

# Malaysia's Largest Electronics & Semiconductor Manufacturing Expo!

6th Edition

# EMAX

Electronics Manufacturing Expo Asia 2026

[www.emaxasia.com](http://www.emaxasia.com)

## 22 – 24 July 2026

## Setia SPICE Convention Centre, Penang, Malaysia



International Electronics & Manufacturing Exhibitions



Conference & Technology Seminars



Global Electronics Association Wire Harness Competition



Industry Networking Cocktail Session



Risk To Resilience Workshop

Jointly Organized by:

Hosted by:

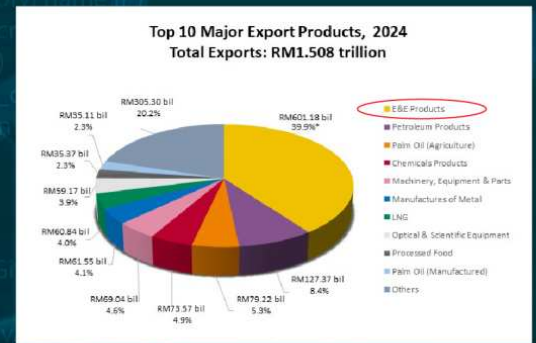


# INDUSTRY FACTS

Malaysia's Electrical and Electronics (E&E) industry plays a key role in driving the nation's economy and industrial development, accounting for 39.9 percent of the total value of export as well as making up the largest component of the total import with RM 455.68 billion in 2024. An increase in E&E exports was recorded to the United States, Taiwan, Singapore, the Republic of Korea, and Canada.

According to estimates by MIDF Research, the industrial production index (IPI) is expected to expand by 3.7% in 2025. This represents a significant uptick compared to the modest 1.1% growth seen in 2024. The projected growth is fueled by a resurgence in global manufacturing activities and a turnaround in the electrical and electronic (E&E) market. These factors are poised to drive an increase in industrial production levels.

The arrival of Industry 5.0 is redefining the future of manufacturing by blending advanced automation with human-centric innovation. Building upon the foundations of Industry 4.0, such as cyber-physical systems, the Internet of Things (IoT), cloud computing, and cognitive technologies. Industry 5.0 goes further by emphasizing collaboration between humans and smart machines. This shift towards personalized, sustainable, and resilient production enables industry players to maximize the value of their digital investments, while addressing societal and environmental goals. IoT continues to be a key driver, evolving as a global mega trend that supports this next wave of industrial transformation



Source: Department of Statistics, Malaysia | Tabulated by: MATRADE

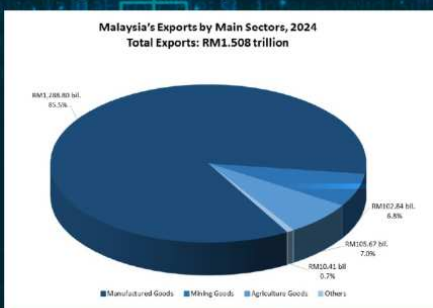
## PENANG'S INDUSTRY

Penang is responsible for approximately 80% of Malaysia's contribution to global backend semiconductor assembly, testing, and packaging activities

World's leading location for:

- Microelectronics Assembly
- Packaging
- Testing

Malaysia's Export by Main Sectors, 2024

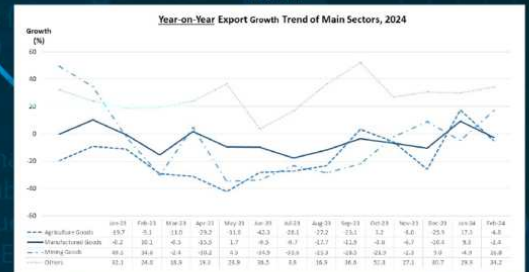


Source: Department of Statistics, Malaysia | Tabulated by: MATRADE

### PENANG

40% of the global shipments of microprocessor assemblers are from Penang

Year-on-Year Export Growth Trend of Main Sectors, 2024



Source: Department of Statistics, Malaysia | Tabulated by: MATRADE

Penang has grown from over 40 years of industrial experience evidenced by the presence of the multinationals companies (MNCs). Among the pioneers in Penang's electronic industry and companies that have continuously invested and grown in Penang until today are AMD, Hewlett Packard (subsequently Agilent), Intel, Hitachi (now Renesas), Bosch and Osram which choose to remain and continue to expand their businesses in Penang. Penang's initial manufacturing success has famed Penang as 'The Silicon Valley of the East.'

