

matec2024

MARA AUTOMOTIVE ECOSYSTEM

ENTREPRENEURIAL ENGINE: ACCELERATING AUTOMOTIVE GROWTH

EVENT BRIEF

20 - 22 SEPTEMBER 2024

BUKIT JALIL

www.matec.my

ENTREPRENEURIAL ENGINE

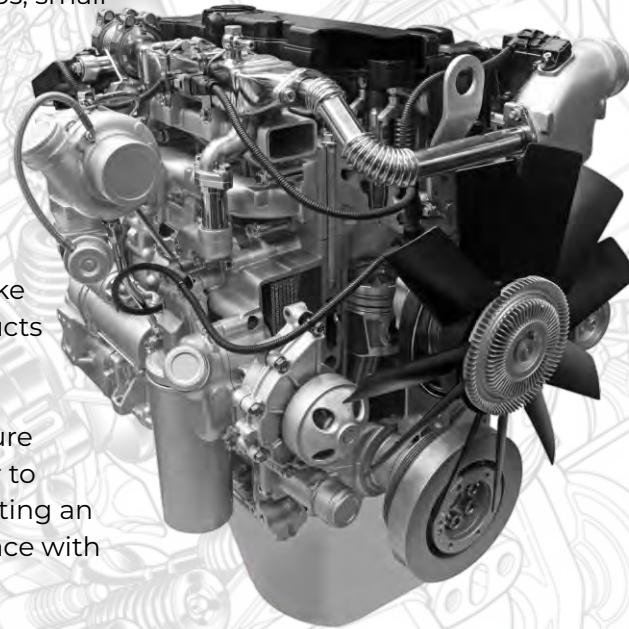
ACCELERATING AUTOMOTIVE GROWTH

The Entrepreneurial Engine is a concept that focuses on fostering innovation and growth within the automotive industry through entrepreneurial initiatives. This approach emphasizes the importance of startups, small businesses, and independent innovators in driving advancements and competitiveness in the sector. By leveraging the agility and creativity of these entities, the automotive industry can accelerate the development of cutting-edge technologies, such as electric vehicles, autonomous driving systems, and advanced manufacturing processes.

Central to the Entrepreneurial Engine is the collaboration between established automotive companies and emerging startups. Large corporations provide resources, industry expertise, and market access, while startups contribute fresh ideas, innovative solutions, and a willingness to take risks. This symbiotic relationship enables the rapid prototyping, testing, and scaling of new products and services.

Furthermore, the Entrepreneurial Engine is supported by a robust ecosystem that includes venture capital firms, incubators, accelerators, and government initiatives. These elements work together to provide the necessary funding, mentorship, and regulatory support for startups to thrive. By creating an environment conducive to entrepreneurial activity, the automotive industry can not only keep pace with technological advancements but also anticipate and shape future trends.

In conclusion, the Entrepreneurial Engine plays a crucial role in accelerating automotive growth by harnessing the potential of entrepreneurial ventures. This dynamic framework promotes innovation, fosters collaboration, and ensures that the automotive sector remains at the forefront of technological progress.



ULTIMATE GOAL

- ⚙️ Forming a cluster of automotive entrepreneurs assisted by MARA or other parties to explore areas of cooperation and business expanding.
- ⚙️ Ensuring that entrepreneurs involved in the automotive industry can use the MATEC2024 platform for expand the existing business network market.
- ⚙️ Empowering the automotive entrepreneur's business brand through continuous promotion through the media and beyond will strengthen the business brand of the entrepreneur involved to a better level.
- ⚙️ Providing a dedicated marketing and advertising platform to introduce automotive entrepreneurs' companies and products directly to customers and the community.



This 3-days event is filled with showcases and activities that will appeal to those involved in automotive, business owners and investors as well as the general public, including:

- ❖ **MAIN EVENT AREAS**
- ❖ **BUSINESS SEMINAR & WORKSHOP**
- ❖ **NETWORK OPPORTUNITIES**
- ❖ **PRODUCT PRESENTATIONS & LAUNCHES**
- ❖ **AUTOMOTIVE TECHNOLOGICAL & INNOVATION**
- ❖ **DEMONSTRATIONS & COMPETITION**
- ❖ **AUTO BAZAAR**
- ❖ **FIELD DEMONSTRATIONS**
- ❖ **ACTIVITIES & PROMOTIONS**

THE IDEAS OF MATEC





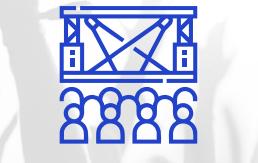
EXCITEMENT ACTIVITIES



Car Gathering



Bike Gathering



matec2024
BEAT BLITZ
CONCERT

Concert



Buskers Performances



matec
PUSHBIKE

Kids Pushbike Race

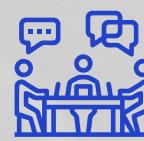


SIM
RACING

Racing Simulator



Product Presentation



Meet & Greet



Entrepreneur Session



Talk Show



Tournament & Contest



Lucky Draw

AND MANY MORE AWAITS YOU!

