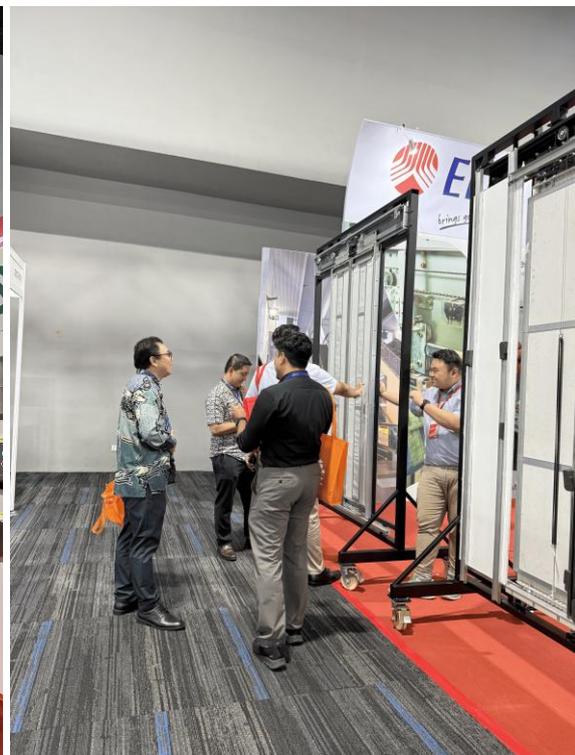


EITA Showcases Innovation at Malaysia Lift Expo 2025 at MITEC



From 27 to 29 August 2025, EITA Elevator proudly participated in the Malaysia Lift Expo 2025, held at the Malaysia International Trade and Exhibition Centre (MITEC), Kuala Lumpur. The special event brought together industry leaders, regulators, engineers, consultants, and global manufacturers in the vertical transportation industry to exchange insights, showcase innovations, and explore emerging technologies shaping the future of lifts and escalators.



EITA's participation at this major industry event underscored the Group's commitment to innovation, safety, and compliance. The primary objective was to enhance brand visibility, strengthen partnerships, and generate new business leads by engaging directly with potential clients and key stakeholders across the construction, infrastructure, and building management sectors.



Visitors to the EITA booth were introduced to the company's cutting-edge elevator and escalator systems, including the EITA-Schneider® Elevator Systems, proudly designed and manufactured in Malaysia. The showcase highlighted EITA's capabilities in delivering energy-efficient, reliable, and technologically advanced vertical mobility solutions, aligned with Malaysia's growing emphasis on sustainable urban development.



The Malaysia Lift Expo also provided an opportunity for EITA to engage in industry dialogue on evolving safety regulations, sustainability standards, and technological integration, including digital monitoring

and predictive maintenance systems. By participating, EITA reaffirmed its dedication to supporting national initiatives that enhance lift safety and energy performance in line with the Department of Occupational Safety and Health (DOSH/JKKP) regulatory framework.

Through its strong presence at the Expo, EITA successfully strengthened its brand positioning as a trusted local manufacturer with international standards, committed to advancing the vertical transportation industry in Malaysia and beyond.