

# Webinar Talk on Introduction to Energy Storage Solutions

**BEM APPROVED CPD: 2**

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**ORGANISED BY: ENGINEERING EDUCATION TECHNICAL DIVISION, IEM**

 **11 JULY 2024, THURSDAY**  **10.00AM - 12.00PM**

**SPEAKER: MR. MOHD ISYRAQ YUSSOF**



## SYNOPSIS

The energy demands of the 21st century are evolving, with a shift away from costly, polluting fossil fuels toward cleaner energy sources. Consumers now seek affordable and efficient clean energy. To meet this demand, energy providers need to adopt advanced energy storage technologies. Current electrochemical storage methods fall short, necessitating significant improvements. To achieve net-zero emissions by 2050, utilities must generate 92% of power from renewables, investing in optimized Battery Energy Storage Systems (BESS) to ensure higher returns on investment.

## SPEAKER'S PROFILE

**Mohd Isyraq Yussof** is an accomplished E&I Engineer with a BEng in Electronic Engineering and over 8 years of experience overseeing complex engineering projects in the Medium Voltage Level and Semiconductor sectors. He demonstrates high-caliber qualifications in directing multiple teams, projects, and locations simultaneously. Isyraq is highly effective in managing and coordinating project activities, ensuring that key project deliverables are achieved.

He graduated with a Bachelor of Engineering (Hons) in Electronic Engineering from Universiti Teknologi MARA (UiTM) Shah Alam in 2014. Currently, he is a Product Marketing Specialist at ABB Malaysia. In this role, he is responsible for implementing the local go-to-market product marketing strategy and all marketing activities. He supports the sales organization in driving sales and services of respective products by providing relevant materials, defining appropriate forecasts, and preparing business/marketing plans focused on business development for medium voltage air/gas insulated primary/secondary switchgears, digital substation products, and other grid components. Isyraq also evaluates and shares customer research, market conditions, and studies of other companies, and drives sales efficiency by delivering appropriate product knowledge information and training (technical and sales) for the sales team.

### REGISTRATION FEE

**IEM STUDENT : FOC**  
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