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KUALA LUMPUR: The International Green-tech & Eco Products Exhibition and Conference Malaysia (IGEM) 2026's target of RM22.5 billion in potential business leads is achievable despite being much higher than the target for last year's edition, according to Natural Resources and Environmental Sustainability Minister Datuk Seri Arthur Joseph Kurup.

He said the higher target was set based on increased industry awareness of the importance of transitioning to more sustainable green technologies, in addition to the increased clarity of the ministry's policies and plans.

IGEM 2025 had targeted RM5.5 billion in business leads.

Having the Malaysian Investment Development Authority (MIDA) and the Malaysia External Trade Development Corporation (MATRADE) as strategic partners

for this year's event would facilitate matters and help attract more investments into the green technology sector, Arthur said when officiating the ribbon-cutting ceremony for IGEM 2026 here.

The 17th edition of IGEM, themed "Race Towards Net Zero: Action Beyond Boundaries", is being held from Oct 7 to 9 in Kuala Lumpur. It is organised by the Natural Resources and Environmental Sustainability Ministry (NRES) and its agency Malaysian Green Technology and Climate Change Corporation (MGTC).

On the better policy clarity, Arthur noted that in April, NRES launched the National Carbon Market Policy and it has signalled to the market and industry that it intends to table the Climate Change Bill as soon as possible.

"In addition, I have also announced that I will not issue any new emissions

licences to polluters who fail to comply with the Environmental Quality (Clean Air) Regulations," he said when officiating the ribbon-cutting ceremony for IGEM 2026 here.

Arthur said the ministry had sent a clear message to the industry to take the necessary steps to comply with existing regulations and laws, thereby helping to reduce air pollution.

"Following this, more advanced technologies are needed to support the implementation of existing laws and policies," he added.

Arthur said IGEM 2026 was expected to attract 60,000 visitors.

"This year, we have achieved 100 per cent occupancy of exhibition space, with nearly 200 exhibitors, comprising 70 per cent local exhibitors and 30 per cent international companies," he said. – Bernama