DYNAMIC BUSINESS OPPORTUNITY

For those seeking to grow their business in automotive industries, MATEC 2024 is the ideal platform to:

- Showcase the latest in automotive technology, automotive products and services
- Explore opportunities to trade, invest, collaborate and share in the transfer the transfer of technology
- Expand business horizons
- Develop import and export markets
- Launch new and innovative products and services
- Explore careers and entrepreneurial opportunities
- Deepen relationships with existing customers
- Forge international alliances and build strategic partnerships
- Be the first to discover the latest market trends
- Boost your market competitiveness



STRATEGIC VENUE IN KUALA LUMPUR



National Stadium is the central and most prominent sports center and building at the National Sports Complex in Bukit Jalil. The elliptical outdoor stadium has a total area of 76,000 square meters and its classical bowl shape is enhanced by the dramatic overlapping of three spectator tiers.

Our outdoor car park spaces are a perfect canvas for your open-air events. You have a choice of 5 varied sizes in a gated venue, with a combined capacity of 160,000 pax standing. With access to both power and water supply, a 3 minute walk to the Bukit Jalil LRT station and a 20 minute drive from the city centre, we are also flexible to be part of your customised event.

MATEC 2024 OFFICIAL VENUE



PERBADANAN STADIUM MALAYSIA

OFFICIAL ITINERARY

Day 2 | 21 September 2024 Saturday

10:00am	Arrival of MARA Chairman YBHG. Datuk Wira Dr. Asyraf Wajdi bin Dato' Dusuki
10:15am	Walkabout Session with MARA Chairman
12:15pm	MATEC Launching Ceremony YBHG. Datuk Wira Dr. Asyraf Wajdi bin Dato' Dusuki
12:30pm	Prize Giving Ceremony Appreciation Ceremony Lucky Draw Session Day 2
1:00pm	Launching Ceremony PETRONAS MotoExpert
1:30pm	Workshop Enhancement Program (WEP) Mannol

Day 3 | 22 September 2024 Sunday

8:00pm	Arrival of Deputy Prime Minister Dato' Seri Dr. Ahmad Zahid bin Hamidi
8:30pm	Walkabout Session with DPM
9:00pm	Prize Giving Ceremony Appreciation Ceremony Lucky Draw Session Day 2
9:30pm	MATEC Closing Ceremony Dato' Seri Dr. Ahmad Zahid bin Hamidi Exclusive MATEC Fireworks Show
10:00pm	New Car Launching Ceremony
10:30pm	MATEC Grand Concert & MATEC Grand Lucky Draw



FRIDAY | DAY1 20TH SEPTEMBER 2024

MATEC Grand Stage Zone (Outdoor)		MATEC Conference Stage Zone (Indoor)		MATEC Motorsport Zone (Outdoor)	
10:00am	MATEC Opening Day 1 Doa & Negaraku	10:00am	Doa & Negaraku	10:00am to 10:00pm	CUSTOM Nation Car Customization Show
10:30am	Emcee Shout-Out	10:30am	Exhibitor Product Presentation Products Knowledge		Walkabout Session with VVIP Car Show
11:00am	Title Sponsor Shout-Out	11:00pm	Road Safety Clinic & Contest		Car Customization Contest Car Activities
11:30am	Exhibitor Shout-Out	12:30pm	MOU Ceremony with Emerald Autoparts		
12:00pm	Preparation for Pit Stop Contest	12:15pm	PETRONAS Dagangan Berhad Revisit Activity		
12:30pm	Pit Stop Contest	12:00pm	MATEC Conference Session 1		
12:00pm	Preparation for MATEC Battle of the Band	12:30pm	Title Sponsor Shout-Out		
12:30pm	MATEC Battle of the Band Round 1	12:30pm	Indsutry - IMPA Collaboration WESTAR		
12:00pm	Arrival of MARA Deputy Director-General (Entrepreneurship) YBHG. Dato' Zulfikri bin Osman	12:00pm	End of Day 1		
12:00pm	SUZUKI Launching Ceremony				
12:30pm	MATEC Battle of the Band Round 2				
12:30pm	End of Day 1				

