

ASEAN ELECTROTECHNICAL SYMPOSIUM & EXHIBITION (IESE) 2024

Theme: Standards Drive **EEE** & **ESG**



20 SEPT, 2024

9:00 AM - 6:00 PM



**MR HUSSALMIZZAR
HUSSAIN**
STANDARDS MALAYSIA
SENIOR DIRECTOR

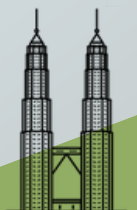


**DATO' IR. TS.
ABDUL RAZIB
DAWOOD**
SURUHANJAYA
TENAGA CEO



**MR PHILIPPE
METZGER**
IEC SECRETARY-
GENERAL

@ KLCC



An Event of  IEM CONVENTION



WELCOMING MESSAGE FROM THE ORGANISING CHAIRMAN

Distinguished Guests, Ladies and Gentlemen,

The ASEAN ELECTROTECHNICAL SYMPOSIUM & EXHIBITION (IESE 2024), the national premier and standards-driven conference, will once again be held concurrently with ENGINEER 2024 in Kuala Lumpur Convention Center (KLCC). IESE 2024 aims to foster knowledge-sharing and collaboration among key stakeholders in the EEE (Electrical and Electronics Engineering) sector while advancing the Environmental, Social, and Governance (ESG) agenda. Continuing with the tradition of organizing IESE 2024 together with Suruhanjaya Tenaga and Standards Malaysia, be prepared to learn and engage with our strong lineup of speakers.

Internationally, IESE 2024 will continue to feature keynote speaker from International Electrotechnical Commission (IEC) and panel of experts from ASEAN through ASEAN Federation of Engineering Organizations (AFEO). Nationally, prominent speakers from Standards Malaysia and Suruhanjaya Tenaga (ST) will kickstart the IESE 2024 followed by speakers and panelists from various related organizations in the country. IESE 2024 will conclude with the national IEC Young Professionals (YP) forum which will bring together future leaders in international standardization and conformity assessment, offering a unique platform for emerging professionals to engage with industry experts and contribute to the evolution of global standards.

To all my organizing committees, I extend my heartfelt gratitude for your dedicated volunteerism and contributions throughout the preparation process. I also want to acknowledge the tireless efforts of the IEM secretariat, who have worked diligently to bring this event to fruition. Finally, I want to extend my sincere appreciation to the sponsors for their generous contributions that greatly contributed to the success of the event.

Sincerely,
Siow Chun Lim,
Organising Chairman of IESE 2024

TIME

TOPICS & SPEAKERS

8.30am - 9.00am	REGISTRATION
9.00am - 9.10am	Welcoming Speech Prof. Ir. Dr. Jeffrey Chiang Choong Luin President, IEM
9.10am - 9.40am	Overview of National Standards and ESG Mr Hussalmizzar Hussain Senior Director of Standardization, Standards Malaysia
9.40am - 10.20am	BREAK
10.20am - 10.50am	Electrical Safety Standards and Regulations in Malaysia Dato' Ir. Ts. Abdul Razib Dawood Chief Executive Officer, Suruhanjaya Tenaga
10.50am - 11.20am	BREAK
11.20am - 11.50am	EE, ESG & IEC Mr. Philippe Metzger IEC Secretary-General
11.50am - 12.00pm	PHOTO SESSION
12.00pm - 12.45pm	RYB or BBG? 10Ω or 200Ω for Earthing? Let's Talk! Ir Siti Nor binti Hassan (JKR) Mr. Toh Leong Soon (PKPPE) Ir Noradlina Abdullah (TNB Research)
12.45pm - 2.45pm	BREAK
2.45pm - 3.15pm	Electrical Safety in the New Energy Landscape Mr. Jacques Peronnet (Convenor of IEC TC 64) Mr. Paul Loke (Convenor of IEC TC 64 WG43)
3.15pm - 4.00pm	Solar, EVCS and Data Centers: Recent Developments Er. Lim Say Leong (IES) Ir. Chin Lee Tuck (PUJA) Engr. Conrado C. Binondo (IIEE)
4.00pm - 4.45pm	ST, EIU & ECOS: Embracing ESG speakers (to be confirmed)
4.45pm - 5.45pm	When IEC Young Professional Speaks... Ms. Linda Wong (Daikin Malaysia) Ms. Nadia Hazwani (MCMC) Mr. Lim Sai Seong (QAV Group) Mr. Muhamad Hilman bin Roselan (Suruhanjaya Tenaga)
5.45pm-6.00pm	Closing Remarks Ir. Dr. Siow Chun Lim Organising Chairperson, IESE 2024



