

POST SHOW REPORT

20-23 JULY 2011 | KUALA LUMPUR CONVENTION CENTRE

THE ELECTRIFYING ASEAN ELENEX & INDUSTRIAL AUTOMATION 2011 SHOW!

ASEAN Elenex (AE) 2011 and Industrial Automation (IA) 2011 yet again consolidated their position on the Malaysian Exhibition circuit as the definitive platforms for the country's energy and automation needs. Held over 4 days at Kuala Lumpur Convention Centre, the shows provided a much needed platform for the respective industries to meet, network and keep abreast of changing technologies that these dynamic sectors have introduced in the past 2 years.

AE 2011 & IA 2011 building on the success of its showing in 2009 attracted 510 participating companies from 36 countries reflecting an 18% growth show on show. The synergistic partnership saw companies from Australia, China, Germany, India, Iran, Italy, Romania, Singapore, Taiwan ROC, Turkey and United Kingdom. Some of the key industry players included Ancom, Delta Mechatronic, DMC Solution, Edex, Electrical Components, EWT Transformer, GenPower, Harting KGAA, I-Linear Automation, Infracomas, KVC Industrial Supplies, Leader Universal, LKE Electric, Lenze, Megalux Lightings, Metalworking Asia, Mikro, National Instruments, Rockwell, Siemens, Ulusoy Electric, United U-Li Corporation Berhad and many more, Visitors' numbers were also on the up with 6769 trade only attendees from 38 countries which reflects just over 15% growth on visitor numbers in 2009.

Hosted by Tenaga Nasional Berhad (TNB), AE 2011 was fully supported by Ministry of Energy, Green Technology and Water Malaysia, The Energy Commission, Congress

International Des Reseaux Electriques De Distribution (CIRED), The Electrical & Electronics Association of Malaysia (TEEM) and endorsed by Malaysian Cables Manufacturers Association (MCMA).

IA 2011 on the other hand was fully supported by the Ministry of Science, Technology and Innovation (MOSTI), SIRIM Bhd, Malaysian Investment Development Authority (MIDA), The Singapore's Manufacturers' Federation (SMA) and endorsed by the FMM-Automation Technology Industry Group (FMM-ATIG). Both AE & IA were endorsed by Malaysian Industrial Development Authority (MATRADE).

According to Bernama.com dated August 10, 2011, Malaysia's manufacturing sales for June 2011 posted a double-digit growth of 12.9 per cent to RM50.8 billion from RM45 billion in the same month last year. The manufacture of semi-conductor devices (35.6 per cent) and manufacture of electronic valves and tubes and printed circuit boards (7.2 per cent) among others are the top industries that showed positive growth. Hence, with the electrical and electronics industry expected to grow year-to-year, AE 2011 and IA 2011 provided an excellent platform for those in the industry to update themselves on the technological front.

We therefore would like to announce our next ASEAN Elenex & Industrial Automation 2013 which will open its doors from 20 – 23 March 2013 at Kuala Lumpur Convention Centre.



GROUP PAVILIONS AT AE & IA 2011

Comprising over 7,000 sq. meters of gross exhibition space, AE & IA 2011 also saw 3 international pavilions from Germany, Romania and Singapore. Apart from this, there were also industry pavilions from Tenaga Nasional Berhad Bumiputera Vendors Development Programme (BVDP), The Electrical & Electronics Association of Malaysia (TEEM), Federation of Malaysian Manufacturers – Automation Technology Industry Group (FMM – ATIG) as well as participation of a group from China.



THE GERMAN PAVILION

The German Pavilion was back again at AE 2011 with a group of 10 participating companies. This AE, the pavilion was represented by Bechoff, G. Hensel, Pentapower, Grasslin, Fibox, Helukabel, Ritz, Wacker, Mennekes & Wohner. The German companies are known for their reliability especially the quality of products that differentiate them from other countries. Dr. Alexandra Schleier, Technical Legislation and Standardisation Department from Zentralverband Elektrotechnik-und Elektronikindustrie e.V. said, "ASEAN Elenex gives these German companies the opportunity to deepen the contacts with Malaysian and its neighboring countries."



