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Countdown to E-Mobilia World

the Region's Premier Energy Efficient Vehicle and Infrastructure Conference

- *Set against the backdrop of the Malaysian Government's plans to unveil the much anticipated energy efficient vehicles (EEV) policies within 1H2013*
- *Conference set to offer the latest insights into opportunities within the EEV market*

Kuala Lumpur, 12 Mar 2013 – In two weeks, local and regional automotive and energy leaders from the public and private sector will congregate in Kuala Lumpur to exchange views, discuss trends and identify opportunities to leverage on the rapidly evolving Energy Efficient Vehicle (EEV) market.

Amid key environmental and economic concerns, the EEV industry is set to be one of the key growth sectors within the automotive industry. According to Pike Research, the annual worldwide sales for electric vehicles alone will reach 3.8 million units by the year 2020. The number for hybrids and other low carbon emitting vehicles will far exceed this figure, further presenting opportunities for growth. The Malaysian Government has also reaffirmed the potential of this sector by announcing its plans to unveil its EEV policies as part of the revised National Automotive Policy (NAP).

Set against this backdrop, the inaugural E-Mobilia World conference (26 to 27 Mar 2013) will address the theme of '*Eco, Efficient, Electric – Driving Sustainable Mobility*' and explore broader issues such as successful commercialization of EEVs, business models, policy and infrastructure development.

Madani Sahari, Chief Executive Officer of the Malaysia Automotive Institute (MAI) and Lynn Blake, Deputy Programme Director EV of Renault



E-mobilia World
26 – 27 March 2013

www.e-mobiliaworld.com

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(France) will deliver their keynote addresses to kick start a series of strategic discussions. Other eminent speakers participating in the Conference include:

- **James F. Miller**, Senior Technical Advisor of Vehicle Technologies Programme, **U.S Department of Energy**
- **Y. Bhg. Datuk Aminar Rashid Salleh**, Managing Director, **Perusahaan Otomobil Kedua Sdn. Bhd. (Perodua)**
- **Sohail Hasni**, Principle Energy Specialist, Energy Division, Southeast Asia Department, **Asian Development Bank**
- **Hoffen Yih BenThe** Senior Head, COO Office / Project Office, **Mitsubishi Motors Malaysia**
- **Dr. MyoungHo Sunwoo** President, **Electric Vehicle Association of Asia Pacific (EVAAP)**
- **Liam O’Sullivan**, Programme Director, Low Carbon London, **UK Power Networks**

Throughout the Conference, these industry leaders will share and discuss the ongoing transformation of the automotive landscape, infrastructure development and the policy actions that the government and business leaders can adopt to develop sustainable EEV solutions. The leaders will also share their insights in panel discussions. They will debate the commercialization of the EEV market, and implications of making the eco switch to the consumer and the automotive industry.

Organised by Koelnmesse Ptd Ltd and the Malaysia Automotive Institute (MAI), E-Mobilia World will run from 26 to 27 March at the Hilton Kuala Lumpur.

For more details on the full programme, speakers and media accreditation details, please visit: <http://www.e-mobiliaworld.com/>

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Founded in 1922 and headquartered in Cologne, Germany, Koelnmesse is one of the world's largest trade fair organisers, whose international trade fairs are widely acknowledged as global leaders in their fields. Koelnmesse in Singapore functions as the regional headquarter for the group in Asia Pacific, organising trade fairs throughout Asia and offering multiple services to support companies from the Asia Pacific region to successfully participate in Koelnmesse business-to-business trade fairs in Europe and around the world. Visit www.koelnmesse.com.