SATURDAY | DAY2 21ST SEPTEMBER 2024

MATEC Grand Stage Zone (Outdoor)		MATEC Conference Stage Zone (Indoor)	MATEC Motorsport Zone (Outdoor)
10:00am	MATEC Opening Day 2 Doa & Negaraku	10:00am	Arrival of MARA Chairman YBHG. Datuk Wira Dr. Asyraf Wajdi bin Dato' Dusuki
10:30am	Emcee Shout-Out	10:30am	Car Launching Ceremony by GO-AUTO
12:15pm	MATEC Launching Ceremony YBHG. Datuk Wira Dr. Asyraf Wajdi bin Dato' Dusuki	11:00am	Cermin Pro Presentation Session
14:00pm	Cheque Handover Ceremony for PUMP Entrepreneur	11:30am	Title Sponsor Shout-Out
15:30pm	Bike Contest	12:30pm	MARA Entrepreneur Sharing Session
17:30pm	Meet & Greet Session with Hafizh Syahrin	14:00pm	EV Industry Pocket Talk
20:00pm	Lucky Draw Session 2	15:00pm	PLMM - PETRONAS AutoExpert Sharing Session
20:30pm	B-Boys Competition Round 1	17:00pm	Talk Show with Abang Gan
22:00pm	MATEC Beat Blitz Mini Concert	20:00pm	Exhibitor Shout-Out
23:00am	MATEC Battle of the Band Finale Round	21:00pm	MATEC Conference Session 2
00:00am	End of Day 2	22:00pm	End of Day 2

SUNDAY | DAY3 22ND SEPTEMBER 2024

MATEC Grand Stage Zone (Outdoor)

10:00am	MATEC Opening Day 3 Doa & Negaraku
10:30am	Emcee Shout-Out
11:00am	Lady Bikers Shout-Out
12:00pm	Lucky Draw Session 3
15:00pm	Champion of MATEC Battle of the Band Showcase
17:00pm	B-Boys Competition Finale Round
9:30pm	MATEC Closing Ceremony Dato' Seri Dr. Ahmad Zahid bin Hamidi Exclusive MATEC Fireworks Show
10:00pm	New Car Launching Ceremony
10:30pm	MATEC Grand Concert & MATEC Grand Lucky Draw
00:00am	End of Day 3

MATEC Conference Stage Zone (Indoor)