THE ROMANIAN PAVILION

Romania debuts at Industrial Automation 2011 with an official country pavilion. Participating companies largely comprised members of APREL namely Caralux Prod SRL, Elcomp SA, Euro Cosimo Impex SRL, Ianlux SRL, Jobolct SRL, Medin SA and Ronda Construct SRL. APREL is the producers association of electronic industry and electro technologies and was at IA 2011 with an aim to promote international trade.



THE SINGAPOREAN PAVILION

Led by Singapore Manufacturers Federation (SMA) and supported by International Enterprise Singapore, the Singapore pavilion was well presented with 8 participating companies. The companies participated were Anewtech Systems Pte Ltd, Astech Pte Ltd, CE-Test & Measurement (S) Pte Ltd, Control Devices Asia Pte Ltd, Controsys Engineering Pte Ltd, Igus Singapore Pte Ltd, Masstron Pte Ltd and Teco Electric & Machinery (Pte) Ltd. SMA believes that Singaporean companies, being Malaysia's neighboring country, with their multi-racial culture, are easy to blend in and therefore are very competitive companies. "Industrial Automation is a good platform for this business and I think Singapore should continue to look out for more business opportunities in Malaysia," said Ms Vivien Yen, Project Manager, International Trade Development for SMA.



HAPPENINGS AT AE & IA 2011

OPENING CEREMONY & VIP TOUR!

ASEAN Elenex & Industrial Automation was once again officiated by The Honorable Minister of Energy, Green Technology & Water, Malaysia, Yang Berhormat Dato' Sri Peter Chin Fah Kui. Accompanied by a VIP entourage including YBhg Tan Sri Datuk Dr Ahmad Tajuddin Bin Ali Chairman, Energy Commission, Malaysia, Y.Berusaha Pn Adelina Iskandar, VP – Corporate Affairs, Tenaga Nasional Berhad (*Representing Y Bhg Dato' Sri Che Khalib Bin Mohamad Noh President/Chief Executive Officer, Tenaga Nasional Berhad*) and Y.Berusaha Hj Hussin Bin Othman, Chairman, CIRED Malaysia, they then had a guided tour of the exhibition, meeting the exhibitors and their latest state-of-the-art technology and various exhibits on display.



CONFERENCE

AE/IA was delighted to co-locate with 2 high quality conferences this time around. Organised by Congress International Des Reseaux Electriques De Distribution (CIRED) and The Energy Commission of Malaysia respectively full details of the topics and speakers are included in this report.



SEMINAR ACTIVITIES

As more emphasis was put on Renewable Energy, AE 2011 brought the GREEN MAN, Mr. Matthias Gelber, awardee of the Greenest Person on the Planet by 3rdwhale.com in 2008. The Green Man spoke on The Emerging "Green Revolution" at the AE 2011 ground. This FREE talk was held on the 21st July 2011 (2.30pm - 3.30pm) and 22nd July 2011 (12.00noon - 1.00pm). It is heartening to know that the government is also in support with the introduction of the Renewable Energy Act and the Sustainable Energy Development Act. Hence, we are proud to say that we will continue to serve the emerging trend in our next show.

Also held was Technical Seminars by selected exhibitors that was open to all trade visitors at no cost!



