



TENAGA EXPO & FORUM 2014

POWER GENERATION • TRANSMISSION • DISTRIBUTION • ENGINEERING

10 - 12 JUNE 2014 • KUALA LUMPUR CONVENTION CENTRE

SOUTH EAST ASIA'S PREMIER POWER & ELECTRICAL INDUSTRY SHOW

PRESENTED BY :



**TENAGA
NASIONAL BERHAD**
(200866-W)



POWER UP
FOR ENERGY EFFICIENCY, AND BUILD
A SUSTAINABLE AND LUCRATIVE BUSINESS

www.tenaga.org

SUPPORTED BY :



ORGANISED BY :



IN CONJUNCTION WITH :



CHARGE UP YOUR BUSINESS AT TENAGA 2014



ASIA'S BOOSTING ELECTRICITY DEMAND

Due to the rising population, rapid pace of urbanisation and industrial production, the progressive extension of access to modern electricity to larger and larger segments of Asia's rural population, not to mention economic modernisation has caused the demand for electricity to rise at a rate even faster than that for primary energy demand.

According to a report by Mr Mikkal E. Herberg (2012), from 2000 to 2010, primary energy demand in Asia increased by 73 % while electricity consumption doubled. Facing rising demand, new platforms, programmes, technology and innovations for energy efficiency are all urgently needed as well as the needs of savvy consumers concerned with preserving the environment. The Tenaga 2014 Expo & Forum is a qualified professional event specially designed to address all electrical issues.

Over 13,000 delegates and trade visitors are expected to congregate at the Kuala Lumpur Convention Centre for the 9th edition of the Tenaga Expo & Forum, with over 250 exhibitors from countries including the UK, the USA, Japan, China, Germany, Korea, Italy, Canada, Singapore, France and many more from various other regions across the world.

Join now to enjoy the benefits provided by the Tenaga 2014 Expo & Forum, and many more advantages that only come with participation. This is the place where you will energise your business and build up your power base.

If you are in the business of providing technology and solutions for electrical installations, power generation, transmission, distribution, supply chain and quality control, the **Tenaga 2014 Expo & Forum** is the powerhouse that will boost your business, improving your business and bringing more stability. Initiated in 1998, the Tenaga Expo & Forum has built a strong reputation in the region's industry and is widely recognised as *Southeast Asia's Premier Power & Electrical Industry show*. Moreover, this show is presented by the *Tenaga Nasional Berhad* - the prime electrical powercompany in Malaysia.

The **Tenaga Expo & Forum** is counted upon by key decision makers and industry players including regulators and government officials, power producers, project consultants, engineers, developers, contractors, retailers and distributors. The Tenaga Expo & Forum's mission is to provide every opportunity for government and business to continue to enhance their professional skills, leverage their business opportunities and spur the development of the industry for better and more efficient electrical performance.



WHY TENAGA 2014 EXPO & FORUM IS A MUST-ATTEND SHOW

This is a professional event that provides all levels of decision makers ranging from CEOs / General Management / Consultants / M&E Engineers to Purchasing Managers with a platform to view and get updated on new technology and solutions, while at the same time providing ample opportunities to network and build partnerships.

- **B2B Business Networking** : A special B2B professional platform to help exhibitors meet with the right buyers at the right time.
- **Technical Symposium** : A high-profile stage allows you to present products, ideas and systems to an on-the-spot market.
- **Product / Innovation Presentations** : Meet over 250 exhibitors from over 25 countries. International pavilions by Germany, China, Singapore, Taiwan, Korea, India and many more.
- **Strong Visitorship** : Over 13,000 visitors create an on-the-spot market. Develop business partnerships and make deals you would be unable to do anywhere else.
- **Personal contact with prime targets** : Meet face-to-face with top decision-makers. Develop new ideas in conjunction with experts and knowledgeable researchers.

SHOW HIGHLIGHTS : GREEN ENERGY, TECHNOLOGY & INNOVATION SUMMIT

Co-hosted with its sister event - Green Energy Asia 2014, this conference is a variety of high quality conference programs strongly Ministry of Energy, Green Technology and Water Malaysia (KeTTHA) with the aim of helping participants find solutions to their business challenges. The conference features a variety of topics focused on the theme: "Green Energy For Sustainable Development".

* If you are interested in submitting a paper please call (6)03 2176 8788 or email Dzahir.Ridzuan@ubm.com.*



THE TENAGA EXPO & FORUM : A HIGH POWERED EVENT THAT DELIVERS VALUES

This highly respected event has been proven to deliver maximum returns for both exhibitors and participants. Further the high quality of attendees is proof of its effectiveness



The 2012 exhibition turned out to be the best yet and the business community provided much needed help in this critically important area.



