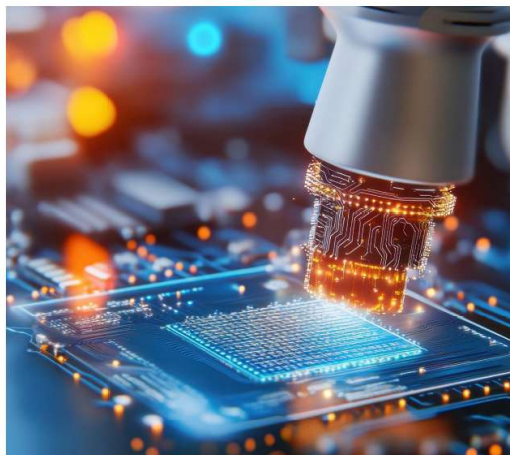


ABB MALAYSIA INNOVATION FORUM

Driving Industrial Efficiency and Reliability
Through Innovation



**ENGINEERED
TO OUTFR**

1-Day Seminar

ABB Innovation Day Penang 2026 is a technical forum designed for engineers and industry professionals to gain insights into the latest developments in industrial efficiency, reliability, digitalization, and sustainability. The event will feature keynote addresses, technical presentations, and industry case studies covering topics such as energy efficiency, decarbonization, high-efficiency motor technologies, predictive maintenance, and smart industrial solutions.

Themed 'Driving Industrial Efficiency and Reliability Through Innovation', participants will gain practical knowledge on addressing industry challenges, including rising energy costs, operational reliability, and sustainable manufacturing practices. The program aims to support continuous professional development by enhancing technical competencies and promoting the adoption of innovative engineering solutions for future-ready industries.



The Institution of Engineers, Malaysia
(Penang Branch)

Date: 8 Sept 2026 (Tues)

Time: 9.30am – 5.30pm

Venue: Amari SPICE Penang
Jadeiti, Level 4

Program Agenda

09.30m -10.00am Registration / Morning Coffee

10.00am -10.15am Welcoming Address

10.15am -10.30am Keynote address
"Driving Industrial Efficiency & Reliability: Navigating Today's Challenges and Opportunities"
 By YBhg Dato' Seri Lee Teong Li
 Chairman
 Federation of Malaysian Manufacturing , Penang Branch

10.30am -11.15am Plenary Session
"Future-Proofing Industrial Operations: Enhancing Efficiency, Reliability and Resilience"
 By Gary Aw
 Global Semiconductor Business Development
 Critical Power Product Line
 Smart Power, ABB

11.15am -11.45am Refreshment and Demo Tours

REGISTRATION FEE

IEM Member: FOC

Non-IEM Member: RM120.00

REGISTER NOW

iempenang.org

BEM Approved

CPD Hours: 6

Ref: IEM26/PG/354/S

Program Agenda

11.45pm -12.30pm PARALLEL TRACKS

TRACK 1: Segments: Chemicals, Oil and Gas; Water and Wastewater “Continuous Monitoring, Continuous Improvement: ABB Water Analysis Technology” ABB Speaker: Bau Li Wong, CWA Area Product Market Manager, Asia, Measurement & Analytics	TRACK 2 Segments: Semicon and Electrical & Electronics (E&E) “ABB for Semiconductors: Enabling Digital, Energy-Efficient and Sustainable Manufacturing” ABB Speaker: Charles Burgeat, VP, Global Head of Semiconductor Segment, Electrification Distribution Solutions	TRACK 3 Segments: Pharma and Medical Device Assembly “Adaptive Automation for Sustainable Manufacturing” ABB Speaker: Lazaros Patsakas, Global Industry Segment Manager, Machine Automation	TRACK 4: Segments: F&B and Manufacturing “How to make production more productive and sustainable using ABB variable speed drive” ABB Speaker: Juho Mustonen, Area Sales Manager, Drive Products
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12.30pm -01.00pm

“Turning Modernization into Digital Catalyst Electrical Signature Analysis (ESA) for Smart Industry”

By S Kanavati and Stephen de Vries
 Vice President Srategic Partnerships Manager
 Motion Services Motion Services

