



ENERtec ASIA 2024

**Empowering Energy
Transition & Technology**

26-28 JUNE 2024

**KUALA LUMPUR CONVENTION CENTRE
(KLCC), MALAYSIA**

www.enertecasia.com

This event is powered by
**Renewable
Electricity**



Organised By



Co-host



Conference Partner





**Empowering
Energy
Transition
and Technology**

ENERtec ASIA 2024

**Empowering Energy
Transition & Technology**

POWER UP

for Something Electrifying and Exciting

After 2 decades of overwhelming success, the ASEAN M&E trade show has been transformed with a renewed and dynamic identity. Rebranded as **ENERtec Asia**, it will cover 3 comprehensive segments namely, **TENAGA (Renewable Energy & Cleantech)**, **REVAC (Energy Efficiency & Decarbonisation)** and an exciting **NEW segment - BATTERY & EV TECH (Energy Storage & EV Technology and Solutions)**. The energy empowered **ENERtec Asia**, introduced exclusively by Informa Markets, will be held from **26th to 28th June, 2024** at the **Kuala Lumpur Convention Centre, Malaysia**.

Charging Forward for Greater Possibilities at ENERtec Asia 2024



400+
exhibitors



5
international
pavilions



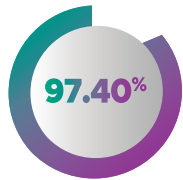
10,000
visitors



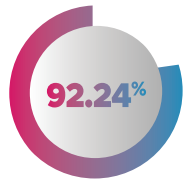
50+
speakers



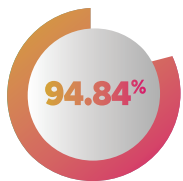
Exhibitor's Overview in 2022



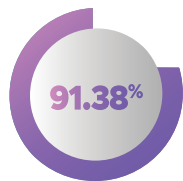
of exhibitors were satisfied with the visitor quality at the event



of exhibitors were satisfied with the event experience



of exhibitors were likely to attend the event again



of exhibitors were likely to recommend this show to friends / colleagues



of exhibitors were happy in securing business opportunities with buyers

Why exhibit with ENERtec Asia?

- Quality trade buyers & visitors
- Wide range of ENERtec Asia industry technologies & products
- Exclusive Conferences and Seminars from Industry Leaders
- Strong support from Government & prominent ENERtec Asia supporting associations
- Exhibition is located at the heart city of Kuala Lumpur

Exhibit at ENERtec Asia to grow your business

- Showcase your latest products & technology to industry experts
- Meet with the leading distributors, dealers, small & medium traders within the power, energy, mechanical & electrical and HVAC sectors
- Generate new business and high-quality leads
- Increase your brand presence

Expected sales generated at ASEAN M&E 2022

RM110,050,008



Exhibitor's Testimonial

It is a good experience returning to the event after the two-year hiatus due to the pandemic. Today is the first day of the exhibition, and we have secured several leads. It is very beneficial, and a good opportunity to showcase our products and brands to the industry players.

DARREN KOORDI

Connect Plus Technology Sdn Bhd
Singapore

ASEAN M&E has always been a place where our customers visit to see what is available in the market and also they can do comparison as well. There are a wide range of things, not only aircond, basically a whole system that they can apply in their project or industry. So I think ASEAN M&E is where if you need to find products that you need I think is a good place you can check out what are the things that is available in the market.

JINNY YEW BEE JIUN

Acson Malaysia Sales & Service Sdn Bhd
Malaysia

The physical exhibition surpasses the virtual counterpart because it allows us to establish genuine connections with our customers through face-to-face interactions. In this setting, we can truly sense and understand their needs, if they are genuine buyer demand or casual browsing.

As a long-time supporter of ASEAN M&E, participating the event for 6-7 years, we find that the show is really important for us in promoting our solar cable brand.

JOHN LIM

Southern Cable Sdn Bhd
Malaysia

It's thrilling to connect with industry experts like consultants and contractors at ASEAN M&E. It's a great chance to come together, share technology, exchange knowledge and stay updated on the latest trends and technologies. A good platform to get exposure, brand awareness and networking. Other than local players, we connect with delegates from different countries and regions. Through their enquiries and sharing, we gain insights into the global market. This helps us to develop suitable products that cater to the market needs. At the same time, they can gain a better understanding of our products and services.