OFFICIAL PROGRAMME OF EVENTS

NATIONAL CONFERENCE ON ELECTRICAL SAFETY 2011



21 July 2011 (Thursday)	
8.00	Registration
Session 1	Moderator : TEEAM at Conference Hall 1, Level 3
9.00	Strengthening Electrical Safety Practices through Legislation Hj. Abdul Rahim Bin Ibrahim, Suruhanjaya Tenaga
9.35	Arrival of YB Minister/ Deputy Minister/ Chief Secretary/ Chairman of Suruhanjaya Tenaga/ CEO of Suruhanjaya Tenaga
10.00	Opening Speech by YB Datuk Peter Chin Fah Kui Minister of Energy, Green Technology And Water At Plenary Theatre, Level 3
10.40	Coffee Break
11.00	Best Practices in electrical safety – TNB's experiences En. Md Kher Bin Juhari, Tenaga Nasional Berhad
11.30	Electrical safety practices for government installations Ir. Hj. Mohd Fadzli Bin Osman, JKR Cawangan Elektrik
12.00	Enhancing electrical safety practices in industry Mr. Murugiah Suppiah, ICEM
12.30	Q & A Session
13.00	Lunch
Sesi 2	Moderator : TNB at Conference Hall 1, Level 3
14.30	Case study on electrical fires PKPjB Edwin Galan Teruki, Jabatan Bomba dan Penyelamat Malaysia
15.00	Consumers' views on electrical safety Ms Ratna Devi Nadarajan, FOMCA
15.30	SPD & RCD in electrical installations En. Dahari Mat Siran , The Electrical and Electronics Association Malaysia (TEEAM)
16.00	Q & A Session
22 July 2011 (Friday)	
Session 3	Moderator : ST at Conference Hall 1, Level 3
8.45	Electrical product certifications En. Mohd Zamri Mustaffa, SIRIM Berhad / Pn. Sharifah Jusoh, SIRIM Berhad
9.15	Selection of electric cables - risk of sub standard cables En. Lokman A. Dahlan, Malaysian Cable Manufacturer Association (MCMA)/ En. Ms Cheng Siew, Malaysian Cable Manufacturer Association (MCMA)
9.45	Coffee break
10.00	Best practices in electrical safety – PETRONAS experiences En. Mohd A'azmi Bin Ismail, PETRONAS
10.30	Competency enhancement through accredited training institutions Institut Latihan Sultan Ahmad Shah (ILSAS)
11.00	Q & A Session
11.30	Lunch/ End

OFFICIAL PROGRAMME OF EVENTS



Presents:

NATIONAL WORKSHOP ON SMART GRID

21 July 2011 (Thursday)

08.00	Registration
08.30	Keynote Speech – “ Smart Grid & Sustainability ” by Y. Bhg Dato’lr. Azman Bin Mohd, Chief Operating Officer/Executive Director, Tenaga Nasional Berhad Session Chairman: Associate Prof Dr Izham Zainal Abidin , IEEE-PES Malaysia
09.00	Presentation 1 : Sustainable Energy Programs for Malaysia by KeTTHA
09.30	Presentation 2 : Smart Grid Development for South East Asian Countries: Challenges & Opportunities by Er. Seow Kang Seng, Nextem Consulting, Singapore
10.00	Presentation 3 : Smart Grid Vision for Malaysia – Perspective of NGOs – Ir. Halim Osman, CIRED Malaysia
10.30	Refreshment Break
11.00	Opening Ceremony of Workshop / ELENEX 2011 by HON. DATO’ SRI PETER CHIN FAH KUI, Minister of Energy, Green Technology and Water, Malaysia
11.45	Presentation 4 : Overview of Smart Grid’s Core Capabilities by Mr. Norbert Karl, Siemens
12.15	Presentation 5 : Realizing the Smart Grid Vision – The Role of Demand Side Management by Mr. Phillip Vaughan. SAP
12.45	Lunch Break
14.15	Presentation 6 : Smart Grid for RE Integration by Mr. Eddie Tan; ASEAN Technical Solutions Director – GE
14.45	Presentation 7 : Renewable Integration and Customer Partnership by Mr. Martin Hauske, Energy & Utilities Executive, IBM
15.15	Refreshment Break
15.45	Presentation 8 : Infrastructure & Communication for Smart Grid by Santhosh Nair, Industry Leader Energy and Utilities Solution, IBM ASEAN
16.15	Presentation 9 : Model Management between GIS and OMS/DMS System by Mr. Paul Yates – ASEAN Technical Application Leader. GE
16.45	Presentation 10 : Outage Analytics by Dr. Jayant Kalagnanam, Research Director, Singapore Research Collaboratory, IBM ASEAN
17.15	End of Day One

22 July 2011 (Friday)

08.30	Keynote Presentation – Smart Grid Deployment: International Experiences by Mr. Steve Mullins, Principal Consultant, Siemens Session Chairman – Mr. Andrew Weekes, IBM
09.00	Presentation 11 : TNB’s Smart Grid Roadmap & Implementation by Mr. Yusof Rakob, TNB Malaysia
09.30	Presentation 12 : Smart Grid Implementation in South Korea by Mr. Sang-tae Na, Manager, KEPCO Jeju Smart Grid Team
10.00	Presentation 13 : Overview of Smart Grid Projects by Mr. Kiyotaka Kaneko, Toshiba Asia Pacific
10.30	Refreshment Break
11.00	Presentation 14 : Smart Grid Planning Approaches & Maturity Assessment for Electric Utilities by Martin Hauske, IBM
11.30	Presentation 15 : Migration Towards Smart-Grid Enabled Asset Management by Mr. Halim Osman, Total Asset Management Solutions, Malaysia
12.00	Presentation 16 : Regulatory Roles in Implementation of Smart Grid by Ir. Francis Xavier Jacob, Energy Commission, Malaysia
12.30	Lunch Break
14.30	Presentation 17 : Smart Grid Research Opportunities For Universities in Malaysia by IEEE-PES, Malaysia
15.00	Presentation 18 : TNB’ Research Smart Grid Initiatives by Dr. Ir. Zahrul Faizi bin Hussien, TNB Research, Malaysia
15.30	Refreshment Break
16.40	Closing of Workshop

