

NEWS RELEASE

DRIVING SUCCESS STORIES WITH I4.0 ACTION INSIGHTS

Singapore, 18 December 2019 – The second edition of Industrial Transformation ASIA-PACIFIC 2019 – A HANNOVER MESSE event, held from October 22 to 24 at the Singapore EXPO & MAX Atria attracted a record of over 18,000 industry practitioners from 77 countries—a 20% increase from last year—of which 27% were C-Level attendees.

A total of 350 exhibitors from 30 countries were featured at the event, an increase of 32% from last year. Industrial Transformation ASIA-PACIFIC 2019 also played host to 8 national pavilions, a 60% increase from 2018.

With 13 landmark MOUs signed, Industrial Transformation ASIA-PACIFIC 2019 proves to be Asia Pacific's pre-eminent platform once again, bringing thought leaders, industry partners and policy makers together to generate ideas—enabling a growing ecosystem of Industry 4.0 (I4.0) practitioners to overcome challenges and future-proof their businesses.

A showcase of actionable I4.0 solutions to start, scale and sustain

One hundred more exhibitors were featured this year taking the total to 350 exhibitors across five exhibition segments: Additive Manufacturing; Digital Factory; Integrated Energy; Industrial Automation; and Smart Logistics. Integrated Energy, a new segment, presented 18 exhibitors who showcased innovative sustainable solutions to improve energy efficiency in factories.

Sunil Wahi, Senior Sales Director, Head of Supply Chain Applications, Asia Pacific, Oracle, said, “The exchange and dialogue that Oracle have had with the ecosystem at this event have been phenomenal. Industrial Transformation ASIA-PACIFIC 2019 has allowed us to have meaningful conversations with CXOs about where to start on their I4.0 journey and how they could leverage the cloud applications that Oracle has to offer.”

Craft Health, a startup using 3D printing technology to simplify the way people take their medication, was one of the companies showcased as part of The National Additive Manufacturing Innovation Cluster (NAMIC), led by NTUitive. Co-Founder and CEO Goh Wei Jiang said, “Many startups and SMEs tend to work in silos, so having an annual platform like Industrial Transformation ASIA-PACIFIC allows everyone from different industries to discover a diverse range of digital automation ideas. Some may be relevant

to us now; some later and some will be in adjacent fields for us to consider. From that perspective, being at the event has been valuable for us in terms of exposure.”

Fueling high-level international engagements

There were more international representations this year with 3,255 unique foreign attendees (18% of total attendees in 2019 and a 67% increase from last year), 200 hosted buyers from the region (67% increase from last year), 47 regional delegations and eight national pavilions.

The Russian Federation presented an impressive pavilion showcasing I4.0 solutions from 70 high-tech companies and electronic products across several sectors: industrial automation; digital factory; medical technologies; integrated energy; aerospace; artificial intelligence; cybersecurity; and electronics. There were close to 700 meetings with potential partners from Asia Pacific.

Vladimir Dozhdev, Head of Digital Technologies, Department of Ministry of Industry and Trade of Russian Federation said, “Singapore is definitely one of the global technological leaders and represents a good example for I4.0, smart cities, digitalisation of public administration, etc. We strongly believe that Industrial Transformation ASIA-PACIFIC 2019 has provided a great impetus to establishing business contacts and cooperation between Russia and countries in Asia Pacific. We intend to maintain and fully develop the agreements made at this show.”

A learning journey with customisable I4.0 solutions

This year saw 2,700 guided tour participants (29% increase from last year) who actively learnt more about old vs new technologies. The show’s signature Learning Journey approach included the highly anticipated new space, Collaboration Lab, a co-creation and demonstration area for solution providers and manufacturers to discuss test-bedding and retrofitting solutions for a stepped approach towards progressive adoption of I4.0 solutions.

