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## SUSTAINABLE ECONOMY

# 'RELOOK VALUE CHAIN TO DRIVE GREEN AGENDA'

PM tells industries to prepare for socio-economic transition after the pandemic

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**P**RIME Minister Tan Sri Muhyiddin Yassin has called on all industry players to look into the value chain holistically to drive the green economy agenda amid growing demand by consumers.

He said the emergence of the green industry, which required innovation, products and services to meet consumer demand, paved the way for new opportunities and untapped markets.

He said while priority was currently on the country's battle against the Covid-19 pandemic, it was time industries, businesses and other stakeholders prepared for the socio-economic transition after the pandemic.

He said the introduction of the National Green Technology Policy in 2009 marked Malaysia's eco-shift from industrial development to a more sustainable economy.

He said the government recognised the potential of green technology as one of the pillars to accelerate economic growth and promote sustainable development.

"I welcome efforts by Malaysian companies to establish collaborations on technology and knowledge-sharing within the hydrogen ecosystem, commercialisation and green technologies.

"It is commendable that these companies are committed to actively invest in green hydrogen projects and delivery of renewable energy, circular economy and low carbon mobility."

He said businesses and industries should continue to embrace new norms to boost the green transformation.

"I hope that over the next six months, IGEM 2021 delegates will rise to the challenge by innovating products and services and of-

fer solutions that can help minimise environmental impacts to ensure (environment) sustainability for our community."

Muhyiddin said this when officiating at the 12th International Greentech and Eco Products Exhibition and Conference Malaysia (IGEM) 2021.

Themed "Redefining Sustainability", IGEM 2021 will be held for six months for the first time, with a different focus each month and curated conferences and programmes.

Since the first IGEM in 2010, the annual event has attracted more than half a million delegates, dignitaries, organisations and companies from more than 80 countries and generated over RM30 billion in business leads.

IGEM serves as a platform to share ideas on the evolving green agenda, policies and initiatives with the support and participation of the industry and the public.

Last year, Muhyiddin said, more than 10,000 visits were recorded, with over RM3 billion in business leads.

He said this year's theme was chosen to focus on climate change and green technology, while addressing the impact of Covid-19.

"Climate change is showing signs that can have long-lasting impact on social wellbeing, economic development and global health.

"We need to find ways collectively to pursue economic and social wellbeing in an environmentally friendly manner. I believe IGEM fits such a purpose as an important catalyst to chart our way forward."

He said the pandemic was a catalyst for all to play a bigger role in the sustainability agenda, adding that the government was committed to ensuring the growth of the green economy and transform the nation's economy.

"The government will continue to adopt a 'whole-of-nation' approach to ensure that its policies are clear and conducive, for sustainable economic development."

He said it was crucial to continue to engage with all industry players and stakeholders to ensure continued environmental sustainability.