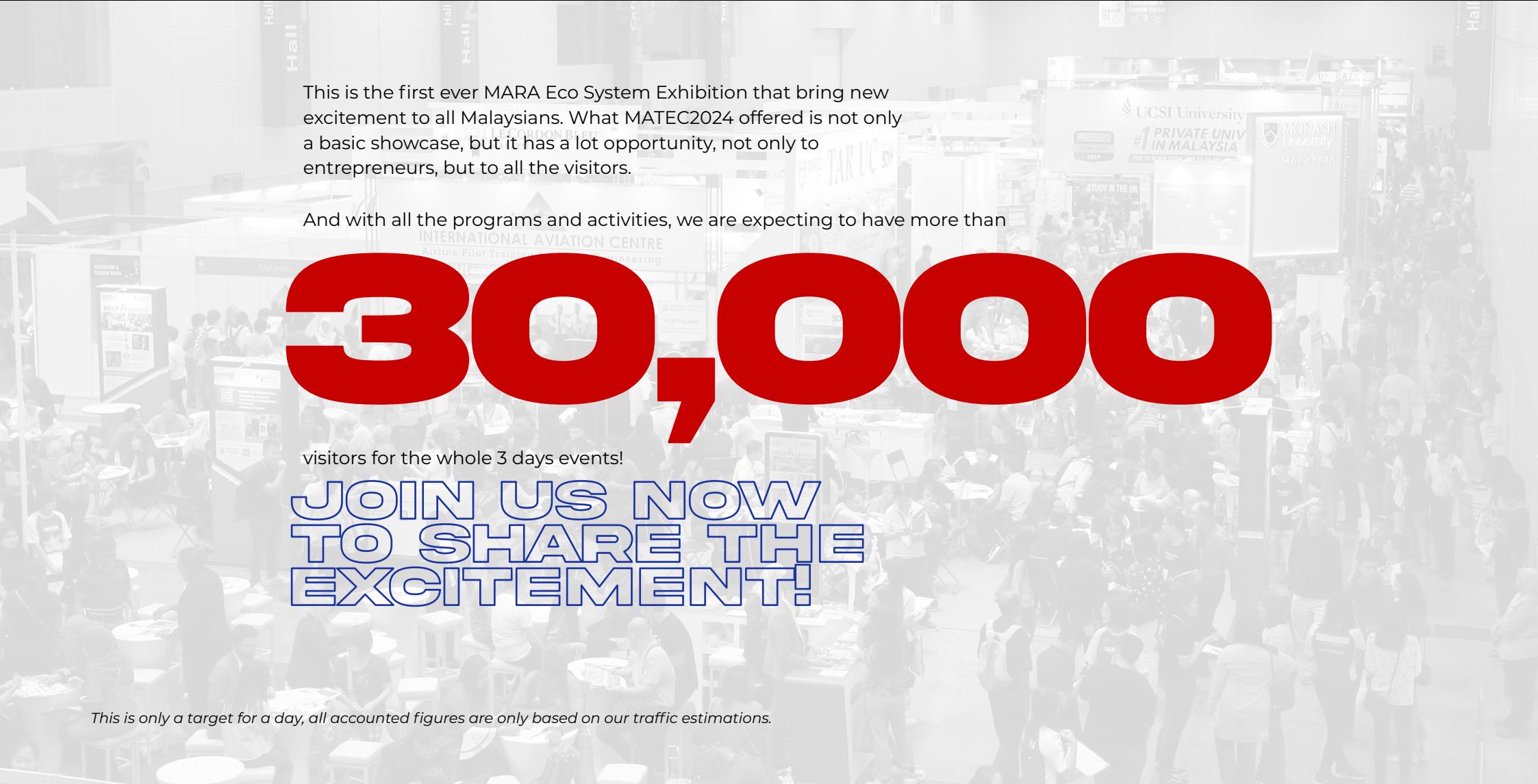
10:00am	Doa & Negaraku
10:30am	TVET Sharing Session Mechanic Performance
14:30pm	E-Games: MOBILE Legend Grand Final
17:00pm	Trivia Contest (Public Contest)
20:00pm	Exhibitor Shout-Out
22:00pm	End of Day 3

MATEC Motorsport Zone (Outdoor)

10:00am to 10:00pm	MEGA Lady Bikers Gathering High End Mega Gathering Harley-Davidson Superbike
--------------------------	---



