



# 4th ASEAN Solar Energy Storage Congress & Expo: Powering Southeast Asia's Clean Energy Transition

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## When & Where to Catch the Solar Action

Mark your calendars for April 9-10, 2025, when the MITEC Kuala Lumpur Convention Center transforms into Southeast Asia's renewable energy hub. This biennial event alternates between being industry-focused (odd years) and public-facing (even years), with the 2025 edition promising exclusive B2B networking opportunities.

## Why This Expo Matters Now

With Malaysia aiming for 31% renewable energy adoption by 2025 under MyRER policy, the timing couldn't be better. Recent developments like:

- NEM 3.0's enhanced net metering incentives
- Green Investment Tax Allowance (GITA) extensions
- 40% cost reductions in bifacial solar modules since 2022

...are creating perfect market conditions. It's like watching a solar eclipse - rare alignment of policy, technology and market demand.

## Exhibition Hotspots

- Smart Energy Zone: Digital twin simulations of solar farms
- Storage Arena: Live demonstrations of flow battery systems
- Fintech Corner: Blockchain-based power purchase agreements

## Who's Bringing the Tech Fireworks?

Over 200 exhibitors from 15+ countries will showcase:

- Next-gen perovskite solar cells (35% efficiency prototypes!)
- AI-powered solar farm maintenance drones
- Sand-based thermal storage solutions - yes, actual beach sand!

Pro tip: Don't miss the "Solar Dragon" pavilion where Chinese manufacturers debut ASEAN-specific products meeting new 40% local content rules.

## Conference Highlights

The congress agenda reads like a renewable energy thriller:



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Utility-scale floating solar case studies (Vietnam's 500MW plant)

War room sessions on navigating US solar tariffs

Hands-on workshops for C&I solar system design

## Networking That Actually Works

Forget awkward coffee breaks - the organizers are piloting:

AI-powered business matching with 93% satisfaction rate

Live deal-making sessions with regional energy ministers

Evening rooftop solar-powered mixers (literally)

## Getting Your Foot in the Door

Early bird rates start at \$40,000 for 9m<sup>2</sup> booths until December 2024. New this year:

Startup Alley packages (50% discount for companies)

Web: <https://www.sphoryzont.edu.pl>