

Kuala Lumpur, Malaysia Feb 28, 2022 (IssueWire.com) - *The virtual expo and business matchmaking platform is being hosted by the Zhejiang Department of Commerce and undertaken by Zhejiang Samexpo Exhibition & Convention Holdings Co. Ltd. The 2022 Zhejiang Export Online Fair (Malaysia- Lighting Products) Opened on 28th February 2022, the event is being hosted on the ZOOM Online Platform. The event is strongly supported by the Malaysian Institute of Microelectronic Systems (MIMOS).*

The pandemic has created an environment where businesses need to be innovative to meet the challenges of the new normal. In sync with this thought, Zhejiang Export Online Fair 2022 has announced a unique opportunity for stakeholders in the Lighting industry to meet and generate business via video conferencing. The Online Trade Fair on Auto Parts Products is open from 28th February.

In this online exhibition, there are nearly 90 enterprises engaged in the production and export of lamps and lanterns, such as Tuya Information Technology, Yongdian Illumination, COSMOS, and Malaysia's professional lighting purchasing enterprises. Zhejiang enterprises' products include: LED bulb, spotlight, panel lamps, LED tubes, led wall washing lamps, control systems, etc., which are just the products demanded by Malaysian buyers. Products of Zhejiang enterprises are known for their quality and high standards, each product which will be showcased in the event, carries all the relevant and required certifications.

In the five-day period starting today, these Zhejiang enterprises will conduct trade negotiations with Malaysian buyers through an online live broadcast. online promotion and remote negotiation on the basis of offline pairing in the early stage, so as to realize the interaction between exhibitors and buyers, and let suppliers know Both sides need to be able to accurately connect lighting products without leaving home & office. It is estimated that there will be more than 180 rounds of trade negotiations in this Online Fair, and the turnover is expected to exceed US \$5 million.

All discussion amongst participants will take place online via the Zoom Video Conferencing platform.

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