



Join the **ARE DELEGATION** to **Enlit Asia 2024**

 Kuala Lumpur, Malaysia (MITEC)

 8-10 October 2024

In line with its expansion in Asia and the recent creation of the **ARE Southeast Asia Working Group**, the Alliance for Rural Electrification (ARE) is pleased to launch the **ARE call for delegation** for Enlit Asia 2024 on 8-10 October 2024 in Kuala Lumpur.

Enlit Asia is an annual conference and exhibition for the power and energy sector, **showcasing expert knowledge, innovative solutions and foresight from industry leaders**, coherent with ASEAN's strategy to achieve a smooth transition towards a low-carbon energy future. It unifies two major events in the power and energy sector – **POWERGEN Asia and Asian Utility Week**.

Enlit Asia brings together the **entire value chain** of both power and utility producers and suppliers, covering content and exhibits from source to generation and from grid to consumer. The event is a **platform for leading industry providers to showcase innovative solutions, services, and products** in line with the Asian strategy to transition to a low-carbon energy supply.



How to join ARE Delegation to Enlit Asia 2024

Please send an email to Carlos Ferre (c.ferre@ruralelec.org) with your expression of interest, along with your name and the details of any colleagues from your organisation who wish to join the ARE delegation for Enlit Asia 2024.

The deadline to submit your expression of interest is
13 September 2024.



**Alliance for Rural
Electrification**

Attractiveness of the Malaysian market and DREs

This year, Enlit Asia will take place in Malaysia, where decentralised renewable energy (DRE) can be crucial to achieve the country's clean energy goals. Through strong government policies (such as the **National Energy Transition Roadmap** and the **Malaysia Generation Development Plan 2019**), Malaysia has committed to achieve net zero greenhouse gas emissions as early as 2050 by implementing clean, sustainable, and renewable energy, and to increase renewable energy composition to 70% of the total generation capacity by 2050. Given that the government plans to embrace renewable energy in the coming years, DRE is well positioned to make the difference.



Proactive government policies and regulatory structures towards sustainable energy sources are accompanied by the importance of DRE to the Malaysian communities of **Sarawak and Sabah**, that seeks to **achieve universal energy access through mini-grids**. There are many communities in Sabah that need energy supply in order to meet their needs and to achieve economic development, and the use of DRE in Sarawak is essential to guarantee the electricity supply of its rural population.

Why should you become part of ARE's delegation?

Enlit Asia is a great opportunity to enter a forum where **industry leaders from across the value chain in Southeast Asia will be present**, with exchange of views, knowledge sharing, innovative solutions, important opportunities to showcase products and innovations, as well as the opportunity to network with potential business partners present at Enlit and establish connections with speakers and conference participants.

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ARE is proud to support Enlit Asia as a '**Supporting Association**'. In this capacity, ARE is organising an industry delegation to the event. **ARE Members are eligible for:**

- **Exclusive access to invite-only ARE members and partners gathering;**
- **Visibility as part of ARE delegation (logo on ARE materials);**
- **Exclusive ARE delegate rate of USD 850 per participant (normal entrance fee: USD 1,595);**
- ARE will organise a closed door ARE members and partners meeting. Further details to be shared soon;
- Power utilities, IPPs, and Renewable Energy Project developers may receive **free access** to Enlit Asia. Subjected to the approval by Enlit Asia on case-by-case basis;
- **Discounted exhibition and sponsorship opportunities:**
 - ARE Members with <10m USD turnover = USD 450 per sqm for raw space, and USD 500 per sqm for shell scheme;
 - ARE Members with >10m USD turnover = 10% discount on actual exhibition pricing set by Enlit Asia;
 - Speaking slots for ARE Members are prioritised for those who will exhibit/sponsor at Enlit Asia.