LEONG HAR WAI

Haier Electrical Appliances (M) Sdn Bhd
Malaysia

2022 Facts and Figures

Visitor's Overview



Top 5 Reasons of Visiting



Collect Market
Information



Consolidate Contacts with
**Suppliers /
Business Partners**



Find **New
Suppliers**



Source **New
Products**



Seek **Franchisors /
Principals**

Visitor's Testimonial

What sets this exhibition apart is the diverse array of suppliers across the globe, encompassing countries like Turkey, China, Malaysia, and India. The wide range of options available truly impresses me. Amazing, I like the way they organise the exhibition.

OSAMA NUMAN
SMTECS Group Limited
China

First time in ASEAN M&E and it is an eye opener, I do not want to miss the next edition and I want to continue attending and gaining the benefits from exhibition like this.

ALPHONSUS G. INYANG
National Palm Produce Association Of Nigeria (Nippan)
Africa

Well, I think is a good platform, getting together under the umbrella of energy. As an energy brand, sustainability being the top priority, it is vital for all of us in the energy industry to contribute to the ongoing energy transition. I think the ASEAN M&E really did a good job in putting all segments in one roof, and the exhibition is very well-organised. You can explore a diverse array of companies and offerings, covering everything from chillers to HVAC equipment, as well as cables and other energy-related products.

PETER LUNDBERG
Asia Pacific Urban Energy Association (APUEA)
Thailand

It was a truly enriching experience, as we had the privilege of sharing our insights and expertise on our transition to renewable energy in the Philippines, just like Malaysia and other regions.

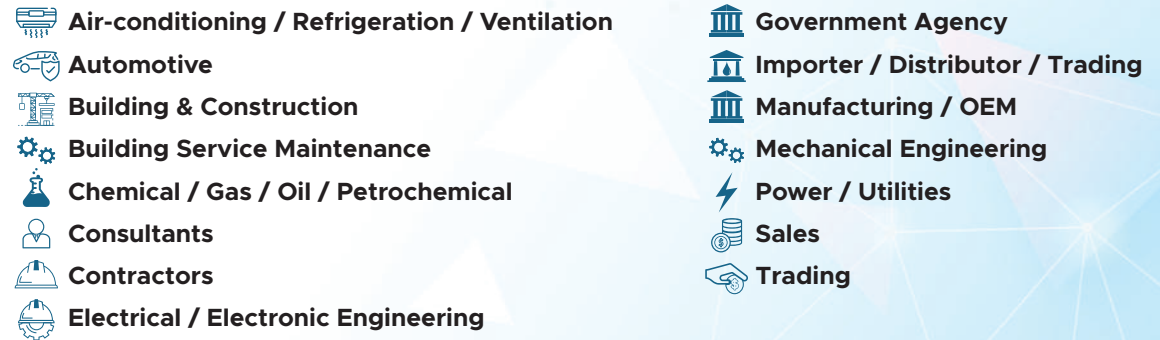
I see there's a vibrant mix of exhibitors at ASEAN M&E, each complementing the others. You will find a wide array of cable suppliers, solar EPC providers, HVAC specialists, and even electric vehicle technology platforms, covering all the essential components of renewable energy ecosystem. So, this is a very exciting and I am very eager to learn more about their products and meet them during the business matching session.

