

## NEWS RELEASE

### DISRUPT AND DEMYSTIFY: THE SOLUTIONS TO TAKE ON I4.0 REVOLUTION

**Singapore, 9 September, 2019.** The state of readiness for Industry 4.0 (I4.0) adoption is ramping up in Asia Pacific. Manufacturers and companies are heeding the call to action amidst escalating concerns over low labour productivity that impacts economic growth. Addressing the fears and stumbling blocks over I4.0 is the first step to achieving clarity and direction, and Industrial Transformation ASIA-PACIFIC 2019 – A HANNOVER MESSE EVENT, returns this year with a very focused and specialised approach to speed up I4.0 adoption with practical learning platforms and scalable solutions.

With regional governments emphasising the need to be ready for the digital revolution, organisations are realising that I4.0 adoption is not an option, but a necessary solution to being future-ready and to future-proof their business models. It's not a matter of "if" but "when", and the ones who are quick to respond will gain first-mover advantage that translates into massive efficiencies that impact large-scale production.

"We've seen digitalisation, robotics and automation coming together to enable our customers to work side-by-side with technology and deliver new levels of productivity and safety. No matter the size of a company, digital transformation can help to realise new opportunities today to enable sustained business success while reducing the impact on environment and people. The challenge is no longer whether to start but how to scale and build momentum," said Johan de Villiers, Country Managing Director, ABB Singapore.

What are the right automation decisions to make? How to find the budget for it? What does it take for a business to go full integration on I4.0? How to ensure that it remains sustainable? These are some of the fears and doubts that organisations are concerned about, and which will be addressed at Industrial Transformation via its comprehensive content-rich learning platforms and themed activity zones on the show floor.

Held October 22 to 24 at Singapore EXPO & MAX Atria, Industrial Transformation will focus on getting organisations to move beyond the "fear factor" and "pilot trap" and to shift up the gears to test bed and prototype solutions to tackle industry challenges.

### Kick-starting the I4.0 Journey

I4.0 adoption does not require organisations to overhaul existing machinery and equipment when new software will work just as well. Getting started can be as easy as opting for turnkey or scalable solutions that result in ROI for the company. To meet

those needs, Industrial Transformation introduces the new **Collaboration Lab**, a platform for companies to collaborate and co-create by test bedding and retrofitting solutions. Participating organisations include Singapore Polytechnic, Microsoft, Beckhoff, Rockwell Automation and Emerson.

“In today’s complex digital economy, customisation is the norm. Companies that want to capitalise on the potential of I4.0 need to keep customer experience front and centre. They can do this with a predictive and intelligent digital connected supply chain that connects the entire ecosystem of customers, suppliers, and partners. This integrated design to operate approach—from design, planning and manufacturing to logistics and ongoing maintenance – allows businesses to design smarter, address issues with insight and continuously innovate,” said Graham Conlon, Head of Digital Supply Chain, SAP Asia Pacific Japan.

Furthering the agenda in smart logistics is the **Learning Lab**, which features live demonstrations on the capabilities and applications of autonomous solutions in the intralogistics environment. The aim is to enable organisations to achieve flexibility, adaptability and proactivity in their processes. In the field of advanced manufacturing, one of the trends being observed closely by the industry is that of industrial robots, which have gotten smaller, smarter and more dexterous, making it a more attractive option. The **Robotics Experiential Zone** debuts this year to highlight robotics displays and interactive exhibits that emphasise their importance in advanced manufacturing and service sectors. Curated with Singapore Industrial Automation Association (SIAA), the zone will also highlight start-up pitches to uncover innovative solutions. To support these activities, SIAA will work with the National Robotics R&D Programme Office (NR2PO) to support IP generation in the robotics space.

“We are excited about Industrial Transformation ASIA-PACIFIC 2019 and the slew of platforms that I4.0 partners can utilise in this year’s edition. Through the exchange of ideas and information on I4.0 transformation, manufacturers, suppliers and solution providers can form the right partnerships to drive their company transformation, tailored to their needs. As Singapore evolves our manufacturing sector and enhances the supporting infrastructure to ride the I4.0 wave, we hope that more companies in Singapore will come on board the journey and take industrial transformation to the next level,” said Lim Kok Kiang, Assistant Managing Director, Economic Development Board.

## Moving towards actionable outcomes

Industrial Transformation’s learning journey to address fears and concerns:

- **Planning for the future and Influencing change** from top down with CXO Summit for C-suite leadership and Future of Manufacturing workshops targeting mid management and practitioners
- **Specialised learning with industry-focused tracks** on: oil&gas&energy, pharmaceutical & biotechnology, semiconductor & electronic & electrical, FMCG & F&B, aerospace, logistics & supply chain, chemical, infrastructure & facilities, urban solutions, and automotive
- **Comprehensive and practical engagement** with 120 guide tours covering 12 industry sectors across three days
- **Targeted learning** with 50 Sandbox sessions for beginners, early adopters and trailblazers
- **Future-readiness via innovation adoption and problem solving** with CXO Summit, Global AM Summit, Standards Forum and specialised workshops

Organised by SingEx Exhibitions and international partner Deutsche Messe, Industrial Transformation ASIA PACIFIC 2019 brings together a self-contained ecosystem for end-to-end engagements among I4.0 practitioners, technology & solution providers, industrial companies, component manufacturers, software companies, manufacturing solutions suppliers, service companies & consultancies and start-ups.

