

● REGISTRATION OPEN · SEP 8-10, 2026 · KUALA LUMPUR

The 3rd edition · Asian Lubricant Exhibition

Where the Asian lubricants industry meets to do *real business.*

| Cooling the Future: *Lubricants & Fluids for Next-Generation Data Infrastructure*

DATES

Sep 8-10, 2026

VENUE

MITEC, Hall 1
Kuala Lumpur, Malaysia

ORGANISED BY



CONTACT

sales@fuelsandlubes.com

SUPPORTED BY



KEMENTERIAN
PELABURAN, PERDAGANGAN DAN INDUSTRI

Where business connections *matter.*

Three days. One floor. Direct access to lubricant buyers, hyperscalers, OEMs, distributors, and thermal management decision-makers across Asia.

2,000⁺ TARGETED BUYERS	640⁺ B2B MEETINGS FACILITATED IN 2025	28 COUNTRIES REPRESENTED	85 BOOTH SPACES	BUSINESS MATCHING PRE-SCHEDULED MEETINGS
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Cooling the Future of *Data Infrastructure*

As AI and data centre capacity expand across Asia, advanced cooling fluids are becoming a critical part of digital infrastructure. The rapid growth of hyperscale data centres is creating demand for immersion cooling systems, dielectric fluids, synthetic base stocks and thermal management technologies. For lubricant manufacturers, additive suppliers and specialty fluid producers, this represents a significant new market opportunity.

WHY IT MATTERS

- 1 A NEW GROWTH MARKET**
Data centre cooling is emerging as one of the fastest-growing applications for specialty fluids, driven by AI workloads, increasing server density and energy efficiency requirements.
- 2 INDUSTRY EXPERTISE TRANSFERS NATURALLY**
Many of the technologies behind dielectric fluids, synthetic base stocks and thermal management solutions build on capabilities already present within the lubricants and chemicals industry.
- 3 BUSINESS OPPORTUNITIES ARE EMERGING NOW**
Data centre operators, cooling technology providers and fluid suppliers are actively exploring partnerships to support the next generation of digital infrastructure.

NEW FOR ALE 2026

Data Centre Cooling Zone

A dedicated showcase featuring:

- Immersion cooling technologies
- Dielectric and synthetic fluid solutions
- Thermal management case studies
- Industry discussions on standards and performance requirements
- Networking opportunities across the cooling value chain

Eight reasons to exhibit. *One exhibition.*

Every feature of ALE 2026 is designed to help exhibitors generate leads, build visibility, and access new business opportunities across Asia.

01 Main Stage Position your company as an industry leader through technical presentations and thought leadership sessions. ✓ SPEAKING OPPORTUNITIES ✓ INDUSTRY AUDIENCE ✓ BRAND VISIBILITY	02 The Spotlight Present your products in concise 10-minute sessions designed to attract targeted visitors and buyers. ✓ PRODUCT LAUNCHES ✓ TECHNICAL BRIEFINGS ✓ HIGH VISITOR TRAFFIC	03 Data Centre Cooling Zone Showcase solutions for one of the fastest-growing markets in Asia: AI infrastructure, immersion cooling, thermal management, and functional fluids. ✓ EMERGING MARKET ACCESS ✓ DATA CENTRE STAKEHOLDERS ✓ NEW BUSINESS OPPORTUNITIES	04 SIRIM Pavilion Connect with industry experts on certification, quality assurance, compliance, and product authenticity. ✓ REGULATORY INSIGHTS ✓ CERTIFICATION GUIDANCE ✓ INDUSTRY CREDIBILITY
05 Business Matching Meet pre-qualified buyers through scheduled one-on-one meetings tailored to your products and target markets. ✓ QUALIFIED LEADS ✓ PRIVATE MEETINGS ✓ TARGETED INTRODUCTIONS	06 ALE Learning Hub Engage with technical professionals through workshops and specialist training programmes. ✓ TECHNICAL AUDIENCE ✓ KNOWLEDGE SHARING ✓ BRAND AUTHORITY	07 Career Fair Meet future talent and strengthen your employer brand within the lubricants and fluids industry. ✓ RECRUITMENT OPPORTUNITIES ✓ EMPLOYER BRANDING ✓ INDUSTRY TALENT POOL	08 Happy Hour Networking Build relationships in a relaxed environment through exhibitor-hosted networking activities. ✓ INFORMAL BUSINESS DISCUSSIONS ✓ RELATIONSHIP BUILDING ✓ EXTENDED VISITOR ENGAGEMENT

Four tiers. *85 spaces*. Selling fast.

Every tier includes speaking access, F+L Daily coverage, and a seat at the ALIA Anniversary Dinner.