PATRICK PANLILIO
SPECTRUM
Philippines

Attendees' Top 15 Countries



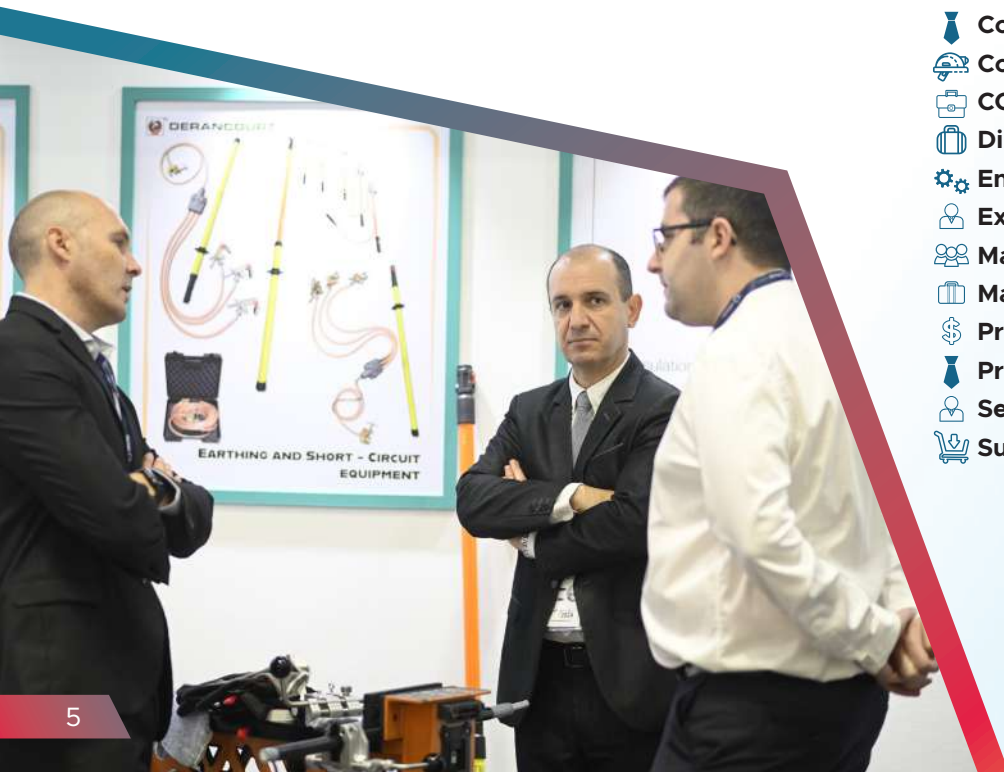
Top 15 Attendees' Business Nature



Top 15 Attendees' Professional Roles



Top 15 Attendees' Divisions/Departments



Powering the Nation Sustainably: Malaysia's Giant Leap towards Carbon-Neutral Future

Like other countries, Malaysia was extremely reliant on fossil fuels for its energy needs in the past, amidst robust industrialisation and urbanisation. Since then, Malaysia has made significant strides towards achieving its 2050 carbon-neutral objective, with renewable energy (RE) rapidly gaining ground. In 2019, about 22% of the country's power generation capacity was from RE sources and by 2023, this has increased further to 25%.

Malaysia made a giant leap in its RE agenda via the launch of the National Energy Transition Roadmap (NETR) in July 2023. Through this roadmap, the country has increased its RE installed capacity targets by nearly two times, from 40% to 70% by 2050. This higher target of 70% will require a more than ten-fold increase in its capacity from 2023 to 2050. The accelerated shift is crucial as Malaysia's total final energy consumption is projected to almost double by 2050. The NETR will not only improve the economics and commercial viability of RE in Malaysia, but also transform the country into a regional powerhouse in RE - including via the exports of clean energy.

To achieve this ambitious goal, Phase One of the NETR has outlined 10 flagship catalytic projects that will open up investment opportunities worth up to RM1.85 trillion by 2050. This includes initiatives such as the creation of Southeast-Asia's largest hybrid solar power plant; a hydrogen hub in Sarawak; 5 centralised large-scale solar parks with 100MW capacity each; and a 2.5GW hybrid hydro-floating solar projects at Tenaga Nasional Bhd's hydro dams.

Together, these efforts will propel Malaysia towards its renewable energy goals and pave the way for a sustainable and environmentally conscious future.



