

The IEEE Northern Australia Section and the IEEE Power & Energy Society Chapter invite you to attend an insightful seminar

 **Wednesday, 22 July 2026**

 **3:00 PM - 4:00 PM**

 **Room 102 of Building 506 (EIP Building), James Cook University, Townsville**

 **Topic:** Characterisation of magnetic properties of advanced magnetic materials for developing high-performance electromagnetic devices

 **Abstract:** Advanced magnetic materials and their application are among the key research areas in developing high-performance electromagnetic devices such as transformers and electrical machines with high power density, low power loss and high reliability. This presentation reports some research works about the measurement and modelling of magnetic properties of advanced magnetic materials and their application in electrical machines and transformers. The key research challenging and methodologies are high-lightened.

 **Speaker:** Prof. Youguang Guo is a Professor of Electrical Machines and Drives in the Discipline of Electrical Power and Energy Systems, School of Electrical, Mechanical and Biomedical Engineering, University of Technology Sydney (UTS). His research fields include measurement and modelling of magnetic properties of magnetic materials, electrical machine design and optimization, electric motor drives and control. **Profile:**
<https://www.uts.edu.au/staff/youguang.guo-1>

RSVP by Monday 20 July 2026

Please contact: Joel Cox, joel.cox@ghd.com, Chair IEEE NA Section, or Jiajia Yang, jiajia.yang@jcu.edu.au, Chair IEEE NA PES Chapter

If you are unable to attend in person, please join via Microsoft Teams meeting:
<https://teams.microsoft.com/meet/42771154162632?p=BO3O7DbtWS1QJQqwWC>