01.00pm -02.00pm Lunch

02.00pm -03.00pm Demo Tour

Workshop: Manufacturing and Semicon “Meeting Tomorrow’s Standards: Emissions Monitoring and FT-NIR for Sustainable Chip Manufacturing Topic ABB Facilitator: Halme Ahmad, Analytical Sales Manager, Measurement & Analytics	Workshop: Semicon, E&E “Smart, Efficient, Reliable: ABB IEC LV Motors for the Semicon Sector” ABB Facilitator: Chiam Chee Seong Area Sales Manager – Asia, IEC LV Motors	Workshop: Pharma and Medical Device Assembly “Engineering Precision: The Future of Medical Device Manufacturing” ABB Facilitators: Lazaros Patsakas, Global Industry Segment Manager, Machine Automation; and Mccoy Chung, Sales Manager Machine Automation	Workshop: F&B and Manufacturing “ABB VSD condition monitoring for F&B & Manufacturing Applications” ABB Facilitator: Ahmad Amirul Nordin Application Engineer – Drive Products
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03.00pm -04.00pm “Optimizing Cooling and Building Automation for Energy Efficiency and Operational Reliability”

By Manesha Baskaran, and Wong Win Heng
 Product Marketing Specialist Senior Manager
 Electrification Smart Buildings Business Development, Drive Products

04.00pm - 5.00pm “From Automation to Autonomy: The Next Leap with Digitalization and AI”

By Abhijeet Banerjee and Dinesh Mungi
 Sales Head India and SEA Sales Director,
 Machine Automation Maharashtra and SEA, Machine Automation

05.00pm -05.30pm Q&A, Closing

05.30pm Refreshment / Networking / End

About the Speakers



GARY AW

Global Semiconductor Market Business Development, Smart Power (ELSP), Critical Power

Gary Aw has been working in ABB for over 8 years as global semiconductor business development for Critical Power products. Critical power includes MV and LV UPS and sag mitigation PCS100 AVC-40 equipment.

Prior to ABB, he has worked across the electronics and semiconductor market segment with different prominent companies including Dow Corning, Broadcom, Infineon and Globalfoundries. He has an MBA from Mannheim Business School Germany and a Master of Electrical Engineering from the National University of Singapore

BAU LI WONG

Area Product Market Manager, Asia, Measurement & Analytics

Bau Li Wong is responsible for driving product marketing and market development for water quality solutions across the region.

With nearly two decades of experience in the water and environmental industry, she has held key roles in technical sales, application development, and training management at companies including Edenor Technology, Hach Malaysia, and Arachem (M) Sdn Bhd. Her career reflects deep expertise in water treatment technologies, spanning both industrial effluent and drinking water applications.

She holds a Master of Business Administration from the University of Sunderland and a Bachelor of Science in Chemistry & Biology from College Tunku Abdul Rahman. Bau Li is also a Certified Environmental Professional in Industrial Effluent Treatment (CePIETSO-PCP) and an Associate Member of the Malaysian Institute of Chemistry, with additional certifications in drinking water treatment operations and supervision (SKM Level 2 & 3).



CHARLES BURGEAT

VP, Global Head of Semiconductor Segment, Electrification Distribution Solutions

With over 25 years in the semiconductor and high-tech industries, Charles Burgeat (M.Sc.) has held senior leadership positions spanning sales, strategy and business development. His experience across global markets includes executive roles at ABB, Fingerprint Cards, Ericsson, and STMicroelectronics, where he helped shape growth strategies and develop lasting industry partnerships.

LAZAROS PATSAKAS

Global Industry Segment Manager, ABB Machine Automation Division (B&R)

Lazaros Patsakas is the Global Industry Segment Manager for Consumer Packaged Goods (CPG) and Medical Device Assembly (MDA) at B&R Industrial Automation, the Machine Automation division of ABB. He is responsible for driving industry strategy, business development, and solution positioning for some of the world's leading manufacturers and machine builders.

With **12 years at B&R/ABB** and **20 years of experience in the industrial automation industry**, Lazaros has built extensive expertise in automation, robotics, motion control, adaptive manufacturing, and digitalization for the CPG and MDA industry. In his current role, he works closely with global OEMs and end users to accelerate innovation and operational excellence through advanced automation technologies, including ACOPOStrak, ACOPOS 6D, intelligent motion control, robotics, and software-defined automation.