**NETR sets the stage for transformative change
with its first set of 10 flagship catalytic initiatives:**

-  **An efficient switch to encourage energy efficiency**
-  **RE zone**
-  **Utility scale energy storage system**
-  **Energy security in Sabah**
-  **Green hydrogen in Sarawak**
-  **Co-firing of hydrogen and ammonia led by Tenaga Nasional Bhd (TNB) in collaboration with Petroliaam Nasional Bhd (PETRONAS)**
-  **Biomass demand creation**
-  **Future mobility**
-  **Future fuel**
-  **Carbon capture and storage**



Energising the Future, Powering Our Future

In Phase 1 of NETR, 10 flagship catalyst projects and initiatives were outlined, aligning with six energy levers. Moving forward to Phase 2, the focus will emphasise on establishing the low-carbon pathway, defining the national energy mix, setting emission reduction targets, and identifying the necessary enablers for a successful energy transition.

Exhibit 4.1: Targets across NETR's six energy transition levers

Sector and Key Driver		2040 DTN Low Carbon Nation Asp.	2050 NETR Responsible Transition
EE Energy Efficiency	Industry and Commercial energy efficiency savings (%)	11%	23%
	Residential energy efficiency savings (%)	10%	20%
RE Renewable energy	Coal share of installed capacity (%)	19%	0%
	RE share of installed capacity (%)	41%	70%
HY Hydrogen	Green hydrogen production (MTPA)	N/A	Up to 2.5 MTPA
	Grey hydrogen feedstock phase off (%)	N/A	100%
	Hydrogen hubs (#)	N/A	3
BI Bioenergy	Biofuel capacity (billion litres)	N/A	3.5
	Bioenergy power generation (GW)	N/A	1.4
GM Green Mobility	Land		
	Urban public transport modal share (%)	50%	60%
	xEV (4W) share of fleet (%)	38%	80%
	E2W share of fleet (%)	N/A	80%
	Light vehicle fuel economy	N/A	~30%
	Heavy transport fuel economy	N/A	~24%
	Biofuel blending for heavy transport (%)	B30	B30
	Hydrogen penetration for heavy transport (%)	N/A	5%
	Marine		
	LNG penetration as alternative fuel in marine transport (%)	25%	N/A
Av.	Green fuel penetration in marine transport (%)	N/A	40%
	SAF blending mandate by 2050 (%)	N/A	47%
CC CCUS	Number of CCUS clusters (#)	N/A	3-6
	CO ₂ storage capacity (Mtpa)	N/A	40-80

Source: National Energy Transition Roadmap (NETR) by Ministry of Economy

NEW INDUSTRIAL MASTER PLAN 2030

Charting Malaysia's Energy 2030 Vision

New Industrial Master Plan (NIMP) 2030 is a strategic roadmap and vision outlined by the government of Malaysia to transform the country into a high-tech, industrialized nation by the year 2030. This roadmap serves as a guiding framework to steer Malaysia's industrial development and position it as a globally competitive player in the international market. One of the six goals of the NIMP 2030 is to enhance ESG (environment, social and governance) practices in Malaysia's manufacturing sector.

The NIMP 2030 sets forth a comprehensive roadmap towards achieving our goals, with 10 action plans and 3 mission-based projects being identified. The document highlights three key action plans, focusing on the EV (electric vehicle) ecosystem, carbon capture, utilisation and storage (CCUS), and a circular economy framework for the industry.

Projects identified under these plans include launching locally-manufactured EVs and deploying large-scale CCUS solutions.



MISSION 3 - Push for Net Zero

3.1 Accelerate transition towards sustainable practices

- 3.1.1 Develop sectoral decarbonisation pathways to guide transition
- 3.1.2 Decarbonise “hard-to-abate” sectors
- 3.1.3 Introduce carbon policy, accounting and tax
- 3.1.4 Launch iESG framework and transition programmes

3.2 Transition to renewable and clean energy

- 3.2.1 Enhance adoption scheme for energy efficiency or renewable energy
- 3.2.2 Accelerate availability and accessibility of renewable energy source for the industry

3.3 Catalyse new green growth areas

- 3.3.1 Catalyse EV as a key growth driver
- 3.3.2 Grow carbon capture, utilisation and storage (CCUS) as a new sector
- 3.3.3 Develop circular economy framework for the industry

