

NEWS RELEASE

STAY AHEAD. STAY RELEVANT. ADOPT INDUSTRY 4.0 TO REINVENT BUSINESS.

Singapore, 21 October 2019 – With trade tensions, slowing Chinese economic growth, and an uncertain Eurozone casting a shadow on a strained global economy, there is no better time than now for businesses to progress with transformation efforts and leverage available initiatives to enhance competitiveness through innovation, productivity growth and internationalisation.

Industrial Transformation ASIA-PACIFIC 2019 – A HANNOVER MESSE event, held from October 22 to 24 at Singapore EXPO & MAX Atria, brings together a growing ecosystem of Industry 4.0 (I4.0) practitioners and connects attendees to all aspects of their I4.0 needs, from learning and networking to problem-solving and retrofitting.

SMEs in Asia-Pacific will not only hear from thought leaders, but will also be treated to an immersive experience through a showcase of actionable I4.0 solutions for companies looking to future-proof their businesses. Mr. Heng Swee Keat, Singapore's Deputy Prime Minister and Minister for Finance, will be the Guest-of-Honour at the event's Opening Ceremony.

Simon Lim, Executive Director for Manufacturing & Engineering, Enterprise Singapore said, "Industrial Transformation ASIA-PACIFIC 2019 brings together leading manufacturers and solution providers to exchange best practices, discover new technologies and catalyse partnerships in I4.0. Singapore has a strong manufacturing industry, which has enterprises in both manufacturing and the provision of manufacturing expertise and solutions. They are excited to be participating in the event, contributing to the exchange of best practices and technology in the industry. Enterprise Singapore is working closely with these enterprises to facilitate partnerships and support their move towards building smart factories of the future."

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

“With the comprehensive personalised learning opportunities provided for attendees, the show will help them – especially beginners and early adopters – find the right fit of I4.0 solutions with their stage of business development. SMEs, in particular, will find a support system where industry players can provide customisable and cost-effective solutions to help them optimise manufacturing processes or reinvent business models that satisfy client demands; and expand into new markets to grow their customer base,” shared Aloysius Arlando, CEO, SingEx Holdings. “We have also developed a digital engagement platform to help companies and practitioners learn, network and collaborate beyond the show.”

“The manufacturing industry today faces very different challenges compared to only a few years ago,” said Dr. Jochen Köckler, Chairman of Managing Board, Deutsche Messe AG. “For example, customers want individualised products and same-day delivery at lower prices. In order to remain competitive in the global marketplace, companies need to embrace digitalisation. Industrial Transformation ASIA-PACIFIC brings together users and providers of all sizes to actively shape the Fourth Industrial Revolution in Singapore and the surrounding region.”

An immersive learning journey

Designed as a personalised learning journey with LIVE demonstrations, the “Gateway to Industry 4.0” is a curated gallery powered by TÜV SÜD on the evolution of I4.0. It aims to inspire delegates on how to implement I4.0 concepts by contrasting old-technology exhibits versus the new, showcasing the transformation and outcomes of practical applications demonstrating real benefits. Two new areas of interest are:

- **Collaboration Lab** – Co-creation and demonstration areas for solution providers and manufacturers to discuss test-bedding and retrofitting solutions for a stepped approach towards progressive adoption of I4.0.
- **Robotics Experimental Zone** – Future Lab featuring an innovative robotics display and interactive exhibits. Deepen the understanding on robotics application via talks, presentation sessions and workshops, and ideal for System Integrators, Product companies, Roboticist & Technologists, Procurement Engineers, I4.0 solution providers, Regional Robotics and automation stakeholders.

Other curated platforms that have been added to maintain momentum for I4.0 learning include: **Over 60 Sandbox sessions** providing practical learnings based on industry-specific challenges; a **Research and Technology Zone** to activate business collaborations through open innovations with technology providers and seekers; **over 100 Guided Tours with 8 tracks covering 12 industries**; and **island-wide Technical Tours to leading R&D centres**.