Supported by:



SHOW FACTS

- Size of Exhibition : 7,000 sq. metres
- No. of Participating Companies : Some 510 participating companies from 36 countries / nations
- Major Participating Companies : **ASEAN Elenex 2011**
Electrical Components, EWT Transformer, GenPower, Infracomas, Leader Universal, LKE Electric, Megalux Lightings, Mikro, Ulusoy Electric, United U-Li Corporation
- Industrial Automation 2011**
Ancom, Delta Mechatronic, DMC Solution, Harting KGAA, I-Linear Automation, KVC Industrial Supplies, Lenze, Metalworking Asia, National Instruments, Siemens, Rockwell among many others.
- International Group Pavilions : Germany, Romania and Singapore
- Industry Pavilions : 1. Tenaga Nasional Berhad (TNB BVDP)
2. The Electrical & Electronics Association of Malaysia (TEEAM)
3. Federation of Malaysian Manufacturers – Automation Technology Industry Group (FMM – ATIG)
- Trade Visitors : 6,769 from 38 nations
- Some of the Nations Represented : Australia, Brunei, China, Germany, Hong Kong, India, Indonesia, Iran, Japan, Korea, Malaysia, Pakistan, Russia, Singapore, Sri Lanka, Taiwan ROC, Thailand, United Arab Emirates, The United Kingdom, United States of America, Vietnam
- Future Show : **AE 2013** : The 10th International Exhibition of Transmission & Distribution lectrical Engineering for the Asean region
- IA 2013** : The 7th International Exhibition on Industrial Automation, Manufacturing Process, Control & Measurement Equipment & Technology

EXHIBITOR'S THOUGHTS

"Genpower selects world's highest quality engine and alternator manufacturers as partners to provide the best service and perform the highest quality production. Therefore, Genpower has chosen ASEAN Elenex as a platform to penetrate into the Power & Electrical industry Asia."

**Mr Bahadir Celim, Managing Partner of
Genpower Asia & Pacific**

"Indkom Engineering Sdn Bhd participated in previous AE shows and we feel ASEAN Elenex is one of the best venues to introduce and promote our products to local and international market. Visitors to ASEAN Elenex are serious Business Community."

**Mr Ali Tawfiq Al-Sweedy, Senior Engineer of
Indkom Engineering Sdn Bhd**

"Malaysia is seen as the strongest in trade of business value within the Southeast Asia. We therefore have considered participating at ASEAN Elenex 2011 to penetrate into the Malaysian market, expanding our business besides having intentions of meeting potential customers."

**Mr Janne Kankaapaa, Sales Director,
South East Asia & Pacific of Vamp Ltd**

"Having major customers from Southeast Asia including Malaysia, our objective of participating in ASEAN Elenex 2011 (AE 2011) is to meet new customers and develop good business relations with customers all over the world. AE 2011 is an excellent platform that provides us an opportunity to meet new customers and expand ourselves in the market."

**Honghai Nan, General Manager of
Yueqing Height**

"Industrial Automation (IA) provides a good platform to present new products and innovations in a broad automation market and also we get to meet our partners, competitors and most importantly new and existing customers."

**Mr Sören Montag, Managing Director of
Harting Singapore Pte Ltd**

"IA is a good platform for us to gather latest technological information and at the same time introducing our latest products and development in the Automation sectors. We would also like to meet potential business partners to expand our business opportunities here."

Mr CC Lee, Director of Edex Technology Sdn Bhd

"Industrial Automation Malaysia still has potential in this industry. This event is a good platform for this business and I think Singapore should continue to look out for more business opportunities in Malaysia."