3.4 Catalyse new green growth areas

- 3.4.1 Accelerate transformation of industrial estates into eco-industrial parks

4 Strategies, 10 Action Plans

Mission Based Projects:

- MBP 3.1 Create decarbonisation pathway role models
- MBP 3.2 Launch locally-manufactured EV
- MBP 3.3 Deploy large-scale CCUS solutions

Source: NIMP 2023 by MIDF Research Team

Prime Minister Datuk Seri Anwar Ibrahim emphasized his awareness that the International Trade and Industry Ministry will launch a groundbreaking aiming to fortify the environmental sustainable goals (ESG) capacity of SMEs. He stressed that, “This is important to ensure SMEs’ continued participation in ESG-compliant multinational vendor ecosystems and continued access to ESG-sensitive export markets”. By embracing this transformative roadmap, Malaysia is poised to thrive in the dynamic landscape of innovation and economic growth.

Key takeaways from NIMP 2030



Mission-based approach

- 4 missions and 4 enablers
- 21 strategies, 62 action plans, 9 mission-based projects
- Leap-frog into high value-added industries
- Expand middle-class society



Nationwide industrialisation

- Expand existing clusters
- Grow new clusters: **electric vehicles, carbon capture, utilisation and storage (CCUS), renewable energy**

Source: NIMP 2023 by MIDF Research Team



Photo from the Prime Minister's Office of Malaysia (PMO) - Official Website

BATTERY & EV TECH

ENERGY STORAGE & EV TECHNOLOGY
AND SOLUTIONS



Amidst ongoing climate change and the rapid evolution of the global energy system, it is no longer business as usual. Geopolitical conflicts have further contributed to exorbitant energy costs that forced countries to look for alternative energy solutions. Meanwhile, businesses have come under pressure to pursue sustainable and profitable operations.

Global businesses increasingly require clean energy solutions that reduces financial strain, particularly in an environment of high energy prices, rising inflation and rising carbon footprint. With these challenges in mind, ENERtec Asia is designed to be a catalyst of change by providing sustainable solutions for the industry.

Under ENERtec Asia, visitors will have access to 3 unique segments namely TENAGA, REVAC and **BATTERY & EV TECH**. The all-new **BATTERY & EV TECH** segment will showcase technologies related to Critical & Backup Power, Energy Storage, Battery Management Systems, Thermal Management, Testing Services, Maintenance & Operations, Charging Infrastructure and Cabling & Connectors.



Exhibitor's Profile

- Automotive Components & Materials
- Battery Management Systems
- Battery Manufacturer
- Battery Pack Assembly
- Battery Testing Services
- BEV - Battery Electric Vehicles
- Commercial Charging System
- Cabling & Connectors
- Charging Infrastructure
- Circular Economy Solutions For Battery
- Commercial Charging System
- EV Manufacturing
- EV Battery & Storage
- Financing Solutions
- Fuel Cell Electric Vehicle (FCEV)
- HEV - Hybrid Electric Vehicles
- Home Charging System
- Maintenance Services
- Manufacturing Equipments
- PHEV - Plug In Hybrid Electric Vehicles
- Power Sources
- Power Distribution
- Power Management
- Renewable Energy Systems
- Research Simulation / Software
- Smart Parking System
- Thermal Management

TENAGA Energy focuses on intelligent solutions, renewable and clean energy, critical and backup power, transmission and distribution, and more. This edition will also highlight an emerging hot topic: **Smart Energy** in Southeast Asia.

Exhibitor's Profile



Critical & Back-Up Power

Battery Charger
Electrical Distributors
Energy Storage & Batteries Generators
Power Generation
Transformers
Uninterruptible Power Supply Application



Energy Consumption & Management Busbar System

Control Equipment
Data and Energy Efficiency
Energy Management Systems
Smart Building Automation and Solution
Transformative Lighting Systems
Maintenance & Operation (O&M)



Renewable & Clean Energy

Big Data Analytics
Bio-Energy
Carbon Management
Fuel Cell
Green Hydrogen Zone
Hydro Energy
Nuclear Power
Remote Monitoring
Smart Cities
Solar Energy
Wind Energy