Creative thinking and knowledge transfer from industry giants

Hear from global thought leaders at the **Future of Manufacturing (FoM) CXO Summit** (22 October) who will share insights and demonstrate learnings through valuable case studies. Speakers include:

- Dr Dirk Eichelberger, CEO, Wintershine Asia, Singapore – **How Industry 4.0 Technologies Will Impact Your Business – Experiences of an End-User**
- Peter Terwiesch, President – Industrial Automation ABB, Switzerland – **The Economics & Business Case for Manufacturing Sustainably**
- Michael Bosbach, Global Corporate Manufacturing Director, P&G Germany – **Moving Beyond the “Pilot Trap”**

The two-day (23 & 24 October) **Global Additive Summit** highlights developments in Material Science & Engineering as well as Progress & Trends, and is a key enabler of Sustainable Manufacturing. Featuring speakers:

- Dr. Håkan Brodin, Specialist, Materials Technology, Siemens Industrial Turbomachinery AB, Sweden – **Tailoring Materials & Processes in Additive Manufacturing for Industrial Applications**
- Arthur Huang, Founder and CEO Mini Wiz, Taiwan – **Trashpresso – Upcycling Trash Material for Sustainable Construction**
- Mark Beard, Global Director for Process & Application Development, Additive Industries – **High-Performance Laser Sintering Materials for Space, Automotive & Medical Applications**
- Beny Buller, CEO & Founder Velo3D – **Breaking Down Barriers to 3D Printing Adoption in Automotive Industry Through New Materials Innovation**
- Sylvia Heisel, Director HEISEL, fashion futurist + creative technologist, Recyclable Fabrics & Manufacturing Methods – **Future Fashion: The Modern Wearable Lifestyle**

To succeed in I4.0 adoption, organisations must be able to do so at scale and sustain the change across the fundamentals of business strategies, technology systems and organisational culture. The **Standards Forum** addresses these concerns. Speakers include:

- Brandon Lee, Director of Product Strategy & Commercialisation, Intech APAC – **Setting up a Digital Process/Discrete Factory – Start Small, Scale Up:** How pilots and small successes are important to build up confidence, knowledge and skills in implementing I4.0, and ways SMEs can digitalise with Standards.
- Taro Shimada, Corporate Digital Business Chief Strategy Officer, Toshiba Corporation – **Successful Implementation of Industry 4.0 Technologies Supported by Standards:** Highlighting Toshiba's successful implementation of I4.0 supported by Standards, and insights on where Standards are required in the next five years.
- Simin Zhou, Vice President & Managing Director, UL Ventures – **Solutions to Gain Market Acceptance for Industry 4.0 Products & Services:** How companies can use Standards and conformance to gain market access to I4.0 solutions.

Exhibitor highlights that solve industry challenges

One hundred more exhibitors are featured this year, taking the total to 350 exhibitors from 30 countries across five Exhibition Segments: Additive Manufacturing; Digital Factory; Integrated Energy; Industrial Automation; and Smart Logistics. A new segment, Integrated Energy features 18 exhibitors showcasing sustainable solutions to improve energy efficiency in factories. In addition, there will be 27 product launches at the event from exhibitors such as Mitutoyo, ST Engineering and Pepperl+Fuchs.

“We are excited to return to Industrial Transformation ASIA-PACIFIC as a Founding Partner to support our industrial clients in Asia-Pacific as they transform their business to be more digital and agile,” said Fabio Vacirca, Senior Managing Director, Products Operating Group for Asia Pacific and Africa, Accenture. “For our region, to continue to lead in this space, it is important that companies push beyond merely digitising their existing business and instead explore the reinvention of entire industries with new ways of creating value.”

Stay vigilant with continued learning

Launching for the first time, ITAP Academy allows global attendees and learners to stay connected with trusted content from Industrial Transformation ASIA-PACIFIC 2019. ITAP Academy will feature access to a range of **Video on Demand library** of 8-minute micro-learning summaries aimed at deepening understanding and learning of presentations from industry experts.

ITAP Forum@Interchange plugs into an online community, encouraging engagement and dialogue on I4.0 themes. Topics covered are: **Preparing the workforce for I4.0; Retrofitting of machines cost effectively; I4.0 and keeping the business running; and Getting more out of I4.0 – What's next?**

For more information on Industrial Transformation ASIA-PACIFIC 2019, log on to <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.