Today, there are more than 3,000 SMEs supporting the MNCs and LLCs in the supply chain ecosystem. Most of them are semiconductor producers involved in the back end, from outsourced assembly and testing to manufacturing integrated circuit (IC) parts, printed circuit boards (PCB), sensors and precision tools.

# TARGETED

More than **200 Exhibitors**  
from more than **40 Countries**  
& more than **8000 Trade Visitors**  
from **Local & International**

## Who Will Visit?

- Semiconductors, Electronics, PCB & Wafer Manufacturers
- High-Tech Manufacturers
- Chip Design & IC Design Professionals
- Embedded Systems Engineers
- Precision Engineering Companies
- Test & Measurement Equipment Users
- Machinery Manufacturing, Quality Control & R&D Professionals
- Clean Room and Laboratory Operators
- Microelectronics & MEMS Developers
- Industry 4.0 Adopters
- Smart Manufacturing Innovators
- Industrial IoT Solutions Providers
- System Integrators
- Robotics & Automation Solution Providers
- AI & Machine Learning Developers

- General Hardware & Manufacturing Companies
- Sub-contracting & Contract Manufacturing
- Machining Service Providers
- Industrial Consumables Suppliers
- Storage & Materials Handling Specialists
- Logistics Services Providers
- Steel & Metal Products Manufacturers
- Rubber, Plastic & Synthetic Product Manufacturers
- Packaging Manufacturers
- Chemicals Manufacturing
- Chemical Engineering & Processing Professionals
- Building & Construction Materials Manufacturers

- Automotive Components Manufacturing
- Automotive Manufacturing & Assembly
- Medical Disposable & Device Manufacturers
- Pharmaceutical Manufacturers
- Renewable Energy & Solar Panel Manufacturers
- LED & Lighting Manufacturers
- Food & Beverage Manufacturers
- F&B Processing & Packaging Companies
- Textile Manufacturers

- Technical & Engineering Institutes
- R&D Labs & Research Universities
- Vocational Training Centers in Electronics & Engineering
- Government Agencies & Trade Associations



# OUR TESTIMONIALS



## EVERJOY INDUSTRIAL SUPPLIES PTE. LTD.

I have participated in EMAX since the first edition in 2019. Throughout the years, I have seen the show grow in size, both in number of exhibitors, and number & quality of visitors. The show has a more cheerful and relaxed atmosphere compared to others and is conducive in promoting connections. This is not possible without the excellent team at NRG Exhibitions, and I would like to thank the team for their efforts in making the show a success.



## EMERIX MALAYSIA SDN BHD

EMAX continues to be one of the most highly anticipated event on our calendar. As in Previous years, this year's exhibition proved to be exceptionally successful and well - organized, exceeding our expectation once again. When asked whether we will participate next year – our answer is a resounding Ya, sudah pasti! We very much look forward to returning with better products. We can't wait till 2026 EMAX!



## YL INDUSTRIAL SUPPLIES & SERVICES SDN. BHD.

I would like to express my sincere gratitude for all your support throughout the EMAX 2025 exhibition. It was a true pleasure to be part of such a inspired and meaningful event. I deeply appreciate your prompt attention to my feedback. The EMAX team is creating an excellent platform that enables our team to learn, explore, and connect with others in the industry.



## TERA VA SDN BHD

I absolutely loved the entire event from the amazing vibes to how everything was organised, especially the networking session where everyone got to connect and exchange ideas. Our BD Manager had the opportunity to speak at the conference, and the event staff were incredibly helpful in getting his gear set up and making sure everything ran smoothly. It was a great experience overall!!!



## ETCHIPS PTE. LTD.

EMAX Penang 2025 exceeded our expectations in every way. The event brought together a dynamic mix of industry professionals, decision-makers, and tech innovators from across Southeast Asia. As an exhibitor, we had the opportunity to connect with potential buyers, explore strategic partnerships, and showcase our latest solutions to a highly engaged audience. This marks our second time participating in EMAX Penang, and it has firmly become a key part of our regional marketing strategy. We're already looking forward to the next edition!