Together with other curated platforms that enhanced the intersection of industries to exchange and explore new ideas, the show facilitated 1,100 business matchings (41% increase from last year) and saw the launch of 30 new products with significant MOUs signed among industry players.

Naguib Mohd Nor, President of Malaysia Aerospace Industry Association said, “I represent 85 member companies which include large and small businesses. This year, the quality of content was very comprehensive, covering a very broad scope of new technologies and how they’re being implemented across industries like aerospace.”

He added, “I’d like to congratulate SingEx because this show needs very good content which was evident in terms of the exhibitor mix, the speaker and current topics addressed at the sandboxes, conferences and workshops. In order for delegates like me to start implementing I4.0 solutions across industries, it is important to provide a complete learning journey with opportunities for collaboration and exchanging of ideas. Of all the shows I’ve been to, this is one of the best curated shows.

Dr Danilo Lachica, President, Semiconductor & Electronics Industries in the Philippines said, “I was at Industrial Transformation ASIA-PACIFIC 2019 as a Buyer representing 350 member companies. I4.0 is already here; we need to adopt automation but more importantly also understand that we need to adapt – not just to technology changes but also the training and change management that comes with I4.0. This show has enabled me to share my experience, benchmark the best practices and establish mutually symbiotic relationships with a broad range of international exhibitors. I look forward to next year’s show.”

James Boey, Executive Director of SingEx Exhibitions said, “We set out last year to curate a platform that would inspire learning, deepen understanding of I4.0 solutions and spark collaborations among industry giants, SMEs and startups. This year, with the introduction of new content and more opportunities for business matching and collaborations, the event exceeded our expectations. With 67% more regional delegations, 13 MOUs sealed and 30 new product launches, it is evident that Asia Pacific is already undergoing change, and Industrial Transformation ASIA-PACIFIC is central to this transformation where practitioners gain knowledge, make valuable connections and adopt best practices for better implementation of I4.0 solutions. The strong attendance of ASEAN delegations from Brunei, Cambodia, Indonesia, Malaysia and the Philippines was testament to the significance of the show in meeting current market demands.”

He continued, “We are grateful for the support from the Steering Committee – the Economic Development Board of Singapore, the Agency for Science, Technology and Research, Enterprise Singapore, JTC Corporation, SkillsFuture SG and the Singapore Tourism Board, and distinguished members of the International Advisory Committee, the Singapore Manufacturer’s Federation and the National Additive Manufacturing Innovation Cluster. We look forward to deeper engagements with our stakeholders for the third edition of the show, and we will continue to deliver even better content and solutions that address industry-specific needs and enable our attendees to be future ready and future smart.”

Organised by SingEx Exhibitions and international partner, Deutsche Messe, Industrial Transformation ASIA-PACIFIC – A HANNOVER MESSE event won the “Best Exhibition Organiser” award at the Singapore Tourism Awards for last year’s 2018 edition. The event serves as a catalyst for the development of I4.0 thinking from awareness to driving adoption.

Next year's Industrial Transformation ASIA-PACIFIC will be held 20 to 22 October 2020.
Register at <https://www.industrial-transformation.com/>

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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 Industry 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 programme. 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 organisers 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.

ANNEX

List of signed MOUs

1. TUM Asia and Festo
2. National Additive Manufacturing Innovation Cluster (NAMIC) and Siemens
3. The NUS Centre for Additive Manufacturing and TÜV SÜD PSB
4. TÜV SÜD and thyssenkrupp Innovations
5. iSAMS Consortium
6. iSMART Consortium
7. Singapore Industrial Automation Association, The National Robotics R&D Programme Office (NR2PO) & ROS
8. Beckhoff and OPC Foundation
9. OPC Hub ASEAN and Ngee Ann Polytechnic
10. OPC Hub ASEAN and Singapore Polytechnic
11. Beckhoff and Singapore Polytechnic
12. Singapore Manufacturing Federation and Kazakhstan
13. YCH Group and AeroLion Technologie