**Ms Vivien Yen, Project Manager,
International Trade Development for SMA**

"AE has a good infrastructure and it is a well organised fair. We're here for the second time now because of its highly skilled visitors whom we find very interesting."

**Mr Roland Walger, Marketing Manager of
Ritz Instrument Transformers GmbH**

"ASEAN Elenex has been a great show and therefore we have made this a platform in generating sales leads and building awareness. With numerous renowned organisations and associations supporting AE 2011, it is without doubt an attractive and credible platform for electrical industry leaders to meet and share their knowledge for the good of the industry."

**En Azman Yusoff, Managing Director of
Universal Cable (M) Berhad**

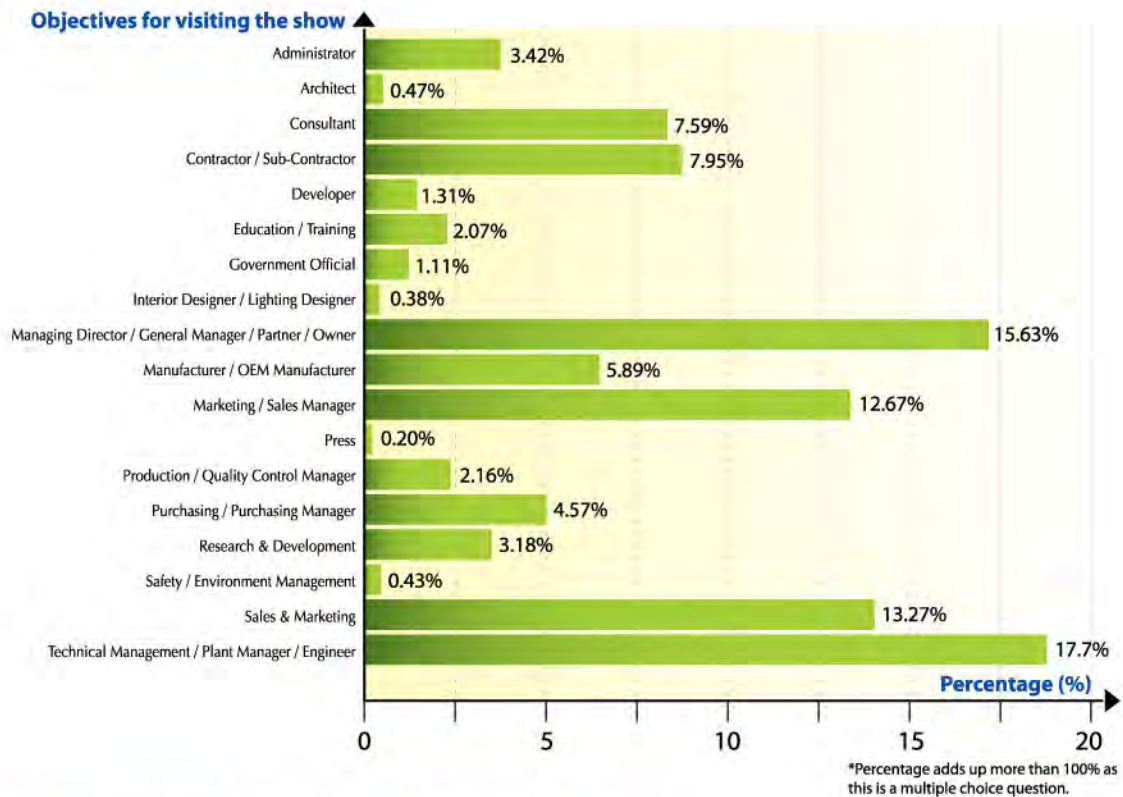
"We are very impressed with IA 2011 to be able to have the Honorable Minister of Energy, Green Technology & Water officiate the show besides having a good mix of visitors as well as international participation."