Smart Energy



Fuel Cell System
Insulate
Smart Appliances
Smart Grids
Smart Meter
Smart Cities
Virtual Power Plants



Smart Solutions

APM Solution
AI Solutions
Cybersecurity Solution
Derm Solution
Digital Twin Technology
Edge Capabilities
Industrial Automation
IoT
Machine Learning
Smart Technologies



Transmission & Distribution

Cable and Conductors
Digital / Power Meter
Distribution and Transmission
Equipment
Industrial Valves-Strainers
Instrumentation System for
Industrial Process Inverter
Measuring Instruments
Switchgear HI MV LV

TENAGA Market Outlook

In ASEAN, hydrogen demand for domestic uses will exceed 11 million tonnes(m+) by 2050. And the use of hydrogen will become significant especially to some heavy-manufacturiol industrial processes and international shipping.



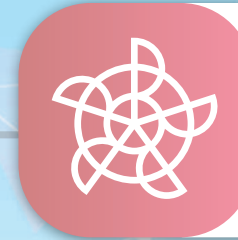
The ASEAN Industry energy will transition towards the use of electricity, biomass & green hydrogen. As the region could become the powerhouse of manufacturing, the demand of a wide mix of energy transition technologies is required.



In ASEAN, bioenergy will increase 19% by 2050, which is 7.6 EJ from 2.7EJ in 2018.



Space Cooling will dominate energy demand in ASEAN buildings, growing from 17% share in 2018 to almost half in 2050.



The ASEAN Electric Vehicle Market was valued at USD 498.93 million in 2021 and is expected to reach USD 2,665.3 million by 2027, registering a CAGR of 32.73% during the forecast period (2022 - 2027).

Source:
<https://www.researchandmarkets.com/reports/5529671/asean-electric-vehicle-market-growth-trends#src-pos-1>



The Southeast Asia renewable energy market installed 71.75 GW in 2020, and it is anticipated to reach by 117.17 GW by 2027, at a CAGR of 7.4% during the forecast period of 2022-2027.

Source:
<https://www.mordorintelligence.com/industry-reports/southeast-asia-renewable-energy-market>



Malaysia Electric Vehicle Market size was valued at USD 13.82 Mn. in 2020 and the total revenue is expected to grow at 12.46 % through 2021 to 2027, Malaysia Electric Vehicle Market is reaching nearly USD 31.44 Mn. by 2027.

Source:
<https://www.maximizemarketresearch.com/market-report/malaysia-a-electric-vehicle-market/65822/>



The significant level of growth in renewable electricity in ASEAN requires flexibility of the power system, particularly in transmission and storage assets. Thus, batteries will have a key role to play in ASEAN Energy Transition.





**SOUTHEAST ASIA'S PREMIER
REFRIGERATION, VENTILATION
AND AIR-CONDITIONING EXPO**

REVAC Expo is the largest heating, ventilation, air-conditioning, and refrigeration (HVACR) business and innovation platform in the region, contributing to the expansion of the HVACR industry. As the REVAC industry actively embraces the Energy Transition Train, with a focus on Energy Efficiency and reducing carbon emissions, the REVAC Expo serves as a key catalyst for this transition.

This event brings together HVACR manufacturers, mechanical engineers, contractors, original equipment manufacturers, facility managers, consultants, and developers from around the globe. At the REVAC Expo, people share ideas, opportunities, and industry perspectives with other people in the same field.

Visitors will not only get a good grasp of the newest technologies and most innovative products, but also **expand their network and form long-term relationship**.

