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THE 7th International Greentech & Eco Products Exhibition & Conference Malaysia (IGEM 2016), themed *Green Business for Sustainability*, is happening from Oct 5 to 8 at the Kuala Lumpur Convention Centre and will once again position Malaysia as Asean's green marketplace for trade visitors and members of the public.

Organised by the Ministry of Energy, Green Technology and Water (KeTTHA) and co-organised by Malaysian Green Technology Corporation (GreenTech Malaysia), IGEM 2016 offers a dynamic and diverse exhibition floor with 400 booths showcasing cutting-edge innovations from more than 30 countries.

Solar industry enthusiasts will be able to learn more about the potential of Asean's solar market through the dedicated Solar Energy Zone, featuring innovators such as Huawei, Hanwha Q Cells, First Solar, JA Solar and Trina Solar.

On top of this, the Solar PV Conference, jointly organised by the Malaysian Photovoltaic Industry Association (MPIA) and the Asian Photovoltaic Industry Association (APVIA), will feature 30 speakers from around the world sharing their insights on key topics such as institutional policy and frameworks as well as trends and performance of PV (photovoltaic) systems.

Meanwhile, trade visitors and industry experts will be treated to a host of side events that will provide unique networking and knowledge-sharing opportunities. Seminars being held during IGEM 2016 include the KeTTHA – Embassy Sweden Renewable Energy (RE) Seminar and seminars focused on Small Medium Enterprises (SMEs) and energy performance certification.

There is also plenty of excitement in store for the

Green exhibition of the year



public, who can visit IGEM 2016 for free on the final day.

In addition to the exhibition, they will get to hear from IGEM's green ambassadors Maya Karin, Syed Azmi, Fairuz Fauzy and DJ J. J. on their respective green journeys.

For automotive fans, they can head to the Green Car Pavilion that will showcase the latest in electric vehicle (EV) technology, including the Mercedes E350e, BMW 330e iPerformance, Volvo XC90, Nissan LEAF, Renault Twizy as well as the world-renowned EV, the Tesla Model S.

They can also try EVs first-hand with test drives/taxi rides by COMOS and examine Malaysia's first locally developed electric bus by Sync R&D.

At the MyHIJAU Pavilion, visitors can get a taste of the green lifestyle and its various benefits with unique "showrooms" designed and furnished from ceiling to floor with certified green products.

For students, there will be several inspiring activities, including the 48-Hour GreenTech Youth Innovation Challenge, organised by the Asia School of Business in collaboration with MIT Sloan Management, which will pit the nation's top-10 teams of students against each other in a challenge to design and deliver solutions to current environmental issues. This will

be complemented by the Green Minds Challenge organised by Mensa Malaysia and the YaHIJAU student visits.

With such a wide array of exhibits, activities and programmes, there is sure to be something for everyone at IGEM 2016.

■ For more information about IGEM 2016, visit www.igem.my.