Exhibitor Expectation

96% of exhibitors achieved or exceeded their expectations for participation



Exhibitors' Overall Rating For The Show

96% rated the show as 'successful' or 'very successful'



MARKET UPDATES

HERE'S WHAT THE EXHIBITORS SAID

INTERNATIONAL :

- Amongst the ASEAN members, Malaysia is the second largest electricity consumer.
- From 2008 - 2030 world energy consumption is expected to increase more than 55%
- Approximately 30% of energy used in buildings is used inefficiently
- Around two billion people in the world are currently without electricity
- It is forecast that electricity demand in Asia will rise by another 150% by 2035 and account for 60% of growth in global demand for electricity.

MALAYSIA :

- 64% of electricity usage in the Malaysian household is for refrigeration & air-conditioner
- In Malaysia, not less than 90% of the energy mix for power generation comes from fossil fuels.
- TNB Total Power installed capacity of 9041 MW (7130MW Thermal Plant and 1911 Hidro Plant) with revenue growth of 11.2% (10.8% peninsular and SESB 18.7%)
- In Malaysia, the demand for electricity continues to soar at a rate of 4.3% in the West and 4.8% in Sabah, in line with economic development and thus, reinforcing the need to invest in major new infrastructure.
- The electricity system's peak demand for Peninsular Malaysia increased by 2.3% to 15.826 MW as recorded in June 2012, up from the 15.476 MW recorded in May 2011.
- Demand for electricity in Sabah is expected to increase by approximately 7% per annum until 2013, and will continue to increase substantially in the years ahead, before reaching 1.476 MW by 2019.
- In the field of Power Generation, TNB are implementing very important coal energy technologies in a new plant being developed in Manjung, Perak, which will increase the efficiency to 40%, compared with the average 37% power efficiency at conventional coal-fired plants.
- To ensure the viability of the entire system, TNB has played the role of RE Fund administrator for the Feed-in-Tariff (FiT). Following the implementation of the FiT in December 2011, by July 2012, TNB have collected a total of RM171 million for the RE Fund, 93.1% of the total levy for FiT. In August 2012, TNB signed 448 Renewable Energy Power Purchase Agreements (concluded) with RE developers in Peninsular Malaysia, with a total capacity of 270MW.
- TNB is supporting the Government's call to increase the contribution of renewable energy (RE) in the energy fuel mix to 5.5% by 2015, by investing in RE projects that harness the potential of hydro and biomass.

The above facts were provided by the Official Site of KETTHA, Tenaga Nasional Berhad, and The Star Newspaper.

Good quality visitors and good assistance from the staff and the organiser.

Ms Jessie Tan,
Marketing Manager,
Leader Universal Holdings Berhad, Malaysia

Generally, the exhibition was held successful and service is good. Targeted visitors were more numerous and wide-ranging, with a lot of high ranking personnel.

Ms Li Xue,
Business Representative,
TBEA Shenyang Transformer Group., Ltd, China

I like the decision to make this hall into the venue; it is excellent and allows us to meet with a lot of visitors.

Satashi Shibasaki,
Director,
Shibasaki Inc., Japan



VISITORS PROFILE

- PUBLIC AND MUNICIPAL UTILITY OWNER & MANAGERS
- GOVERNMENT AND REGULATORY
- INDEPENDENT POWER PRODUCERS
- ORIGINAL EQUIPMENT MANUFACTURERS
- POWER / HEAT PLANT OWNERS & OPERATORS
- PLANT SERVICE SECTOR
- PROJECT DEVELOPERS & MANAGERS
- FUEL SUPPLIERS
- DESIGN /STRUCTURAL / CONSTRUCTION ENGINEERS
- INDUSTRIAL FACILITIES PERSONNEL
- MECHANICAL / ELECTRICAL / PLANT ENGINEERS
- STRATEGIC AND PORTFOLIO INVESTORS
- INDUSTRY CONSULTANTS AND ADVISORS
- ENERGY TRADERS
- TRADE PRESS

EXHIBITORS PROFILE

- AUTOMATION & CONTROL SYSTEMS EQUIPMENT
- BUILDING SERVICES & TECHNOLOGY
- CABLES & BUSBARS
- CONNECTORS
- ELECTRICAL & ELECTRONIC ACCESSORIES
- ELECTRICAL ENGINEERING
- ELECTRICAL INSTALLATION EQUIPMENT
- ENERGY CONSERVATION / RENEWABLE TECHNOLOGY
- INSTRUMENTATION
- LIGHTING, LIGHTING SYSTEMS & CONTROLS
- MAINTENANCE / REPAIR EQUIPMENT
- OPERATING SYSTEMS
- POWER GENERATION EQUIPMENT & SERVICES
- PROCESS CONTROL TECHNOLOGY
- SAFETY & SECURITY EQUIPMENT
- SOFTWARE
- SWITCHGEAR
- TEST & MEASUREMENT
- TRANSFORMER
- TRANSMISSION & DISTRIBUTION
- WIRES / DUCTING SYSTEMS



