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Industrial Transformation ASIA-PACIFIC 2019 Adopt Industry 4.0 to Reinvent Business

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The Expo brought together a growing ecosystem of Industry 4.0 (I4.0) practitioners and connected attendees to all aspects of their I4.0 needs, from learning and networking to problem-solving and retrofitting



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, was held from October 22 to 24 at Singapore EXPO & MAX Atria, bringing together a growing ecosystem of Industry 4.0 (I4.0) practitioners and connecting attendees to all aspects of their I4.0 needs, from learning and networking to problem-solving and retrofitting.

SMEs in Asia-Pacific heard from thought leaders and were 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, was 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 served 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 helps – 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."

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 were 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

Exhibitor highlights to solve industry challenges

One hundred more exhibitors were 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 the 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."

Vigilant with continued learning

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