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# events & information

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## Malaysia scores big win at Tokyo Game Show

Tokyo Game Show 2023 wrapped up last month with Malaysia standing out as a major player in game development in Southeast Asia.

The Malaysia Digital Economy Corp. collaborated with the Malaysia External Trade Development Corp. (MATRADE) to facilitate meetings with trading partners and global players from the digital games industry eager to work with Malaysia-based developers. Bustling with visitors from Sept. 21 to 24, the Malaysia Pavilion hosted 16 studios, all leaders with extensive experience in game development and visual effects.

MDEC believes showcasing experienced talent, deep expertise and high creativity will solidify Malaysia's position as a regional hub for video game production, animation and all other aspects of digital content production. MDEC works to help content producers by encouraging and empowering them with the proper tools and expansive funding support. MDEC CEO Mahadhir

Aziz said, "The group of 16 studios at TGS is just a small selection of what Malaysia truly has to offer and I'm confident that what was shown here will serve to reinforce the notion that Malaysia is ready for even more investment in this market segment."

In addition to the exhibition, MDEC directly facilitated multiple business meetings among prospective investors, global players eager to do more business with Malaysia, and newcomers to Malaysia who were very excited to gather more information on the options available.

Established in 1993 under the Ministry of Investment, Trade and Industry Malaysia, MATRADE works closely with Malaysian companies and enterprises to expand their markets by organizing and managing participation in international trade fairs and providing assistance in handling space reservations, stand design and construction, pre-event publicity and the scheduling of business meetings with foreign buyers. Such support made it possible for the



**MDEC CEO Mahadhir Aziz (second from left), Embassy of Malaysia Deputy Chief of Mission Anwar Udzir (third from left) and MATRADE Tokyo Director Zuaziezie Zulkefli cut the ribbon on the Malaysia Pavilion at the Tokyo Game Show on Sept. 22 at Makuhari Messe in Chiba Prefecture.** HAFIZI YUSOFF

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Malaysia pavilion to enjoy great success at this year's TGS.

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*For more information:*

**MDEC** <https://mdec.my/>

**MATRADE** <https://www.matrade.gov.my/en/>