JOIN THESE WORLD CLASS EXHIBITORS WHO HAVE BENEFITED FROM THE TENAGA EXPO & FORUM

- AEP POWER SDN BHD
- ALCAD
- ALPHA AUTOMATION (SEL) SDN BHD
- AM SGB SDN BHD
- AMTECH POWER SDN BHD
- ANJUR EKAR SDN BHD
- ANUGERAH MASTIKA DEVELOPER SDN BHD
- ARCH METER CORPORATION
- AUTONICS
- CENTRAL CABLES BERHAD
- CHANNEL TECHNOLOGIES PTE LTD
- CHAUVIN ARNOUX
- CHINA SUNERGY (NANJING) CO.,LTD
- CHINT SOLAR (ZHEJIANG) CO., LTD.
- CHLORIDE
- CHUNGHWA TELECOM CO., LTD
- CHUNGHWA TELECOM SINGAPORE
- COMDELTA SDN BHD
- CONWAY TERMINALS MANUFACTURER SDN BHD
- DANFOSS
- DONGEI ECOS CO.,LTD
- DPI INDUSTRIES
- DRUCK /GE
- DV POWER
- E & RESOURCES CO.,LTD
- ECO GEO SOLAR SDN BHD
- EETARP ENGINEERING PTE LTD
- ENERGY COMMISSION OF MALAYSIA
- ENVIROTERM SDN BHD
- EPLAN COMPETENCE CENTRE SEA
- ERICO
- EXT TECHNOLOGIES SDN BHD

- FEC CABLES (M) SDN BHD
- FLIR ASIA SDN BHD
- FRONTIER OPTICS SOLUTIONS PTE LTD
- G.B. INDUSTRIES SDN BHD
- GE
- GE INTELLIGENT PLATFORMS
- GERMAN FEDERAL MINISTRY OF ECONOMICS AND TECHNOLOGY
- GLOBAL LIGHTNING TECHNOLOGIES (M) SDN BHD
- HARBIN ELECTRIC INTERNATIONAL COMPANY LIMITED
- HEXING ELECTRICAL CO.,LTD
- HOKOMO
- HVPD UK
- IBEKO POWER AB
- IDEC
- IFS CAPITAL (M) SDN BHD
- IMS ENGINEERING SDN BHD
- INDKOM ENGINEERING SDN BHD
- INFORM
- INUKTUN SERVICES LTD
- IPEC ENGINEERING (M) SDN BHD
- JCB
- JOHNSON CONTROL (S) PTE LTD
- JUMBOHAN MARKETING SDN BHD
- KENESTO SDN BHD
- KIGG LTD
- KOHLER
- KRAUS & NAIMER
- KRIZIK (MALAYSIA) SDN BHD
- LABMETRIK ELECTRICAL SDN BHD
- LEADER UNIVERSAL HOLDINGS BERHAD
- LI TECH SWITCHGEAR (M) SDN BHD
- LONDAN ELECTRICS MARKETING CENTER

- LS INDUSTRIAL SYSTEMS
- MACHINENFABRIK REINHAUSEN GMBH
- MALAYSIAN INTELLIGENCE METERS SDN BHD
- MATRIX INNOVATIONS (M) SDN BHD
- MEGGER LTD
- METREL
- METRIX
- MHY PRO-POWER SERVICES SDN BHD
- MOELLER
- MUARLITE INDUSTRIES SDN BHD
- NEC
- NINGBO ULICA SOLAR SCIENCE & TECHNOLOGY CO.,LTD
- NISSHA
- NR ELECTRIC CO.
- OLYMPUS SINGAPORE PTE LTD
- ONESTO ELECTRIC CO., LTD
- OPEN ACCESS
- OPTIMA BATTERIES
- ORANGE MEDIA MALAYSIA SDN BHD
- PANASONIC
- PCVUE (MALAYSIA) SDN BHD
- PEPPERL + FUCHS
- PITETECH
- PONOVO
- POWER-ONE PTE LTD
- PRESTIGIOUS DISCOVERY SDN BHD
- PRO-FACE
- PSI AG
- PSI INCONTROL SDN BHD
- PSI TRANSCOMM
- PT SELECTRIX INDONESIA
- REPL (M) SDN BHD