POTENTIAL VISITORS



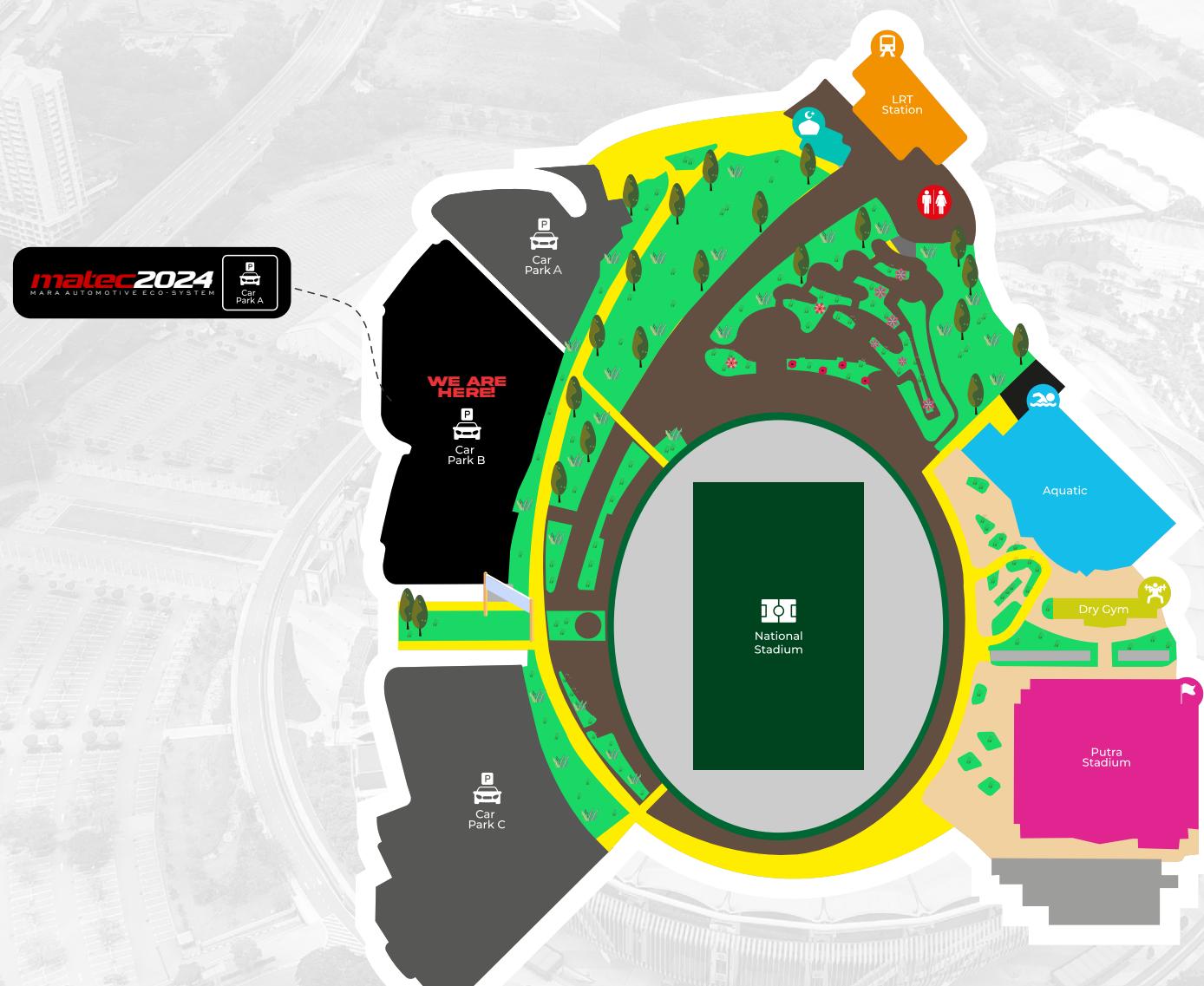
This is the first ever MARA Eco System Exhibition that bring new excitement to all Malaysians. What MATEC2024 offered is not only a basic showcase, but it has a lot opportunity, not only to entrepreneurs, but to all the visitors.

And with all the programs and activities, we are expecting to have more than

30,000

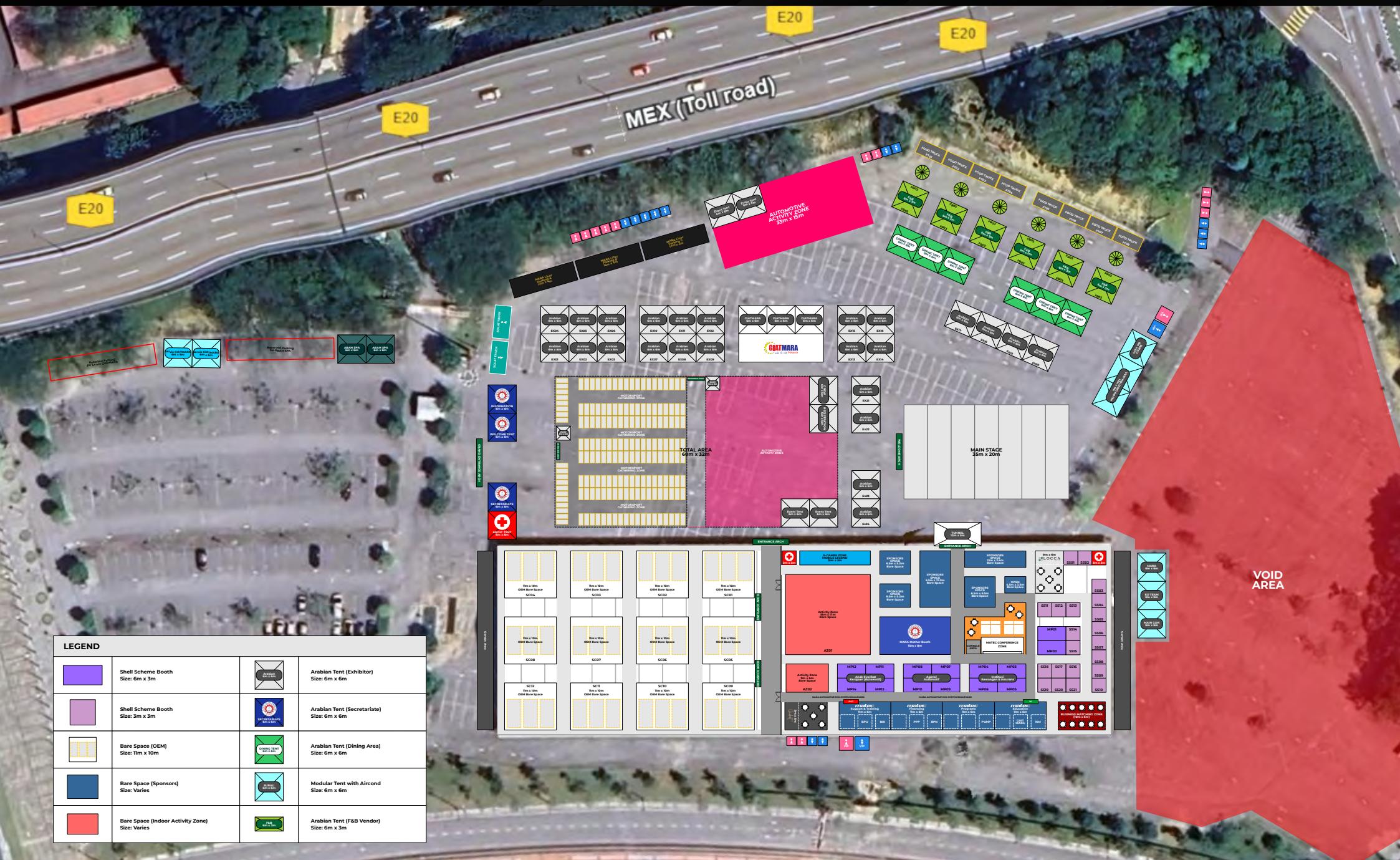
visitors for the whole 3 days events!

