

**PRESS RELEASE**

**For Immediate Release**

**VENTURETECH INVESTS IN EVENESIS, DRIVING MALAYSIA'S REGIONAL  
EVENT TECH EXPANSION**

**CYBERJAYA, 11 August 2025** – VentureTECH Sdn Bhd (VentureTECH), an impact investment company, has announced a strategic investment in Y Us Sdn Bhd (Evenesis), a Bumiputera company pioneering an end-to-end Event Management Software (EMS) solutions and managed services platform. The investment aims to accelerate Evenesis' platform capabilities, to address evolving user needs, strengthen its competitive positioning, and drive regional expansion.

Evenesis delivers comprehensive digital solutions designed to revolutionise how business events are conceptualised, delivered, and evaluated. Built as a Software-as-a-Service (SaaS) platform with integrated managed services, Evenesis streamlines and automates key event management processes, from registration and planning to post-event analytics, while also offering comprehensive managed services tailored to each event's unique needs, ensuring an optimised and seamless experience for both organisers and participants.

Throughout the journey, Evenesis has successfully supported over 3,000 events locally and internationally, including flagship exhibitions such as Malaysia International Furniture Fair (MIFF), Oil and Gas Asia (OGA), and Defence Services Asia (DSA) & NATSEC Asia. The company has earned the trust of prominent ministry, government-linked companies and industry players, including Tenaga Nasional Berhad (TNB), Human Resource Development Corporation (HRD Corp), Lembaga Kemajuan Tanah Persekutuan (FELDA), Ministry of Tourism, Arts and Culture (MOTAC), Malaysia External Trade Development Corporation (MATRADE), and Malaysian Investment Development Authority (MIDA), while establishing a growing footprint in more than 16 countries, including Cambodia, Thailand, and the Philippines.

Evenesis' next phase of growth will focus on expanding into strategic regional markets such as Singapore, Indonesia, and Saudi Arabia, where demand for digital event solutions continue to rise alongside the global shift toward immersive and hybrid business events.

Ahmad Redzuan Sidek, Chief Executive Officer of VentureTECH said, "Our partnership with Evenesis reflects VentureTECH's mission to empower transformative Bumiputera-led technology companies. Evenesis is a proven event tech innovator that is raising industry standards through digitalisation, localisation, and scalable software capabilities, while driving meaningful Bumiputera participation in the digital economy. We are proud to support their next phase of growth across ASEAN and the Middle East."

"This investment also reflects VentureTECH's developmental role in catalysing the growth of homegrown companies in high-value, technology-driven sectors. Through strategic investments in companies such as Evenesis, we are nurturing a new generation of Bumiputera champions who will drive digital transformation, expand Malaysia's regional footprint, and contribute meaningfully to the country's innovation and industrial development agenda." he added.

Mohd Yusno Mohd Yunos, Founder and Chief Executive Officer of Evenesis commented, "This partnership is a major milestone that validates our long-term vision to revolutionise the events industry. With VentureTECH's support, we are now equipped to scale regionally, further develop our platform, and deliver greater value to our clients while championing Bumiputera innovation in the global event tech landscape."

This partnership aligns with VentureTECH's mandate to foster catalytic growth in high-growth, high-value (HGHV) sectors and strengthen the national innovation ecosystem, particularly among Bumiputera companies. Beyond financial returns, this investment contributes to Malaysia's aspiration of building an inclusive digital

economy, empowering Bumiputera entrepreneurs, and advancing technological innovation in the global business events sector.

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### **About VentureTECH**

VentureTECH ([www.venturetech.my](http://www.venturetech.my)) is a government-backed impact investment company established to catalyse the growth of local industries particularly Bumiputera in the high value added and high technology industries through equity investment. VentureTECH was incorporated as a wholly owned subsidiary of the Malaysian Industry-Government Group for High Technology (MIGHT).

### **About Evenesis**

Evenesis ([www.evenesis.com](http://www.evenesis.com)) is a Malaysian-grown, award-winning SaaS and managed services event technology provider in the business events industry. With more than 15 years of experience and presence in over 16 countries, Evenesis empowers event organizers with digital solutions that streamline operations, improve decision-making, and elevate attendee experiences.

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**PHOTO CAPTION**



**PIC 1:** Encik Yusno Yunos, CEO & Founder of Evenesis (third from left), and Puan Nor Diana Zakaria, VP – Investment of VentureTECH (third from right), together with the teams from both Evenesis and VentureTECH.



**PIC 2:** Chief Executive Officer of VentureTECH, Encik Ahmad Redzuan Sidek.



**PIC 3:** Encik Yusno explained the Mixed Reality Experience, an interactive blend of real environments and virtual reality elements, to the VentureTECH team.



**PIC 4:** Evenesis showcased its value-added services, including Mixed Reality Experience, AI Photo Booth and Social Wall, at EventXpo 2025, recently held at the Kuala Lumpur Convention Centre.



**PIC 5:** YBhg. Dato' Sri Dr. Haji Irmohizam Ibrahim, Group Managing Director of World Trade Centre Kuala Lumpur, visited Evenesis' booth at the EventXpo 2025.