Malaysia’s Deputy Minister of Investment, Trade and Industry to Deliver Government Keynote at ALE 2026

YB Sim Tze Tzin to open Asian Lubricant Exhibition in KL as leaders discuss investment, innovation, sustainability & the future of Asia’s lubricants sector



YB Sim Tze Tzin, Malaysia’s Deputy Minister of Investment, Trade and Industry

KUALA LUMPUR, MALAYSIA, September 6, 2026 /EINPresswire.com/ -- YB Sim Tze Tzin, Deputy Minister of Investment, Trade and Industry (MITI), will deliver the Government Opening Keynote at the Asian Lubricant Exhibition (ALE) 2026, which takes place from 8–10 September 2026 at the Malaysia International Trade and Exhibition Centre (MITEC), Kuala Lumpur.

Now in its third edition, ALE brings together the lubricants industry value chain from across Asia and beyond, including lubricant manufacturers, base oil and additive suppliers, technology providers, testing and certification organisations, equipment suppliers, government agencies and industry professionals.

The Deputy Minister's keynote will form the centrepiece of the ALE 2026 Opening Ceremony on 8 September, setting the broader economic and industrial context for three days of exhibition, technical discussions, training, business matching and networking.

ALE 2026 will also bring together government and industry perspectives. Government and agency participation includes MITI, MATRADE, MDEC, MyCEB, the Malaysian Palm Oil Board (MPOB) and SIRIM, alongside senior representatives from the regional and international lubricants industry.

Across the three days, the programme will examine issues ranging from supply-chain resilience and re-refined base oils to sustainability, advanced fluids, data-centre cooling, industry skills and the next generation of talent.

ALE 2026 is jointly organised by the Asian Lubricants Industry Association (ALIA) and F&L Asia Ltd.

ALE 2026 Opening Ceremony – 8 September 2026

10:00 AM – Opening Ceremony begins
10.30 -10.50 AM– Government Opening Keynote – YB Sim Tze Tzin, Deputy Minister of Investment, Trade and Industry (MITI)
10:50–11:10 AM –Digital Infrastructure Updates– Mr Tze Meng, Malaysia Digital Economic Cooperation (MDEC)
11.10 – 11.30 AM –Palm-Based Hydraulic Oils: Advancing Sustainable - Dr. Hoong Seng Soi, Malaysian Palm Oil Board

About ALE 2026

The Asian Lubricant Exhibition (ALE) is Asia's dedicated exhibition and industry meeting place for the lubricants value chain. ALE connects lubricant manufacturers, suppliers, technology providers, service companies and industry professionals through exhibitions, technical presentations, training, business matching and networking opportunities.

ALE 2026 will be held from 8–10 September 2026 at MITEC, Hall 1, Kuala Lumpur.

View the ALE 2026 Programme
Register for ALE 2026

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