**JOIN US NOW
TO SHARE THE
EXCITEMENT!**



*Floor plan are subject to change without prior notice

OVERALL EVENT LAYOUT



INDOOR



SHELL SCHEME BOOTH

Lot Code : SS01 - SS21

Lot Size : 3m x 3m

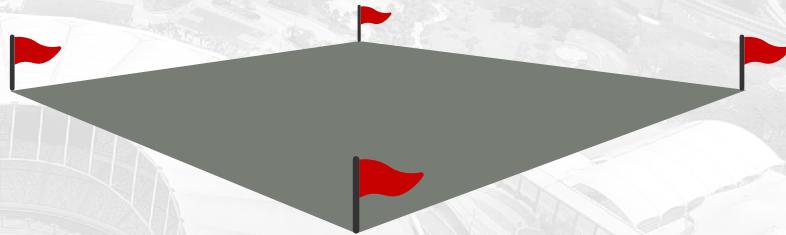
Rate Per Lot : RM2,500.00

Lot Code : MP01 - MP14

Lot Size : 6m x 3m

Rate Per Lot : RM5,000.00

Category : Automotive Related



BARE SPACE

Lot Code : SC01 - SC12

Lot Size : 11m x 10m

Rate Per Lot : RM8,000.00

Category : Automotive Related

OUTDOOR



ARABIAN CANOPY

Lot Code : **FB01 - FB10**
Lot Size : **6m x 3m**
Rate Per Lot : **RM2,500.00**
Category : **Food & Beverages**

Lot Code : **EX01 - EX26**
Lot Size : **6m x 6m**
Rate Per Lot : **RM5,000.00**
Category : **Automotive Related**



FOODTRUCK

Lot Code : **FT01 - FT08**
Lot Size : **Food Truck Spaces**
Rate Per Lot : **RM1,800.00**
Category : **Food & Beverages**



matec2024

MARA AUTOMOTIVE ECOSYSTEM

ENTREPRENEURIAL ENGINE: ACCELERATING AUTOMOTIVE GROWTH

If you're ready to showcase your products and be part of this exciting event, don't hesitate to reach out to our dedicated salesperson today.

Contact us now to secure your spot as an exhibitor!

Please email or call us, to view our attractive Strategic Partnership Packages

Tel. : +6011-56648387 (Mr. Razi)
: +6010-5631270 (Mr. Syafizzi)

Email : fakharadzi@mara.gov.my
: msyafizzi@mara.com.my