Exhibitor's Profile



Air Flow, Air Quality & Ventilation

Indoor Air Quality (filter, humidifiers etc)
Ventilation Systems & Components
Ducting Systems & Machinery Valves



Air Conditioning, Refrigeration & Heating

Air Conditioning & Components
Heating Systems & Equipment, Heat Exchangers
Refrigeration Systems & Equipment District Cooling



Building Automation & Controls

Measurement & Testing Control Technology
Building Automation & Smart Building Software



HVAC Equipment & Services

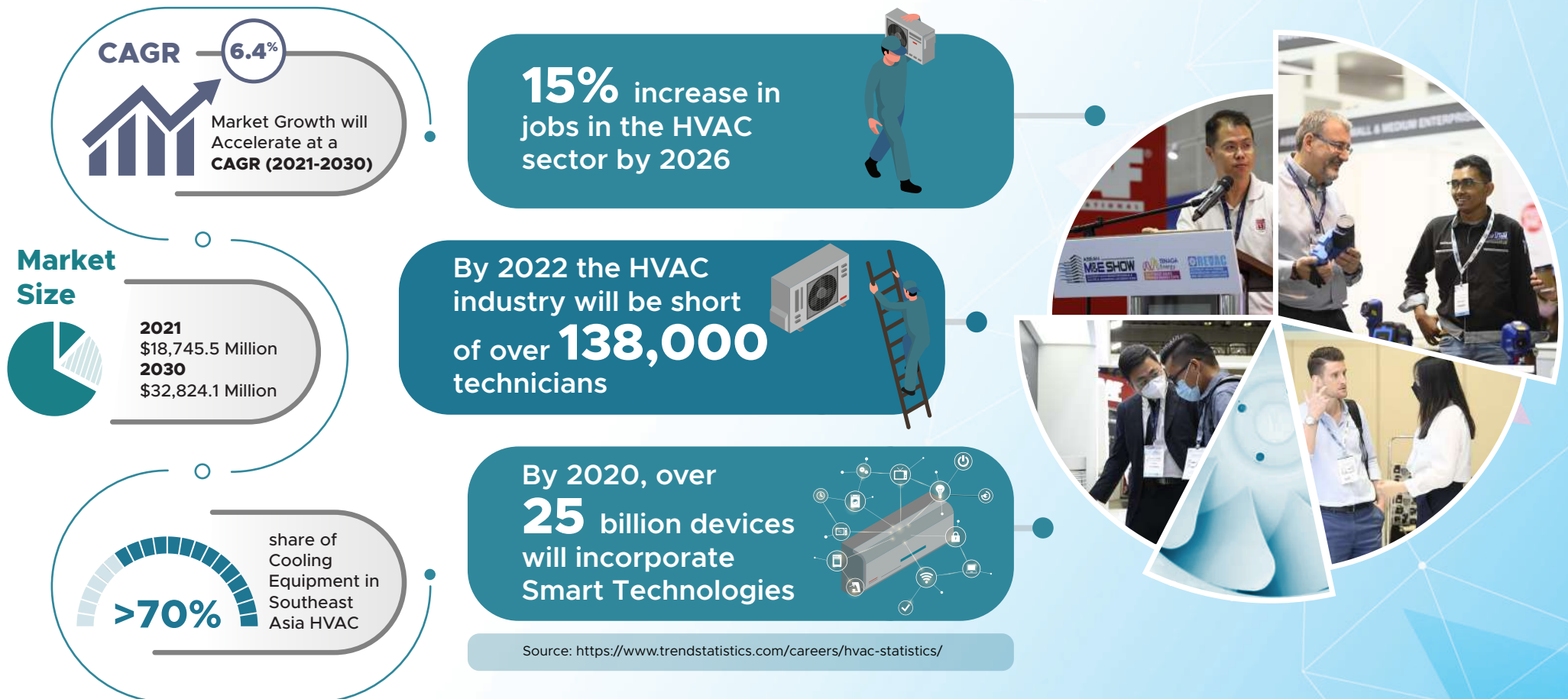
Fitting, Components
Insulation Products
Installation Tools & Equipment
HVACR Industry Services
Energy & Facility Management Systems

Market Outlook

- The Southeast Asia HVAC market size stood at \$18,745.5 million in 2021, and it will advance at a CAGR of 6.4% during 2021–2030, primarily due to the increasing infrastructure development and growing hospitality industry.

For instance, in Indonesia, by 2024, 120 new hotels, the majority (75) in the four-star segment and 45 in the five-star category, are scheduled to be opened. The country has over 17,000 islands that offer a massive potential for adventure and a huge growth opportunity to the country's tourism sector. This is projected to drive the demand for HVAC systems in hotels and resorts in the coming years.

