



EMBARGOED UNTIL THURSDAY, 16 NOVEMBER 2017, 5.30PM



**NEW HANNOVER MESSE EVENT IN ASIA:
Deutsche Messe and SingEx Exhibitions sign agreement to stage advanced
manufacturing tradeshow and conference in Singapore**

*Industrial Transformation ASIA PACIFIC to premiere on 16–18 October 2018 at the
Singapore EXPO Convention and Exhibition Centre*

Singapore, 16 November 2017 – Deutsche Messe AG and SingEx Exhibitions Pte Ltd signed a contract of partnership to stage **Industrial Transformation ASIA PACIFIC – a HANNOVER MESSE event**, which will take place from 16 to 18 October 2018 at the Singapore EXPO Convention and Exhibition Centre.

The first event of its kind in Asia Pacific, the new tradeshow will expand its focus beyond the local landscape with state-of-the-art solutions and an international line-up in the conference component. It is expected to welcome more than 150 exhibiting companies and 5,000 visitors as well as 25 speakers and 500 participants at the conference.

Industrial Transformation ASIA PACIFIC focuses on topics ranging from advanced manufacturing, smart factory and intelligent supply chain management to R&D, technology transfer and workforce development. The event will address the needs of industry sectors such as electronics, marine and offshore, aerospace, automotive, biomedical sciences, precision engineering, chemicals, oil and gas and consumer goods manufacturing.



“HANNOVER MESSE is the global hotspot for Industry 4.0. We are pleased to launch in Singapore a HANNOVER MESSE event that is tailored to the needs of the fast-growing Asia Pacific market,” said Marc Siemering, Senior Vice President, Deutsche Messe AG. “Industrial Transformation ASIA PACIFIC presents not only cutting-edge Industry 4.0 products, technologies and services, but also provides numerous opportunities for knowledge and technology transfer. Visitors from all over the region will find at one time and place all the tools and information they need to be competitive in today’s rapidly changing industrial landscape.”

“Advanced manufacturing is identified as a key driver of future economic growth for major economies, including Singapore,” said Aloysius Arlando, CEO, SingEx Holdings. “Industrial Transformation ASIA PACIFIC supports the effort by showcasing how advanced manufacturing is transforming production and logistics through an experiential ConfEx format. In addition to the tradeshow and conference, participants benefit from a curated selection of workshops, open-session learning, networking events, and thematic zones that present innovative solutions, new knowledge and best practices in fields such as design, engineering, operations, production, and smart supply chains.”

In November this year, the Singapore Tourism Board (STB) signed a Memorandum of Understanding with Deutsche Messe to hold Industrial Transformation ASIA PACIFIC in Singapore for the next three years. In line with the Committee on the Future Economy (CFE)’s vision of developing Singapore to become a globally-competitive manufacturing hub, the event has garnered support from Singapore government agencies including the Singapore Economic Development Board (EDB), International Enterprise (IE) Singapore, SPRING Singapore, STB and the Agency for Science, Technology and Research (A*STAR).

“We are pleased to partner with Deutsche Messe and SingEx to launch this new industrial event in Singapore. It will bring together leading manufacturers and technology providers to co-innovate and showcase the latest advanced manufacturing solutions,” said Lim Kok



Kiang, Assistant Managing Director, EDB. “Deutsche Messe’s decision to introduce the HANNOVER MESSE brand in Singapore is testament to our reputation as a hub for high-value manufacturing with deep engineering and innovation capabilities. We look forward to the event and the role that it will play in increasing the vibrancy of the industrial ecosystem in Singapore and the region.”

Besides support from five Singapore government agencies, this partnership has brought a sense of excitement and enthusiasm to the industry ecosystem and is welcomed by both associations and the private sector.

“The mission of the Singapore Manufacturing Federation is always to strengthen Singapore as a manufacturing hub, and to champion local manufacturers in the pursuit of manufacturing excellence in an increasingly digital world. With this exciting new platform, I strongly believe the key stakeholders will benefit through increasing business opportunities, building capabilities as well as transforming businesses with new business models and technology.” said Mr Douglas Foo, President of Singapore Manufacturing Federation”.

- End -



For media queries, please contact:

Mr. Ian Fong
Director, Marketing & Communications
SingEx Holdings
Tel: (65) 6403 2193
Mobile: 9456 8593
Email: ian.fong@singex.com

Mr. Brock McCormack
Deutsche Messe AG
Tel.: (49) 511 89-31026
E-mail: brock.mccormack@messe.de

Mr. Clement Cher
Senior Lead, Marketing & Communications
Singapore Economic Development Board
Tel: (65) 6832 6706
Mobile: 9650 8435
Email: clement_cher@edb.gov.sg

Ms. Emmeline Lam
Director, Global Business Groups
Singapore Manufacturing Federation (SMF)
Tel: (65) 6826-3033
Mobile: 96219202
Email: emmelinelam@smfederation.org.sg

**Annex 1****About HANNOVER MESSE – Get new technology first!**

HANNOVER MESSE is the world's leading tradeshow for industrial technology and the foremost global platform for digital transformation in industry. The next show runs from 23 to 27 April 2018 in Hannover, Germany, and features five main exhibit sectors – IAMD– Integrated Automation, Motion & Drives, Digital Factory, Energy, Industrial Supply, and Research & Technology – plus the co-located CeMAT, the world's leading trade fair for intralogistics and supply chain management. Mexico is Partner Country in 2018.

About Deutsche Messe AG

2017 marks the 70th anniversary of Deutsche Messe AG, which was founded in 1947 with the staging of Germany's first-ever Export Fair. Seven decades later, Deutsche Messe has taken its place among the world's top organizers of investment goods trade shows, sporting a rich portfolio of events held in Germany and around the globe. With projected 2016 revenue of 301 million euros, the company ranks among the five biggest trade show companies in Germany. Its portfolio includes world-class events, such as CeBIT (digital business), CeMAT (intralogistics and supply chain management), HANNOVER MESSE (industrial technology), INTERSCHUTZ (fire prevention, disaster relief, rescue, safety and security), and LIGNA (woodworking, wood processing, forestry). With approximately 1,200 employees and a network of 62 sales partners, Deutsche Messe is present in more than 100 countries.

About SingEx Group

The SingEx Group comprises of four closely linked companies that collectively provide a comprehensive range of integrated solutions for venue management and consultancy, exhibition and conference organising services and international exhibition related ventures. The companies under the group are subsidiaries of SingEx Holdings and are wholly owned by Temasek Holdings, one of Singapore's largest investment holding companies.

Our event arm, SingEx Exhibitions owns, develops and manages a series of trade exhibitions and conferences in Singapore and key emerging markets. The events span across various industries including urban solutions, logistics, information technology, healthcare and commodities. We organise more than 20 new-to-market events yearly such as the world's largest Singapore Fintech Festival, IoT series, LMF series, Tyrexpo series and many more, across 10 cities and 7 countries including UK, China, India, Korea, South Africa, Indonesia and Singapore.

SingEx Venues specialises in the management of Meetings, Incentives, Conventions and Exhibitions (MICE) venues and has been managing the Singapore EXPO Convention and Exhibition Centre since 1999, and its convention wing, MAX Atria since 2012. Our venues host over 600 events and attract more 6 million visitors annually. Some of the notable and recent events include Food&HotelAsia 2016, Singapore FinTech Festival 2016/17, International Furniture Fair Singapore 2017, inter airport South East Asia 2017, and BuildTech Asia 2017.