

NEWS RELEASE

GIANTS OF INDUSTRY INSPIRE SMES WITH STRATEGIC I4.0 SOLUTIONS

Singapore, 1 October, 2019 - Cut through the jungle of technological innovations and fast-track the transformation process by choosing solutions that address pain points in operations, sharpen competitive edge and drive bottom-line impact. To succeed in Industry 4.0 (I4.0) adoption, organisations must be able to do so at scale and to sustain the change across the fundamentals of business strategies, technology systems and organisational culture. **Industrial Transformation ASIA-PACIFIC 2019 – A HANNOVER MESSE event**, returns for a second edition from October 22 to 24 at Singapore EXPO & MAX Atria to inspire attendees' learning journey with a stepped approach to I4.0 implementation.

Attendees will learn from industry giants who will be presenting dynamic innovations and sharing insights on valuable case studies that inspire practical engagement, forge a future-ready mindset and create actionable insights. Designed as a personalised learning journey, Industrial Transformation serves as a community enabler that connects buyers to all aspects of their needs from learning and networking to sourcing, retrofitting and implementing. The show floor provides an immersive experience ranging from a Learning Lab, a Collaboration Lab, a Robotics Experimental Zone, a Research & Technology Zone, Sandboxes and Conferences, Guided and Technical Tours. These curated content platforms located onsite as well as offsite provide interactions and discoveries that allow attendees to choose their relevant industry sectors and level of readiness in I4.0 adoption for effective engagement.

Tapping on cross-border technology transfers

Organised by SingEx Exhibitions and international partner Deutsche Messe, Industrial Transformation ASIA-PACIFIC brings with it the strength of HANNOVER MESSE's reputation in industrial technology and the advantage of Germany's expertise in advanced manufacturing. As a precursor to the main show, a media and industry engagement event on October 1 amplified the agenda of cross-border technology transfer among Germany, Asia and Singapore. Held at the German Ambassador to Singapore's residence, His Excellency Dr Ulrich Sante welcomed a German delegation led by Prime Minister of Lower Saxony Mr Stephan Weil; leaders from government agencies and key industry organisations for a media briefing and a fireside chat to address "*Priorities for the Next Stage of Manufacturing Transformation in Asia*".

"Asia holds tremendous growth potential, and Singapore is fortunate to be strategically located at the heart of the region. This allows companies based in Singapore to capture new opportunities to grow. The advent of I4.0 will enable companies to capture such

growth prospects in a faster, more efficient way. Through Industrial Transformation ASIA-PACIFIC, we hope to facilitate the exchange of ideas and information between manufacturers, suppliers and solution providers, to help them form the right partnerships to drive their company transformation forward,” said Lim Kok Kiang, Assistant Managing Director, EDB.

Strong intergovernmental engagement in I4.0 adoption bodes well for ASEAN industry players that recognise the importance of the I4.0 agenda but do not know how to start. Industrial Transformation attracts industry leaders such as Fraunhofer Singapore, Siemens and Schneider Electric, who raise the bar in research and technology and are ahead of the curve in anticipating industry trends. They are among many outstanding organisations presenting solutions that answer the urgent needs of SMEs in Asia Pacific.

“To date, Schneider Electric has launched 9 Smart Factories worldwide that leverage on the EcoStruxure platform and architecture across our supply chain operations. Through these Smart Factory showcases, we can demonstrate the value of our own IIoT investments in real-time, show that the solutions work and share these tangible benefits with our customers and partners. At Schneider Electric, we are committed to helping companies in Asia who are in this digitisation journey, especially SMEs, advance in their I4.0 journey.

“At Industrial Transformation ASIA-PACIFIC, our tailored Smart Factory Readiness Assessment will also allow companies to identify their current stage of automation and find out how they can progress to their next level of digitisation. These efforts pave the way for organisations in Asia to work towards their smart factory vision and become more energy-efficient and sustainable in the long run,” said Tommy Leong, Zone President, East Asia & Japan at Schneider Electric.