MOST POPULAR

Starter

Shell scheme · 9 sqm

\$3,000

USD · 3 days

- + 3 exhibitor badges
- + Main Stage speaking slot
- + Logo in printed programme
- + Banner ads in F+L Daily
- + 1 dinner ticket

RESERVE STARTER

Standard

Shell scheme · 9 sqm

\$3,750

USD · 3 days

- + 5 exhibitor badges
- + **1 Pocket Talk slot**
- + Business matching: 8 meetings
- + Main Stage speaking slot
- + 1 dinner ticket

RESERVE STANDARD

Premium

Shell or custom · 18 sqm

\$9,900

USD · 3 days

- + 10 exhibitor badges
- + 2 Pocket Talk slots
- + Business matching: 12 meetings
- + Main Stage speaking slot
- + 2 dinner tickets

RESERVE PREMIUM

Headline

Custom-built · 36 sqm

\$19,500

USD · 3 days

- + **Main Stage keynote slot**
- + Unlimited badges & matching
- + 3 Pocket Talk slots
- + Company profile in programme
- + 3 dinner tickets

TALK TO SALES

2,000+ qualified buyers

Hyperscalers, OEMs, blenders & distributors from 28 countries.

ALE Stand Awards

Auto-entered. Trophy, press coverage & 2026–2027 marketing badge.

F+L Media coverage

F+L Daily, Magazine & Executive Brief — 80+ countries.

Free entry. Three days. *All access.*

Register once and access all zones, all stages, and every Cooling Zone demo. No ticket needed for the exhibition floor.

PROGRAMME AT A GLANCE

OPENING DAY

Sep 8

- Opening ceremony & keynote
- Cooling Zone grand opening
- Pocket Talks 13:30–17:00
- Happy Hour
- ALIA Anniversary Dinner*

TECHNICAL DAY

Sep 9

- Learning Hub workshops*
- Data centre buyer briefings
- SIRIM spec reviews
- Cooling Zone case studies
- Happy Hour

CAREERS & CLOSE

Sep 10

- Career Fair opens
- Cooling Zone case studies
- Closing Pocket Talks
- Exhibition closes 16:00

WHAT'S INCLUDED — FREE

- ✓ All 8 zones · all 3 days
- ✓ 30+ Pocket Talk sessions
- ✓ Data Centre Cooling Zone live demos
- ✓ Main Stage keynotes & presentations
- ✓ Career Fair — Day 3
- ✓ Optional buyer-delegate concierge programme

Business Matching Programme

Pre-scheduled meetings matched by category and region. 640+ meetings facilitated in 2025.

- ✓ Private meeting booths on the floor
- ✓ Matched with relevant exhibitors
- ✓ Opens to visitors: July 15, 2026 (up to 20 meetings)

* Learning Hub and ALIA Anniversary Dinner are ticketed separately. Everything else is free.

Ready to be on the floor?

85 booth spaces. 2,000+ buyers. The entire Asian lubricants supply chain in one hall for three days. Spaces are limited.

FOR COMPANIES

Book your booth at ALE 2026

Four tiers from US\$3,000. Includes speaking access, business matching, and F+L Daily coverage across 80+ countries.

[BOOK A BOOTH →](#)

FOR PROFESSIONALS

Register as a visitor — free

Full three-day access to all zones and stages at no cost. Register early to secure your business matching slot from July 15.

[REGISTER NOW →](#)

MITEC Hall 1 — *booth layout.*

Hall 1, Level 1 · Malaysia International Trade & Exhibition Centre · 8–10 September 2026

ALE 2026

ASIAN LUBRICANT EXHIBITION 2026

HALL 1, LEVEL 1

MALAYSIA INTERNATIONAL TRADE & EXHIBITION CENTRE (MITEC), MALAYSIA
8 - 10 SEPTEMBER 2026



LEGEND :

	TIER 1	A-SERIES	6m x 6m	7 nos
	TIER 2	B-SERIES	6m x 3m	16 nos
	TIER 3	C-SERIES	3m x 3m	45 nos
	TIER 4	C-SERIES	SERIES ECONOMY	17 nos

● SOLD

Organized by



BOOTH TIERS

- Tier 1 — A-Series**
6 m × 6 m · 7 booths
- Tier 2 — B-Series**
6 m × 3 m · 16 booths
- Tier 3 — C-Series**
3 m × 3 m · 45 booths
- Economy Series**
3 m × 3 m · 17 booths
- Sold**
Already reserved

KEY ZONES

- Main Stage** 100 pax
- The Spotlight** Pocket Talks
- Data Centre Cooling Zone** New 2026
- SIRIM Pavilion** Standards & testing
- Government Partner Pavilion**
- Exhibitor Lounge**
- Business Matching Area** Pre-book
- Training Room** 24 pax