About the Speakers



JUHO MUSTONEN
Area Sales Manager, Drive Products

Juho is responsible for ABB's variable speed drive business across Asia, working with end users, OEMs, contractors, system integrators, engineers and consultants to apply drive technology for energy efficiency, power quality and process optimization across the 3C/electronics, F&B and heavy industries.

He has 9 years' experience in the variable speed drives business and holds a degree in Industrial Engineering

KANAVATI SIBAN

Vice President, Motion Services- ABB Malaysia Sdn Bhd

Kanavati Siban brings more than 22 years of experience in service operations and technology solutions across the industrial sector. He joined ABB Malaysia in 2013 as Senior Sales Manager in Service before taking on his current role as Vice President of Motion Services division in 2024, where he oversees strategy, customer engagement, and operational excellence.

Before ABB, he held similar roles in local and multinational organizations, developing deep insights into market dynamics and customer needs.

Kanavati holds a Bachelor's degree in Electrical Engineering, majoring in Power Industry, from Universiti Teknikal Malaysia Melaka, and a Master's in Business Administration majoring in Marketing from the National University of Malaysia.



STEPHAN DE VRIES

**Strategic Partnerships Manager, Motion Services,
ABB**

Stephan de Vries is an engineer and innovation professional with more than seven years at ABB and around 5 years of experience in strategic partnerships, business development, and emerging technologies within a global engineering environment. Based at ABB's headquarters in Switzerland, he focuses on identifying disruptive technologies and building strategic collaborations that strengthen ABB's service portfolio.

Stephan began his career with ABB in Belgium before progressing to a global role at ABB's headquarter in Zurich, Switzerland. Throughout his career, he has gained extensive experience in technology scouting, startup engagement, pilot development and partnership commercialization. His work focuses on transforming promising technologies into scalable business opportunities through strategic investments, exclusive partnerships, and potential acquisitions, helping ABB maintain its leadership in industrial innovation.

Stephan holds 2 master degree 's, one in Electromechanical Engineering from KU Leuven and a master's in management, specializing in Innovation and Entrepreneurship, from master's in management, specializing in Innovation and Entrepreneurship. His international academic experience also includes a specialization in Clinical Engineering at Sungkyunkwan University (university of Samsung) in South Korea.

Passionate about connecting technology, sustainability, and commercial impact, Stephan works at the intersection of industrial digitalization, artificial intelligence, predictive maintenance, condition monitoring, and corporate venturing. During his session, he will share insights into ABB Motion Services, its evolving strategic priorities, and how ABB can create greater value for its customers in the future. He will also explore how ABB's corporate strategy and partnerships

About the Speakers

MOHD HALME AHMAD

Sales Manager, Measurement & Analytics

Mohd Halme Ahmad oversees sales, marketing, and business development of analytical products including continuous gas analyzers, gas chromatography, and water analyzers across Malaysia.

With over 15 years of experience in the process automation and analytical instrumentation industry, he has held progressive roles in sales engineering and business development at leading companies including Emerson Process Management and Yokogawa Kontrol. His expertise spans process measurement, gas and liquid analyzers, and CEMS solutions, serving major clients in the oil and gas sector such as Petronas, Shell, and ExxonMobil.

Mohd Halme holds a Bachelor's Degree in Mechanical Engineering (Design & Innovation) from Universiti Teknikal Malaysia Melaka (UTeM) and is a Board of Engineers Malaysia (BEM) certified professional with ABB Engineering Level 1 certification.



CHIAM CHEE SEONG

Area Sales Manager - Asia, IEC LV Motors, Motion

With more than a decade of experience in IEC Low Voltage Motor applications across Asia, Chiam combines deep technical expertise with a strong customer focus.

He has supported a wide range of industries and applications, ensuring his team stays at the forefront of global product developments. Known for his passion in knowledge sharing, Chiam actively conducts training sessions to empower colleagues and customers with the latest insights and solutions.

