



## Press Release

16 April 2019

SETA (Smart Energy Transformation Asia)

### **Deutsche Messe becomes international partner of energy tradeshow SETA in Thailand**

- SETA runs from 10 to 12 October 2019 in Bangkok

**Hannover/Bangkok.** Deutsche Messe AG is expanding its portfolio further and will become international partner of SETA (Smart Energy Technology Asia.) SETA premiered three years ago in Bangkok and has already become well established in the market. Thailand's Ministry of Energy is one of the show's main partners. SETA also enjoys the support of the Ministry of Energy, the Ministry of Transport, and the Ministry of Science and Technology, Ministry of Digital, Ministry of Industry and Ministry of Interior. SETA's range of exhibits is complemented by a quality supporting program of events. The show spans the entire energy sector value chain, from generation and grid technology to energy storage and electric mobility solutions. Digitization is a recurring theme throughout the show since the ASEAN region requires smart energy solutions to cope with burgeoning power demand.

Until now, the show was organized solely by GAT International Co., LTD. "Together with GAT, we will transform SETA into Southeast Asia's leading energy trade show and the platform of choice for those of our international customers who seek to develop the fast-growing markets in this dynamic region. New showcases, such as the

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Hydrogen Summit and the Startup Area, will further strengthen SETA and make it even more attractive for exhibitors and visitors alike,” said Arno Reich, Senior Vice President, Industry, Energy and Logistics, Deutsche Messe AG.

SETA is targeted at decision makers from the ASEAN region’s manufacturing and energy industries. With a combined population of over 635 million and annual growth of nearly five percent, the region ranks among the biggest and fastest growing in the world. Industrialization and urbanization have led to a surge in energy demand in recent decades, which some ASEAN countries struggle to meet. Renewable energy, of which there is potentially a limitless supply, could help address this problem.

When it comes to renewables, Thailand is leading the field in the ASEAN region. The country’s “Alternative Energy Development Plan 2015–2036” aims to increase the renewables share of its overall energy mix to 30 percent. To achieve this, Thailand is offering investment incentives for the establishment of renewables plants and energy service companies.

SETA 2019 is expected to attract around 130 exhibitors on a total display area of 4,000 square meters and over 8,500 trade visitors.

### **Deutsche Messe AG**

As one of the world’s foremost organizers of capital goods trade fairs, Deutsche Messe (Hannover, Germany) stages a rich array of events at venues in Germany and around the globe. With 2017 revenue of 356 million euros, Deutsche Messe ranks among Germany’s top five tradeshow producers. The company’s portfolio features such world-class events as (in alphabetical order), **didacta** (education), **DOMOTEX** (carpets and other floor coverings), **HANNOVER MESSE** (industrial technology), **INTERSCHUTZ** (fire prevention, disaster relief and safety & security), **LABVOLUTION** (lab technology) and **LIGNA** (woodworking and wood processing tools, equipment and machinery). Deutsche Messe also stages trade fairs at other

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German venues, for example **parts2clean** (industrial parts cleaning) and **SurfaceTechnology** (surface treatment). The company also regularly hosts a number of internationally renowned events by third parties, among which are **AGRITECHNICA** (agricultural machinery) and **EuroTier** (animal production), both of which are staged by the German Agricultural Society (DLG), **EMO** (machine tools; staged by the German Machine Tool Builders' Association, VDW), **EuroBLECH** (sheet metal working; staged by MackBrooks) and **IAA Commercial Vehicles** (transport, logistics and mobility; staged by the German Association of the Automotive Industry, VDA). Deutsche Messe's portfolio also comprises events in Australia, Canada, China, Indonesia, Italy, Mexico, Russia, Singapore, Thailand, Turkey and the USA. Among the sectors addressed at these overseas events are Automotive, ICT & Digital Business, Manufacturing & Processing Industries, Energy & Logistics and Metal Processing. With more than 1,200 employees and a network of 58 sales partners, Deutsche Messe is present in more than 100 countries.

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