestry Department Datuk Sam Mannan, director of New Forests Asia, Maree Candish, group manager of Conservation and Environment/Management Division of Yayasan Sabah Group Datuk Waidi Sinun and managing director of Reduced Emissions from Deforestation and Degradation Forest (REDD Forests) Stephen Dickey.

A Memorandum of Collaboration (MoC) was also signed between Wong, the Cycle & Motor Parts Traders' Association Kota Kinabalu, SHARED and MICCI to promote SIE2010.

Also present at the press conference were Cycle & Motor Parts Traders'



From fourth left, Y

Association Ko
chairman Yong
chairman of MIC

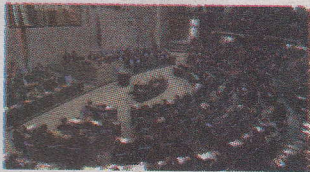


BUSINESS

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trading

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ASM
Investment
opens regional
office in Sabah

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tract 20 countries



From fourth left, Yong, Wong, Arulpragasam and Susan and others at the press conference.

Association Kota Kinabalu
chairman Yong Chen Lip,
chairman of MICCI Brig Gen

(R) Datuk A Arulpragasam,
Sabah Housing and Real
Estate Developers

Association (Shareda)
president Datuk Susan Wong
Siew Guen, Datuk Ir Chong

Hon Len, Datuk Hj Harun Hj
Ismail, Syed Zahirulddin
Syed Ali and Irene Joibi.