Source: <https://www.psmarketresearch.com/market-analysis/southeast-asia-hvac-market>



Visitor's Profile

- Academics and Researchers
- Airport & Port Infrastructure & Development
- Air-conditioning, Refrigeration, Ventilation
- Architecture
- Architects
- Automotive
- Bankers and Investors
- Building & Construction
- Building Owner
- Building Service Company
- Building Service and Maintenance
- Building / Civil Engineering
- Buyers and Procurement Officers
- Chemical / Gas / Oil / Petrochemical
- Clean Room Equipment
- Consultant
- Contractors & Installers
- Developers
- Distributors, Agents, Wholesalers
- Electrical & Electronics
- Electrical Contractor
- Electrical / Electronic Engineering
- Electrical Engineers
- Electrical Equipment Manufacturers
- Electrical Utilities
- Equipment Company
- Equipment Suppliers
- Food & Agriculture
- Food and Beverages
- Future Decision-makers
- Government Agencies
- Government Policymakers
- Home Managers
- Hospital / Healthcare Industry
- Hotel / Restaurant
- HVACR Industry Professionals
- Importer / Distributor / Trader
- Independent Power Producer
- Maintenance / Repair
- Manufacturers and Producers / OEM
- Mechanical Engineers
- Mechanical and Electrical Engineering
- Ministry / Government
- NPO/NGO Environmental Groups
- Offshore, Marine, Water Industry, Oil and Gas
- Power / Utilities
- Project Specifiers
- Professionals
- Project Specifier
- Property Developer / Development
- R&D Professionals
- Supermarket / Departmental Stores / Retailer
- Suppliers
- Technical Leaders
- Technical Building
- Traders
- Transmission Company
- Transportation



Why Malaysia is perfect for ENERtec Asia?



Strategic Location Located between China and India, geographically connected with 4 countries Thailand, Singapore, Brunei & Indonesia and at the heart of Asia



Value for Money First class accommodation, venue and service at competitive prices



Seamless Connectivity 6 international airports, 16 domestic airports, efficient road and rail infrastructure



Easy Access 60 direct international airlines from more than 120 destinations



Vibrant Economy 27th most competitive country - According to the International Institute for Management Development (IMD) World Competitiveness Ranking 2023



World Class Venue & Service Purpose-built or unique venues with dedicated professionals' supports



Stability Politically stable and geographically sheltered from natural disaster



Business-friendly English is widely-spoken, making business transactions a breeze

Cost of Participation

Bare Space (Space Only)

**USD 490
RM1,599 per sqm**

*Minimum booking of 18sqm



Bare space refers to rental of **SPACE ONLY** and the Exhibitor will be responsible for their own designs, construction and furnishings.

Exhibitors should note that all electrical requirements and installation must be undertaken by the official contractor appointed by the organizer.

Shell Scheme

**USD 540
RM1,699 per sqm**

*Standard Shell Scheme (9sqm)
*Minimum size of 18sqm



Inclusive:

- ☒ Fascia Board with Exhibitor's Name and Booth Number
- ☒ Needle Punch Carpet
- ☒ 2x Spotlight (100 watts)
- ☒ 1x Information Desk
- ☒ 2x Folding Chair
- ☒ 1x Round Table
- ☒ 2x Easy Armchair
- ☒ 1x Brochure Rack
- ☒ 1x Waste Basket
- ☒ 1x 13-amp Single Phase Power Point

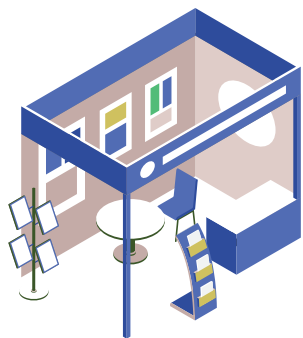


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Exhibit at ENERtec Asia 2024

Get in touch with us to unlock the full potential of your business at ENERtec Asia 2024.

Follow us on our
social media platforms @ENERtec Asia



Booth and Sponsorship

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