ASEAN ELECTROTECHNICAL SYMPOSIUM & EXHIBITION (IESE) 2024 SPONSORSHIP MILEAGE

Please select the type of sponsorship by ticking in the box on the right (TICK "✓")

TYPE OF SPONSOR	Platinum	Gold	Silver	Bronze
	RM35,000	RM28,000	RM23,000	RM9,000
Avallablilty of sponsorship	Two (2)	Six (6)	Ten (10)	Twelve (12)
(Overall Advertising Benefit)				
Company corporate logo will be displayed throughout the symposium & exhibition promotional flyers & advertisement	✓	✓	✓	✓
Corporate promotional material to be inserted in goodie bags	✓	✓	✓	✓
Company corporate logo will be printed on the back cover page of programme booklet	✓	✓	✓	✓
Brief Intro about company / top management in programme booklet	✓	✓	✓	✓
Advertisement in programme booklet	✓ (2 pages)	✓ (1 page)	✓ (1 page)	
Company logo on stage backdrop	✓	✓	✓	
Advertising space in website and hyperlink (size and concept differ accordingly)	✓	✓	✓	
Special blasting in social media (Facebook, Instagram, Twitter), frequency differs	✓	✓	✓	
Acknowledgement of the company during Symposium & IESE Exhibition opening ceremony	✓	✓	✓	
10 minutes speaking slot for product presentation	✓			
Acknowledgement in IEM Jurutera Magazine	✓	✓		
Invited guest in opening ceremony	✓			
Complimentary conference passes	10	7	5	3
Access to resources (presentation materials, articles, post show reports, and IESE database)	✓	✓	✓	✓
Certificate of participation as IESE Exhibitor	✓	✓	✓	N/A
Exhibition Booth at ENGINEER				
Number of promotional exhibition booth which will be allocated (3m x 3m)	Prime	Corner	Middle	N/A



Attention to: IEM ASEAN Electrotechnical Symposium & Exhibition (IESE) 2024
The Institution of Engineers, Malaysia (IEM)
Email: clsiow@mmu.edu.my / roselein@iem.org.my

1. Jointly organised by IEM Electrical Engineering Technical Division, Standards Malaysia and Suruhanjaya Tenaga (Energy Commission of Malaysia).

2. The Symposium & Exhibition will be held on the 18th - 21st September 2024 at Kuala Lumpur Convention Centre, Kuala Lumpur, Malaysia. For more details of the symposium, please log on to www.iem.org.my.

3. By signing the contract of sponsorship, the Sponsor is deemed to have agreed / given permission to the following:

- a) Logo submission for the purpose of marketing and advertising of the symposium & exhibition.
 - b) The Organiser reserves the right to place the logo in any of the marketing collaterals across various platforms (print, digital, outdoor).
 - c) The Sponsors will need to submit the required logo and artwork for any of the marketing collaterals usage not later than 15th July 2024, in the event that this submission is not made on time, the logo and advertisement may not be placed.
- Thank you for your cooperation.

The Organiser reserves the right to change the date and/or venue or to postpone the summit due to force majeure at its sole discretion.

It is our pleasure to inform that we would like to sponsor IEM-DSM-ST ASEAN ELECTROTECHNICAL SYMPOSIUM & EXHIBITION 2024 as ticked in the box and enclose herewith Banker's Cheque / Local Cheque No.:

_____ issued to 'The Institution of Engineers, Malaysia'
for the sum of Ringgit Malaysia _____.

Yours faithfully,

Name:
Designation:
Company Stamp: