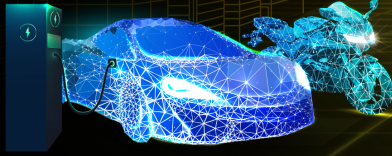


**12 - 14 NOVEMBER 2024**  
KUALA LUMPUR CONVENTION CENTRE,  
MALAYSIA



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## EMA 2024 Opens Setting New Milestones



*Opening Ceremony of E-Mobility Asia (EMA) 2024*

**E-Mobility Asia (EMA) 2024** returns from **12 – 14 November** at the **Kuala Lumpur Convention Centre**. This event showcases the latest advancements in sustainable electromobility, featuring EV technologies, charging infrastructure, battery solutions, energy storage, logistics, and system providers.

The Deputy Minister of Investment, Trade, and Industry (MITI), YB Liew Chin Tong, officiated the EMA 2024 Opening Ceremony and launched the **Global Automotive & Technology Expo (GATE) 2025**, organised by the Malaysia Automotive Robotics and IoT Institute (MARii) on 12 November 2024. GATE 2025 will broaden its scope to encompass a wide range of sectors within the automotive industry. By integrating both GATE and EMA, the expanded event will cover essential areas such as before- and after-sales segments, EV production, and advanced automotive technologies.

This unified platform enhances and strengthens the entire automotive value chain, driving innovation and collaboration across all facets of the industry. With EMA's cutting-edge solutions as a highlight, GATE 2025 also aligns closely with Malaysia's preparations

for its ASEAN chairmanship, supporting the region's move towards sustainable automotive growth.

Visit Us Tomorrow!

## Day 1 Highlights

### Innovative Showcases by our Exhibitors



Day 1 of EMA attracted a vibrant crowd eager to explore the exhibitors' floors, where renowned Chinese electric car manufacturers—BYD, Chery, and GWM—showcased their latest models, alongside Sendok Group. Malaysia's Eclimo captivated visitors with the unveiling of its new bikes at the Malaysia EV Showcase, while the MARii stand featured MARiiCAS, a strategic initiative supporting Malaysia's EKONOMI MADANI agenda to drive public acceptance and adoption of electric vehicles. This immersive setup offered visitors a comprehensive insight into the EV ecosystem, highlighting the innovations shaping the future of e-mobility.

The MARii Pavilion took centre stage featuring industry leaders such as Blueshark, Litron, SHJ Auto, and SHJ Interia, while the Malaysia EV Showcase attracted attention with exhibitors including Eclimo, Swift Bridge Technologies (MFG) Sdn Bhd, and SP Metal Components Sdn Bhd. With such a diverse range of exhibitors, visitors enjoyed a unique opportunity to engage directly with EV pioneers and discover the latest advancements across the sector.



EMA Show Highlights - Day 1

## EV Conference 2024

Organised by:



Co-Organised by:



The EV Conference 2024 organised by the Malaysia Automotive, Robotics, and IoT Institute (MARii) and the Malaysian Investment Development Authority (MIDA) with EVAM as co-organiser, gathers industry leaders under the theme **“Electrifying the Future: Transitioning Innovations Towards Mobility.”** This year’s conference

promotes sustainable electromobility solutions in line with Malaysia's vision for net zero carbon emissions.

The conference begins with welcoming remarks from Ms. Wan Hashimah Wan Salleh, Executive Director of Manufacturing Development (Non-Resource) at MIDA, followed by a presentation from Ts. Nizmar Mohd Nazar, Deputy Chief Executive Officer of MARii. The programme then explores four key topics: Policy and Regulatory Frameworks: Accelerating EV Adoption and Growth, Electric Vehicles: Pioneering the Future of the Automotive Sector, The Evolving Charging Infrastructure and Landscape, and Advancing Sustainability through Battery Management.

## F-500 demo on battery fire by Pyro X



## Hear What They Say

### Strategic Partner



**Dato' Dennis Chuah**

President

Electric Vehicle Association Of Malaysia (EVAM)

This year, we have a number of delegate countries from Northeast India, along with our AFEVA associations from ASEAN delegations. We are hosting a two-day conference, sharing valuable insights on charging infrastructure, industry trends, and how government incentives can boost the sector.

## Exhibitor



**Johnny Lee**

Senior Fae Manager  
Amphenol Communications Solutions

We are the world's number two supplier of connectors to many companies both locally and globally, and we are showcasing our products at EMA.

## Visitor



**Syamil**

Protege Data Scientist  
SIAPTEK Sdn Bhd

I find this event very interesting because it offers a valuable opportunity to gain knowledge and experience new EV car and vehicle models that I never thought could be electric.

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