**Mr KS Lim, Marketing Director of
ImaxTech Electronics Sdn Bhd**

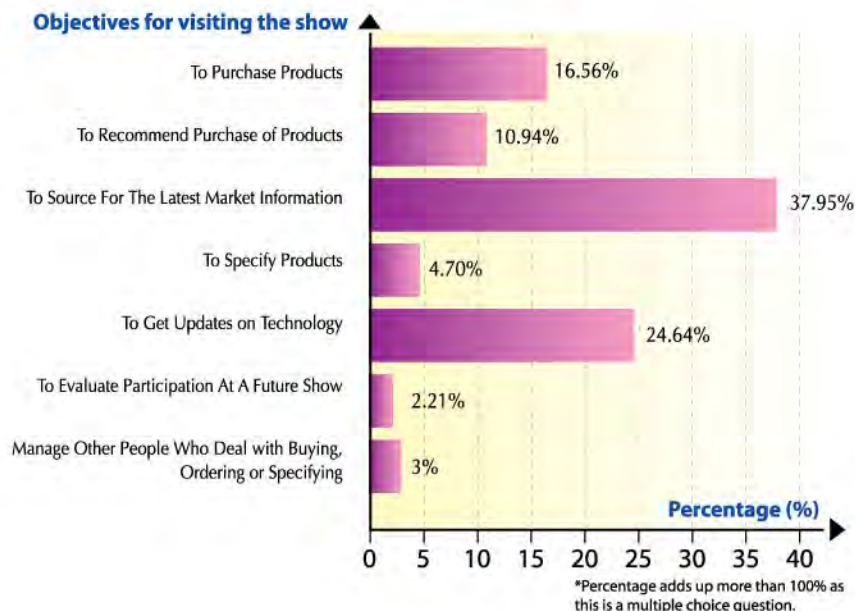
VISITOR'S STATISTICS

We were delighted to host a total of 6,769 trade visitors compared to 5,876 in 2009. This is an increase of 15% visitor-ship. Some of the nations represented include Australia, Brunei, China, Germany, Hong Kong, India, Indonesia, Iran, Japan, Korea, Malaysia, Pakistan, Russia, Singapore, Sri Lanka, Taiwan ROC, Thailand, United Arab Emirates, The United Kingdom, United States of America and Vietnam.

Their main job functions were:

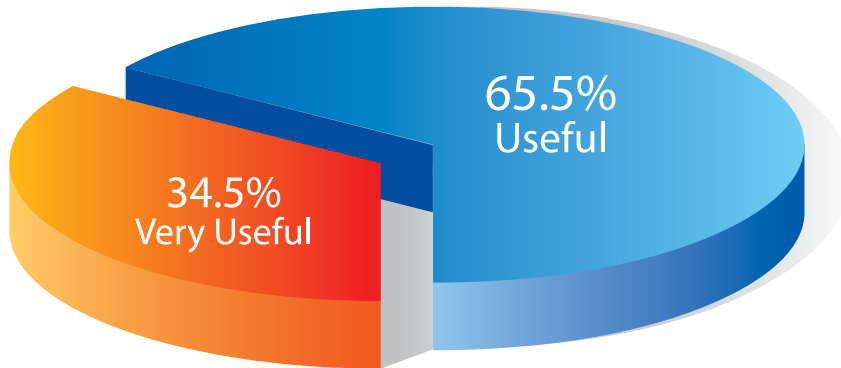


They also possessed strong purchasing power:



VISITOR'S STATISTICS

The Verdict Of The Shows



THE VISITOR'S VOICE

"I came to meet experts from the industry at AE & IA 2011 and gained lots of useful contacts & information."

**Nurul Aishikin Mohd Yusof, General Manager,
ANV JV Ltd**

"Future expansion ideas was my aim for visiting AE & IA 2011 and the knowledge I have gained here have been very useful."

**Syazarul Adil Basharudin, Project Engineer,
Mega Mayang M&E Sdn Bhd**

"AE & IA 2011 was very well organised and professional. I found it very useful to research on new products."

**Yeo Zhen Yuan, Assistant Manager,
Tamco Switchgear (Malaysia) Sdn Bhd**

"I found AE & IA 2011 to be very good for me to meet experts from the industries to initiate future expansion ideas."

**Tajumahan Bt Mohd Nawj,
Powerwell Sdn Bhd**

"AE & IA 2011 is definitely a good representative of an Energy Fair!"

**Justin Ong, Senior Executive,
Tan Chong Motor Assemblies Sdn Bhd**

"AE & IA 2011 is useful to source for specific equipment. This show should continue in the future!"

**Mohd Roslan bin Maarof, Engineer,
Didaktik Engineering Werks Sdn Bhd**

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