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SETTING THE STAGE FOR ENERGY ASIA



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WITH Asia poised to shape the future of the global energy transition, PETRONAS is setting the stage for its flagship conference Energy Asia 2025 through its pre-event, Lunch Escape, aimed at sparking awareness and driving anticipation.

Through this recent event that brought together media and communication professionals, PETRONAS and its partners offered a glimpse into the key themes and experiences that will anchor the upcoming conference – from energy security and renewables to innovation and public engagement.

A louder voice for Asia

As the world races to deliver net-zero commitments, Asia – home to more than half the global population and accounting for a significant share of future energy demand and greenhouse gas emissions – is emerging as the epicentre of the energy transition conversation.

Yet, its voice is often under-represented on the global stage.

Organised by PETRONAS in collaboration with CERAWeek by S&P Global, the Energy Asia conference, to be held from June 16 to 18 at the Kuala Lumpur Convention Centre (KLCC), positions Asia at the centre of the global energy dialogue.

This year, the conversation will also feature speakers from countries in the Asean region, sharing how they are tackling energy problems with solutions specific to their nation.

"It's time for Asia to lead the conversation, not just participate in it," said PETRONAS group strategic relations and communications vice president Norafizal Mat Saad during his opening remarks.

"With the world's eyes on energy, we must be bold in defining our path forward – on our terms."

Held for the second time, Energy Asia 2025 will serve as a high-level platform for Asian nations to articulate their priorities and challenges in pursuit of a just, inclusive and pragmatic energy future.

More than 4,000 delegates and over 180 global speakers are expected to participate in 50 strategic dialogues covering policy, markets, technology and sustainability.

Addressing Asia's unique energy needs

During the panel discussion at Lunch Escape, PETRONAS senior general manager for Energy Asia and strategy, planning and governance, group strategic relations and communications, Datin Arni Laili Anwarudin, said the conference would empower regional leaders to share solutions developed in the context of local realities.

"We are seeing more countries in South-East Asia taking an active role in designing their own energy pathways – ones that are inclusive and pragmatic."

"Energy Asia is where those real-world challenges and solutions can be shared," said Arni.

She added that the conference will spotlight Asia's

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PETRONAS' flagship conference to drive conversation on energy transition



(From left) Arni, Ho, Murray and moderator Rafie Kamaruzaman shared insights during the panel discussion at Lunch Escape. —Photos by CHAN TAK KONG/The Star



The PETRONAS Energy Asia team with event partners and collaborators, offering insights and highlights leading up to the main Energy Asia conference.



At the Lunch Escape, Norafizal says it is time for Asia to lead the conversation.



PETRONAS' Road to Energy Asia event, a prelude event offering insights and highlights leading up to the main Energy Asia conference.

approach to balancing energy security and affordability while accelerating the energy transition.

"The region's journey is not linear. It involves finding synergies across traditional and emerging energy sources – and that's a conversation worth elevating."

In line with this, Arni shared that the event will also host sessions on financing the transition, integrating circular economy principles and empowering communities through energy access and education.

Powering partnership and innovation

Adding to the conversation, S&P Global Commodity Insights regional head of Asia Pacific, consulting and CERAWeek Smarco Ho reinforced the need for regional collaboration in tackling the energy transition.

"Asia cannot transition in silos. The complexities here are vastly different from other regions – be it infrastructure, population density or energy mix."

"Forums like Energy Asia are essential to forge connections and co-develop solutions tailored for this region," said Ho. Innovation and digitalisation will also be high on the agenda. Amazon Web Services (AWS) country manager for Malaysia Peter Murray noted that emerging technologies and digital tools are key enablers of a low-carbon future transformation.

"Innovations like AI, cloud computing and machine learning are already transforming how we optimise energy efficiency, predict demand and manage emissions," said Murray.

"Our focus is to empower energy players, both traditional

and renewable, with the tools they need to make data-driven decisions at speed and scale."

AWS, a strategic partner for the event, will support startup incubation, providing access to technical expertise, cloud credits and venture capital networks.

They will also host generative AI workshops at Energy Park, a newly added feature to the conference, designed to encourage hands-on learning and experimentation with emerging technologies.

According to Ho, the diversity of strategies across Asia is exactly why the region needs its own platform.

"This isn't a one-size-fits-all discussion. Countries like China, India and Malaysia are pursuing very different strategies – and that's the point. Asia needs a forum where these differences can be celebrated, debated and understood."

Engaging the public on the transition

Beyond business and policy, the energy transition also requires public understanding and engagement.

Arni said we cannot achieve this transition alone.

"Engaging the public – especially the next generation – is crucial to building long-term support for sustainable energy policies and practices," she said.

As the countdown to Energy Asia 2025 begins, PETRONAS is making a clear statement: Asia is not just participating in the energy transition, it is ready to lead.



For more information, scan the QR code.