Today, Chiam serves as Area Sales Manager, collaborating closely with local sales teams across Malaysia, Singapore, Vietnam, and the Philippines to drive growth and strengthen customer partnerships. He holds a Bachelor's degree in Electrical and Electronic Engineering from the University of Bradford, UK.



MCCOY CHUNG

Sales Manager: Technical Sales - ABB Machine Automation Division (B&R)

With over 16 years of experience in industrial automation, **Mccoy Chung** leads business development and sales for **B&R Industrial Automation, a member of the ABB Group**, across Southeast Asia and Australia. During his 10 years with B&R, he has played a key role in driving business growth and helping customers accelerate their automation and digitalization journeys.

He is responsible for B&R's industrial automation portfolio, including machine automation, motion control, robotics, machine vision, ACOPOStrak, ACOPOS 6D, safety, Industrial IoT, and digitalization solutions. His expertise spans Medical Device Assembly, Packaging, Food & Beverage, and Semiconductor industries, where he partners with machine builders and manufacturers to improve productivity, flexibility, and operational efficiency through intelligent automation.



AHMAD AMIRUL BIN NORDIN

Application Engineer – Drive Products

Ahmad Amirul is an Application Engineer for Variable Frequency Drive under Motion Business in ABB Malaysia Sdn. Bhd.

He has received his Bachelor's Degree of Mechanical Engineering from MARA University of Technology (UiTM). He started his engineering career back in year 2017, with more than 9 years of experience in handling product pre-sales inquiries, provide technical support to internal sales teams and external customers.

He is equipped with strong foundation in engineering principles and interest in emerging technologies to provide innovative solutions that drive energy efficiency and contribute to a more sustainable future. His expertise includes instrumentation, automation, monitoring and controls for various industrial segments. He has also attended training as a certified trainer under the HRDF scheme.



About the Speakers



MANESHA BASKARAN

Product Marketing Specialist – Electrification Smart Buildings, ABB Malaysia Sdn Bhd

As a certified KNX Partner and Product Marketing Specialist for Electrification Smart Buildings at ABB, Manesha brings 2.5 years of specialized experience managing conventional wiring accessories and building automation portfolios.

Manesha leads market initiatives, including strategic pricing, competitor analysis, product launches, and the development of tailored solution playbooks across the residential, commercial, and hospitality sectors. Her project experience spans designing automation systems for environments like airports, factories, and hotels, as well as delivering both wired and wireless smart home solutions.

Holding a Bachelor of Business Administration (Hons) from Universiti Tunku Abdul Rahman, Manesha is deeply passionate about advancing Building Management Systems (BMS), Guest Room Management Systems (GRMS), and Energy Management Systems (EMS). She bridges technical expertise with commercial strategy, leveraging a strong interest in marketing communications to drive business growth and deliver high-impact, value-driven solutions to industry stakeholders.

WONG WIN HENG

Business Development – Senior Manager, Drive Products

Working with ABB as the Business Development Manager with ABB Malaysia since 2017, and with more than 30 years of working experience in the field of project management, product, development and management for the M&E and automation & control system industries.

He has given numerous talks and seminars on the subject of controls and automation systems. His fields of expertise include power quality and energy efficiency for the industrial and building services.

With his engineering education background, and the close relation to the industries he will be able to provide the latest industrial innovation and solutions.



ABHIJEET BANERJEE

Sales Director: Sales Head India and Southeast Asia - ABB Machine Automation Division (B&R)

Abhijeet Banerjee is the Sales Director for India and Southeast Asia at B&R Industrial Automation, Machine automation division of ABB. He leads the company's sales organization and go-to-market strategies across the key industry verticals.

Prior to this, he spent over two decades holding senior leadership roles in the Industrial Automation vertical. In his current position, **he partners** with leading manufacturers to accelerate their digitalization journey through AI-enabled engineering, adaptive manufacturing, software-defined automation, and intelligent motion technologies.

DINESH MUNGI

Sales Director: Maharashtra and SEA - ABB Machine Automation Division (B&R)

Dinesh Mungi is an industrial automation leader with 18+ years of experience driving business growth and digital transformation across Asia through advanced mechatronics, robotics, and smart manufacturing solutions.

