



Press Release

THAILAND, BANGKOK, SEPTEMBER 30, 2020

FIMER HERALDS A NEW ERA IN SOLAR AT ASEAN SUSTAINABLE ENERGY WEEK

- **FIMER compelled visitors at ASEAN Sustainable Energy Week (ASEW) to embrace a 'New Era' in solar.**
- **Known as the region's most comprehensive conference and exhibition on renewable energy innovation, ASEW took place from September 23 to 26, 2020, attracting over 15,000 participants online and offline.**
- **Showcasing its comprehensive range of solar inverter and e-mobility solutions, FIMER demonstrated its capability to support the rising demand for renewables in line with Thailand's Alternative Energy Development Plan (AEDP).**

Making its debut at Thailand's ASEAN Sustainable Energy Week (ASEW) as Partner Sponsor, FIMER sent a compelling message to attendees of the region's flagship conference and exhibition on renewable energy innovation. Exhibiting from a 120sqm sized space at the main entrance, the world's fourth largest manufacturer of solar inverter solutions captivated visitors with a bold brand presence, calling on them to embrace a 'New Era' in solar.

The four-day event took place from September 23 to 26, 2020 at the Bangkok International Trade and Exhibition Centre, drawing over 15,000 participants on-site and online.

Chairing the event opening ceremony, Thailand's Deputy Prime Minister and Minister of Energy Supattanapong Punmeechaow shared how, through Thailand's Alternative Energy Development Plan (AEDP), the country aimed to achieve 30 percent of total energy consumption using renewable energy by 2037. He added that the government was taking steps to support the adoption of solar energy in Thailand's public sector and drive alternative energy, including electric vehicles.

Showcasing its comprehensive range of solar inverter and e-mobility solutions catering to all segments, FIMER demonstrated its readiness to support accelerated demand for renewables in line with Thailand's AEDP.

Said FIMER's Chief Marketing Officer Christiane Schumacher: "Through FIMER's integrated 'New Era' approach and market positioning, we're sending a clear message that FIMER is not just a supplier, but a progressive solar partner who is committed to helping our customers take their businesses to the next level. With this being FIMER's inaugural participation at the ASEAN Sustainable Energy Week, it was important for us to demonstrate on-site to the installers, EPCs, developers and distributors that we share their passion and ambition in challenging the solar status quo."

FIMER Thailand Country Manager Burapa Laohalatanaviboon said: "It was exciting to debut our brand and solutions at Thailand's flagship renewable energy event. In Thailand, FIMER consistently demonstrates its philosophy of combining big company reliability with

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speed and flexibility. As an example of how we always put our customers' needs first, we recently adapted a solution conventionally developed for the residential segment, for a local commercial and industrial project. In the future, we will continue to engage with our customers and channel partners to cater for the needs of the market as we build on our presence in Thailand.”

Find out more about FIMER's 'New Era' at fimer.com/newera.

About FIMER

FIMER is the fourth largest solar inverter supplier in the world. Specializing in solar inverters and mobility systems, it has over 1100 employees worldwide and offers a comprehensive solar solutions portfolio across all applications. FIMER's skills are further strengthened by its bold and agile approach that sees it consistently invest in R&D. With a presence in 26 countries together with local training centers and manufacturing hubs, FIMER remains close to its customers and the ever-evolving dynamics of the energy industry.

Following the acquisition and integration of ABB's solar inverter business in the first quarter of 2020, and under the umbrella of the renewed FIMER brand the newly acquired solar inverter portfolio continues to carry the ABB brand under trademark licence agreement. **www.fimer.com**

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