- REPL INTERNATIONAL LTD
- RESTU INDAH SDN BHD
- RHA MEDIA SDN BHD
- ROHAS EUCO INDUSTRIES BERHAD
- SATURN PYRO SDN BHD
- SCHNEIDER ELECTRIC INDUSTRIES (M) SDN BHD
- SERGI FRANCE
- SHAMAWAR ELEKTRIKA SDN BHD
- SHAMAWAR SDN BHD
- SHENZHEN LONDAN ELECTRICS CO.,LTD.
- SHIBASAKI INC.
- SHINHA
- SIEMENS
- SIRIM QAS INTERNATIONAL SDN BHD
- SOUTHERN CABLE SDN BHD
- STEAMPRO CONSERVATION SDN BHD
- SURGE SOLUTION ENGINEERING SDN BHD
- SWIFT AUTOMATION SDN BHD
- SWIFTECH
- T&R TEST EQUIPMENT
- TBEA SHENYANG TRANSFORMER CO.,LTD
- TECH UNITED AIR CONDITIONING & ELECTRICAL CONTRACTORS
- TENAGA NASIONAL BERHAD
- THERMOTEXNIX
- THIRD WAVE POWER PTE LTD
- TOYO
- TRASTECH SDN BHD
- TRETECH
- TRITAN ENGINEERING SDN BHD
- UNITED U-LI CORPORATION BERHAD
- UNIVERSAL CABLE (M) BERHAD
- VANGUARD INSTRUMENTS
- VARTA BATTERIES
- WEIDMULLER PTE LTD
- WENGCN HOLDINGS SDN BHD
- WENGCN MACHINERY SDN BHD
- WIELAND
- WIELAND ELECTRIC GMBH
- WIKA ALEXANDER WIEGAND SE & CO. KG
- WIKA INSTRUMENTATION (M) SDN BHD
- WUHAN GUIDE INFRARED CO.LTD
- WUHAN HENGYUAN INTERNATIONAL STE LTD
- XIAMEN TAIHANG TECHNOLOGY CO., LTD.
- YINGKOU JINCHEN MACHINERY CO.,LTD
- ZENSOL
- ZHEJIANG CHINT ELECTRICS CO., LTD.

PROFESSIONAL ORGANISER



Owned by UBM plc and listed on the London Stock Exchange, UBM Asia operates in 19 market sectors with headquarters in Hong Kong and subsidiary companies across Asia including Malaysia, the Philippines, and Vietnam as well as UBM China in Shanghai, Hangzhou, Guangzhou and Beijing. We have over 240 media products in three categories: trade fairs, print and online product; and 1,100 staff in 21 major cities across Asia, stretching from Japan to Turkey. Our 200 events, 24 publications and 16 vertical portals serve 1,000,000 plus quality exhibitors, visitors, conference delegates, advertisers and subscribers from all over the world with high value face-to-face business-matching events, quality, instant news on market and industry trends and round-the-clock online trading networks and sourcing platforms.

SPONSORSHIP OPPORTUNITY

If you wish to increase brand awareness, drive booth traffic and create a distinctive impression. The TENAGA 2014 EXPO & FORUM offers an array of marketing and promotional opportunities including print, online and on-site promotions.

Take advantage of our sponsorship and event marketing opportunities to set yourself apart from your competition. We offer sponsorship opportunities with the flexibility to fit any budget, and 100% customisable to meet your particular marketing objectives. Our experienced sales representatives will work closely with you to create a marketing programme that is uniquely yours.

Please contact the organiser for more information

THE VENUE

The Tenaga 2014 Expo & Forum will again be held at the ultra modern Kuala Lumpur Convention Centre located next to the world famous Petronas Twin Towers in the centre of Kuala Lumpur. Full facilities such as an advanced exhibition hall and meeting rooms are provided. In addition, the venue has ample parking and is conveniently served by an extensive public transport system - the KLIA Express from Kuala Lumpur International Airport to KLCC. The Convention Centre is within walking distance of several hotels, food and entertainment outlets.



COST OF PARTICIPATION

Space Only (Minimum 18 sqm)

- RM 1318.00 per sqm
- USD 405 per sqm

Walk On Package (Minimum 9 sqm)

- RM 1468.00 per sqm
- USD 454 per sqm



9sqm Booth Specifications :

- Needle-punch carpet
- White polyester laminated panels for the back wall and the two side walls and a fascia board
- Adhesive Vinyl letters for the exhibitor's name and booth numbers on the fascia board
- Fluorescent lights (40 watts)
- Information counter
- Folding chairs, round table, brochure rack & wastebasket

FOR FURTHER INFORMATION PLEASE CONTACT OUR SALES OFFICES WORLDWIDE

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