

## INTERNATIONAL INSPIRASI KHADIJAH VIRTUAL 2020 (IIKV2020) POST EVENT REPORT

**Georgetown, 9 March 2021** - International Inspirasi Khadijah Virtual (IIKV) 2020 is a cross-border e-commerce virtual expo that took place from 18 December 2020 to 31 January 2021. IIKV2020 is the initiative of Penang Halal International Sdn Bhd (PHI) with the support of Penang State EXCO for Trade, Industry and Entrepreneur Development.

Chief Minister of Penang, YAB Chow Kon Yeow said “With increasing demands following the COVID-19 episode, digital solutions have become essential business tools all over the world, highlighting the importance of innovative solutions in the new normal. As such, the IIKV2020, a 3D cross border virtual expo with an e-commerce platform by our state-owned agency, PHI, is indeed a timely and relevant initiative. This is a good platform designed to elevate and enable merchants that produce women centric products and services to connect, transact and be future ready. On behalf of the Penang State Government, I would like to congratulate PHI on its commendable initiative which is aligned to the **Penang2030** Vision of advance readiness for the digital age and to foster an ecosystem that nurtures creative industries and niche business services.”

According to a report by Google and Temasek Holdings, the Southeast Asian e-commerce market is expected to be worth US\$200 billion by 2025, e-commerce use via smart phone and other devices is expected grow in tandem. South East Asia is poised to benefit as smartphone users account for more than 90 percent of Southeast Asian Internet use.

The objective of IIKV2020 was to introduce and enable entrepreneurs for a new way of networking, embrace cross border e-commerce in an international market. The organizing of IIKV2020 is to help entrepreneurs to elevate their digital marketing and/or e-commerce skill to overcome the challenges during the Covid-19 pandemic situation. The new normal that will define the post Covid world.

There were 69 virtual booths, both local and international, from various business categories such as government agencies, food and beverage, cosmetics, pharmaceuticals, jewellery, health, and beauty products among others.

The Chairman of PHI and Penang State EXCO for Trade, Industry and Entrepreneur Development YB Dato’ Abdul Halim Hussain said “We introduce IIKV2020, being a new digital initiative for merchants to explore and to embrace new concept of trade expo and e-Commerce. The IIKV2020’s 3D digital exhibition allows visitors to e-meet, connect and made purchases, at the convenient of their time. This new trend and new way are likely to stay in the new normal.” said YB. Dato’ Hj. Abdul Halim Hussain.

IIKV2020 was extensively promoted on social media platforms such as Facebook, Instagram, and e-commerce platform such as Shopee through the Penang E-Mall and has successfully attracted 5,390 local

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and international visitors from China, Singapore, USA, India, Indonesia, Australia, United Kingdom, Bangladesh, and Finland.

Among the products categories that obtained the highest search queries were from Food & Beverage, Cosmetic, Health & Beauty products as well as Jewellery & Accessories.

The uniqueness of IIKV2020 was a 3D visual concept where exhibitors and visitors can experience the event hall in virtual 3D. IIKV2020 also facilitated trade by providing an online direct purchase system through an e-commerce platform provided to facilitate sales and purchase transactions.

In conjunction with IIKV2020, a series of conferences/talks involving various agencies such as MATRADE, NCER, SME Corp, Halal Management Division JHEAIPP, Zakat Penang were also organized. Various interesting and useful topics were provided to the visitors during the IIKV2020.

The positive impact that IIKV2020 created are:

- 1) With the current global COVID-19 pandemic affecting people and businesses across the world. It helps entrepreneurs, through exposure, to the importance of new norms in digital marketing @ e-commerce. In addition, entrepreneurs can experience like in a real exhibition hall following the exhibition with a 3D visual.
- 2) Users can explore new opportunities in a world without borders and no time limit. This is because participants and buyers were international and across multiple zones.
- 3) Increase buyers' awareness of the products offered by exhibitors while helping to expand their business network globally.

CEO of PHI, Puan Aida Lim Abdullah said :- “International Inspirasi Khadijah Virtual 2020, the 3D Virtual Expo with E-Commerce is a new concept designed by PHI, in October 2020, we saw some merchants and industry players downsized and restructured businesses due to challenges to engage with others and inability to meet face-to-face and it leads to a slowdown in many business activities. Hence, the thought of helping the merchants to overcome such challenges has pushed us to come out with an innovative solution based on a thematic approach. This is to enable merchants to continue with new way of networking, marketing, and trading. We are proud to announce that International Inspirasi Khadijah Virtual 2020 has successfully showcase 69 merchants to other countries.”

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