# OUR TESTIMONIALS



## WISDOM PLUS (M) SDN BHD

Joining EMAX 2025 was a great experience for Wisdom Plus. The event gave us strong exposure, allowed us to showcase our products, and connected us with the right audience. It was a valuable platform for building brand visibility, networking, and exploring new business opportunities. We're glad to have been part of it!



## BIZIT SYSTEMS AND SOLUTIONS PTE LTD

We were glad to be part of EMAX & PMAX 2025 as an exhibitor. The quality of leads was generally good, and we hope they may lead to new business opportunities. The event also provided valuable brand exposure to targeted audience. We truly appreciate the event team's effort in making the event a success.



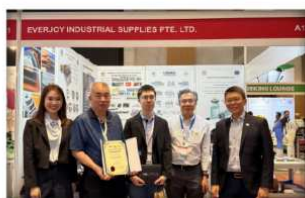
## ISOLA COMPOSITE FRANCE SAS

The event was very well organized with seamless registration and well-planned exhibition floor layout. The turnout was also better than expected with constant visitors. We will definitely exhibit again in future.



## MEETSUN ELECTRONIC SDN BHD

As a first-time joint at the 2025 EMAX Penang Spice Setia, I was thoroughly impressed by the professionalism and attention to detail shown by the organizing team. From the initial registration to the final day of the event, communication was seamless, and support was readily available whenever needed. The event was extremely well-organized, attracting a diverse and engaged audience that aligned perfectly with our brand. We made valuable connections, gained excellent exposure, and even secured a few promising partnerships. I would highly recommend this team to anyone looking to showcase their work in a dynamic and well-executed exhibition. I look forward to participating again next year





# ORGANIZERS

**NRG Exhibitions (M) Sdn Bhd, (Part of Fireworks Trade Media Group)** was founded by a myriad of professionals with more than 10 years in the exhibitions industry combined with expertise from the Oil & Gas, Marine and Offshore industries. Our wide network of affiliates span the world of Asia ensuring exhibitors gain positive results from our events and maximizing exhibitors' reach to their clients.



Fireworks Trade Media Pte Ltd is part of the Fireworks Trade Media Group, one of Asia's largest independently owned trade media company. Established in 2008, it is currently made up of 7 different business divisions :

- Fireworks Exhibitions and Conferences (Trade Exhibitions)
- Fireworks Business Information (Trade Publications)
- QUIK Fairs (Industrial Roadshow & Niche Events)
- JUZ Talk (Trade Conferences & Forums)
- Fireworks Market Intel (Industrial Consultancy)
- NRG Exhibitions (Malaysia Exhibition Company part of Fireworks Trade Media Group)
- Asia Webinars



# VENUE

**Setia SPICE Convention Centre, Penang, Malaysia**

Electronics Manufacturing Expo Asia (EMAX) 2026 will be held at Setia SPICE Convention Centre, Setia SPICE is a collaboration between the Penang as a premiere destination for world-class conventions and events. With a total of 5,890 sq meter exhibit space.

# COST OF PARTICIPATION

## HAVE IT RAW!

Raw Space Only (Min 18sqm)

**RM 2180 PER SQM**

"Ideal for companies with large exhibits or simply for those with more flair"

## SHELL ME UP!

Standard Shell Scheme (9sqm)

**RM 2340 PER SQM**

"Leave the work to us and walk onto a furnished stand with furniture"

## CORNER SPACE!

"Get More Eyeballs!"

**RM 2620 PER SQM**

"A 2 sides open booth facing 2 gangways ensuring you capture visitors from all directions!"

**NOTE: 8% SALES & SERVICE TAX (SST) WILL BE APPLICABLE TO ALL LISTED PRICES**

### SHELL SCHEME PACKAGE INCLUDES:

- Fascia board
- 1x 13Amp power point
- 2x Fluorescent tubes
- 1x Information counter
- 2x White folding chair
- 1x Waste paper basket



## Contact Us:



### Organizer:

**NRG Exhibitions (M) Sdn Bhd**  
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