To assist local companies in their digital transformation, Siemens is opening its Advance Manufacturing Transformation Center (AMTC), a 3-in-1 digital enterprise facility in Singapore. The Center combines the Digital Experience Center (DEX), Additive Manufacturing Experience Center (AMEC) and Rental Lab from Germany in a single location. “This facility, in partnership with NAMIC, will help accelerate the knowledge and experience base of additive manufacturing in the local ecosystem, and reinforce Singapore’s status as a world-class digitalisation hub,” said Raimund Klein, Head of Siemens Digital Industries ASEAN.

“Siemens supports digital transformation for manufacturing industries in Singapore and Southeast Asia. Local companies such as VinFast, Vietnam’s first volume car manufacturer, and WinterShine, Singapore’s first digital aquaculture farm, have embraced digitalisation in its entire value chain with Siemens’ Digital Enterprise portfolio. Siemens helps companies of any size to use industry-specific solutions to increase their flexibility and productivity, and to develop new business models to

optimise their production and accelerate their time to market,” commented Raimund Klein, Head of Siemens Digital Industries ASEAN.”

Professor Tan Sze Wee, Executive Director of the Agency for Science, Technology and Research’s (A*STAR) Science and Engineering Research Council, said, “To sustain Singapore’s competitiveness in high-value manufacturing, R&D and innovation remain critical. A*STAR works closely with industry players through public-private partnerships to help them transform digitally by adopting I4.0 technologies. Industrial Transformation ASIA-PACIFIC is a good opportunity for such engagements. This year, A*STAR will showcase new technologies for personalised manufacturing. As demand for customised products and services continues to grow, manufacturers have to be able to respond quickly.”

From Gateway to Highway

Attendees begin their journey through the Gateway to 4.0, which contrasts old-technology exhibits versus the new to showcase the transformation and the outcomes of practical applications. Beginning with an understanding of I4.0 and its global implications and applications, attendees deepen their experience at displays by Nanyang Polytechnic and Advanced Remanufacturing and Technology Centre before heading to a discussion area to address their needs and priorities.

When they exit the Gateway, there are various curated learning platforms on the show floor to help sharpen their focus and to add momentum to their learning:

- **Over 50 Sandbox sessions** provide practical learnings based on industry specific challenges. Topics presented include: A Holistic Solution for SME Enterprises on a I4.0 journey; Enabling Smooth Business Transition and Transformation; Practical Examples on using Location Tracking to Improve Manufacturing & Logistics Operations Efficiency; ASi-5 + IO-Link as a Perfect Combination in Industrial Communication.
- **Dynamic Learning Lab with live demonstrations** to highlight the capabilities and applications of autonomous solutions in Intralogistics.
- **A Research and Technology Zone to activate business collaborations** through open innovations with technology providers and seekers. Presented by Institutes of Higher Learning such as Nanyang Polytechnic, Ngee Ann Polytechnic, Republic Polytechnic, Singapore Polytechnic, Temasek Polytechnic and TUM Asia.
- **Over 100 Guided Tours with 8 tracks covering 12 industries:** Aerospace, Automotive, Food & Beverage, Infrastructure & Facilities/Urban Solutions, Logistics

& Supply Chain, Oil & Gas/Energy, Pharmaceutical & Biotechnology, and Semiconductor/Electronics & Electrical.

- **Island-wide Technical Tours to leading R&D centres** such as: ABB Customer Innovation Center; Advanced Remanufacturing & Technology Centre; Centre of Excellence for Testing; EOS Additive Manufacturing Centre; Flexspeed iSmart; Hexagon Manufacturing Intelligence; Ngee Ann Polytechnic Centre of Innovation (EWTCOI) Additive Manufacturing Lab; SAP Leonardo Centre; SICK Technology and Innovation Lab; Siemens Advanced Manufacturing Transformation Center; Singapore Polytechnic Advanced Manufacturing Learning Journey; SMT i4.0 Smart Manufacturing Centre; Sodick Techno Center; Tranzplus Smart Manufacturing Centre.

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

Mobile: +65 9759 7513

Carine Lin

Manager, PR & Communications
SingEx Holdings Pte. Ltd.

Email: 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 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.

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event

Industrial
Transformation
ASIA-PACIFIC

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.

SingEx Exhibitions Pte. Ltd.

11 Tampines Concourse, #01-01, Singapore 528729 | T: +65 6403 2100 | F: +65 6782 2891
www.singex.com | Co. Reg. No.: 197400503M | GST Reg. No.: M90369161L