“We have listened closely to the needs of Asia Pacific companies who are facing I4.0 disruption and we have curated content platforms this year to ensure that they find the right guidance to determine the best solutions customised for their needs. While the state of readiness is increasing, many companies lack the in-depth knowledge to get started, and for those who have started, going beyond the pilot stage remains a problem. Industrial Transformation will address these pain points and provide the catalyst for companies to find the right solutions with the right fit that align with their business objectives,” said Aloysius Arlando, CEO, SingEx Holdings.

“Today, manufacturers face very different challenges compared to only a few years ago. Together with the R&D sector, suppliers of production, logistics and energy technologies have to adjust to meet these new demands,” said Dr. Jochen Köckler, CEO of Deutsche Messe. “Industrial Transformation ASIA-PACIFIC brings together users and providers of all sizes to actively shape this transformation in the key sectors of automation, industrial IT and software, energy, logistics, and additive manufacturing.”

*For more information on Industrial Transformation ASIA-PACIFIC 2019, log on to <https://www.industrial-transformation.com/>*

**For media enquiries and interview requests, please contact:**

**Esther Faith Lew**

Assistant Director, PR & Communications  
SingEx Holdings Pte. Ltd.  
Email: [esther.lew@singex.com](mailto:esther.lew@singex.com)  
Mobile: +65 9759 7513

**Carine Lin**

Manager, PR & Communications  
SingEx Holdings Pte. Ltd.  
Email: [carine.lin@singex.com](mailto:carine.lin@singex.com)  
Mobile: +65 9336 3746

**HANNOVER MESSE – Home of Industrial Pioneers**

HANNOVER MESSE is the world's leading trade show for industrial technology. With the lead theme Industrial Transformation, it spotlights all of the latest trends in industry, including Industrie 4.0, artificial intelligence, 5G and smart logistics. The display categories: Future Hub, Automation, Motion & Drives, Digital Ecosystems, Energy Solutions, Logistics, and Engineered Parts & Solutions. More than 80 conferences and forums round out the program. The next edition runs from 20 to 24 April 2020 in Hannover, Germany. Indonesia is Partner Country at HANNOVER MESSE 2020.

**About Deutsche Messe AG**

As one of the world's foremost organizers of capital goods trade fairs, Deutsche Messe (Hannover, Germany) stages a rich array of events at venues in Germany and around the globe. With 2018 revenue of 310 million euros, Deutsche Messe ranks among Germany's top five tradeshow producers. The company's portfolio features such world-class events as (in alphabetical order): didacta (education), DOMOTEX (carpets and other floor coverings), HANNOVER MESSE (industrial technology), INTERSCHUTZ (fire prevention, disaster relief and safety & security), LABVOLUTION (lab technology) and LIGNA (woodworking and wood processing tools, equipment and machinery). Deutsche Messe also stages trade fairs at other German venues, for example parts2clean (industrial parts cleaning) and SurfaceTechnology (surface treatment).

The company also regularly hosts a number of internationally renowned events by third parties, among which are AGRITECHNICA (agricultural machinery) and EuroTier (animal production), both of which are staged by the German Agricultural Society (DLG), EMO (machine tools; staged by the German Machine Tool Builders' Association, VDW), EuroBLECH (sheet metal working; staged by MackBrooks) and IAA Commercial Vehicles (transport, logistics and mobility; staged by the German Association of the Automotive Industry, VDA). Deutsche Messe's portfolio also includes trade fairs in Australia, Canada, China, Indonesia, Italy, Mexico, Russia, Singapore, Thailand, Turkey and the USA. Among the sectors addressed at these overseas events are Automotive, ICT & Digital Business, Manufacturing & Processing

Industries, Energy & Logistics and Metal Processing. With more than 1,200 employees and a network of 56 sales partners, Deutsche Messe is present in about 100 countries.

### About SingEx Group

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

Its events arm, SingEx Exhibitions, owns, develops and manages a series of new-to-market 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.

Among the more than 20 new-to-market events produced are the **Singapore FinTech Festival**, the world's largest of its kind; and CaREhab, a unique medical event that goes beyond the boundaries of just a medical consumables and equipment show to unite professionals in neurorehabilitation, geriatrics, paediatric rehabilitation, pain management, community rehabilitation, sports therapy, ground-breaking technology, home care and more.

SingEx Venues specialises in the management of Meetings, Incentives, Conventions and Exhibitions (MICE) facilities and has been managing the Singapore EXPO Convention and Exhibition Centre since 1999, and its convention wing, MAX Atria, since 2012. The venues host more than 600 events and attract over six million visitors annually. For more information, log on to [www.singex.com](http://www.singex.com).