

MEDIA RELEASE

BRIGHT START FOR INDUSTRIAL TRANSFORMATION ASIA-PACIFIC

- *Asia-Pacific's inaugural industry 4.0 event opens with strong support from global technology and solution providers*
- *Unique "Learning Journey" helps Asia-Pacific companies start, scale and sustain adoption of Industry 4.0*

16 October 2018, Singapore - Industrial Transformation ASIA-PACIFIC – a HANNOVER MESSE event, which takes place from 16 to 18 October 2018 at Singapore EXPO, opens today with strong participation from global technology and solution providers. More than 260 companies from 22 countries are showcasing their products, services and solutions to visitors from around the Asia-Pacific region. The exhibition features four main display areas – Additive Manufacturing, Digital Factory, Industrial Automation, and Smart Logistics – as well as national pavilions from Germany, India, Japan, Malaysia, and Singapore. 14 industry-leading enterprises are supporting the premiere, including Accenture, SAP, Schneider Electric and Siemens as founding partners.

Mr. Tharman Shanmugaratnam, Singapore's Deputy Prime Minister and Coordinating Minister for Economic and Social Policies, was the Guest-of-Honour at the Opening Ceremony. Over the course of the three-day event, the conference at Industrial Transformation ASIA-PACIFIC will cover a suite of business and leadership topics, as well as technology domains, case studies, and panel discussions. Under the overarching theme "Getting Real with the Business of Industry 4.0", more than 100 industry experts from 15 countries will share insights on domains such as industrial transformation, the Industrial Internet, additive manufacturing, and standards. Conference speakers include Dr. Gunther Kegel (Chief Executive Officer, Pepperl + Fuchs); Mr. Samuel Garcia (Vice President for Global Consumer Product Supply, Procter & Gamble Asia Pacific), Dr. Armin Bruck (Regional Chief Executive Officer, Siemens Germany), Dr. Hamid Mughal (Global Manufacturing Director, Rolls-Royce), and Mr. Mark Hennebicque (Strategist, Additive Manufacturing & Simulation).

The opening plenary on 16 October featured a dialogue with Ministers and experts from Asia to discuss regional macro-economic perspectives and frameworks for Industry 4.0 initiatives. The ministerial-level panel included His Excellency Mr. Airlangga Hartarto (Minister of Industry, Indonesia), Mr. Chan Chun Sing (Minister for Trade and Industry, Singapore), Dr. Gunther Kegel (Chief Executive Officer, Pepperl + Fuchs) and Mr. Vincent Chong (President and Chief Executive Officer, ST Engineering).

Mr. Aloysius Arlando, Chief Executive Officer of SingEx Holdings, said, “The inaugural edition of Industrial Transformation Asia-Pacific is the culmination of a year-long effort between SingEx and our international partner Deutsche Messe. It is born out of our shared vision to provide a curated platform for our region’s Industry 4.0 market needs, through offering engaging and personalised programmes to address national, industry and enterprise agendas. The event is poised to generate significant economic benefits for Asia Pacific as it plays a role in catalysing deepened cross-industry collaboration, investments and trade exchanges among players in the manufacturing, manufacturing-related and digital communities of our region; and enhancing competitiveness.”

Dr. Jochen Köckler, Chief Executive Officer of Deutsche Messe AG, said, “Industrial Transformation Asia-Pacific comes at a time where technologies such as big data, cobots, additive manufacturing, artificial intelligence, and augmented reality are redefining manufacturing processes and global supply chains. ASEAN is a promising growth market for our customers. With a population of roughly 650 million, it has the third largest work force in the world and boasts a strong manufacturing base. Singapore is the perfect location for Industrial Transformation Asia-Pacific thanks to its excellent infrastructure, advanced manufacturing capabilities and a strong focus on engineering, R&D and innovation.”

“The rapid wave of transformation in manufacturing is prompting our businesses and workers to rethink what we need to do differently to stay ahead of competition,” said Mr Lim Kok Kiang, Assistant Managing Director, Singapore Economic Development Board. “Industrial Transformation Asia Pacific is designed to address those questions by providing a platform for everyone to appreciate and experience the change that is happening. Through the event, we look forward to working with partners to build a robust community for collaboration and knowledge exchange to help Singapore and countries in the region

upgrade their manufacturing capabilities, and to further cement Singapore’s position as a leading manufacturing hub.”

The Learning Journey: Industrial transformation – step by step

Economies in the Asia-Pacific region are at different stages of industrial transformation, some not yet fully appreciating the advantages of Industry 4.0. For this reason, Industrial Transformation ASIA-PACIFIC features a “Learning Journey” that guides participants through the process systematically. Highlights include the “**Gateway to Industry 4.0 – powered by TÜV SÜD**”, which visually introduces visitors to industrial transformation, gets them thinking about their own organisations’ state of readiness, and offers ideas for how to get started. The **Sandbox** hosts more than **50** complimentary, industry-specific talks in a casual format that sparks creative ideas and facilitates peer-to-peer conversations. **Two Learning Labs**, one for Smart Logistics and one for Cobots, show technology in action and inspire collaborative thinking. The **Interchange Studio** plugs attendees into an online community, encouraging dialogue on topics of shared interest after the event. A series of **technical visits** hosted by selected exhibitors demonstrate various advanced manufacturing facilities and innovation centres to deepen understanding and learning. More than **20** student delegations from institutes of higher learning as well as more than **15** industry trade delegations and workers’ unions are participating in Industrial Transformation ASIA-PACIFIC.

Industrial Transformation ASIA-PACIFIC is organised by SingEx Exhibitions, with Deutsche Messe as international partner assisting with brand development, as well as global sales and marketing. SingEx and Deutsche Messe expect more than 10,000 attendees at the event’s debut.

About HANNOVER MESSE – Get new technology first!

HANNOVER MESSE is the world’s leading tradeshow for industrial technology. With the lead theme “Industrial Intelligence”, it serves as the global platform for the digital transformation of production and energy systems. In addition to six exhibit sectors – IAMD–Integrated Automation, Motion & Drives, Digital Factory, Energy, Industrial Supply, ComVac and Research & Technology – there are special areas for startups and career development. More than 90 conferences and forums round out the program. The next edition runs 1–5 April 2019 in Hannover, Germany. Sweden is Partner Country of HANNOVER MESSE 2019.

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 2017 revenue of 356 million euros, Deutsche Messe ranks among Germany's top five tradeshow producers. With more than 1,200 employees and a network of 58 sales partners, Deutsche Messe is present in more than 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 yearly are the **Singapore FinTech Festival**, the world's largest of its kind, **IoT series**, **Last Mile Fulfilment series** and **Tyrexpo** series in India, South Africa, Indonesia and Singapore.

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, please visit <http://industrial-transformation.com/>.

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