

## Industrial Transformation ASIA-PACIFIC 2022 returns to catalyse sustainable growth for advanced manufacturing in the region

*Over 18,000 attendees are expected to join the three-day event physically and online*

**Thursday, 29 September 2021** – Industrial Transformation ASIA-PACIFIC (ITAP), an event of Constellar with international partner Deutsche Messe, returns for its 5<sup>th</sup> edition this year from 18 – 20 October at Singapore EXPO. Expected attendees include delegates from the World Economic Forum and key representation from Europe, the US and Asia driving collaboration between Industry 4.0 leaders and manufacturers in the region.

With the theme ‘Industry 4.0 for Business Sustainability’, ITAP 2022 will dive into three key dimensions: **Digitalisation** to accelerate productivity and quality control with lower costs; **Talent and Workforce Development** initiatives to equip personnel with the right skillsets for transformation; and **Environmental Sustainability** measures to help businesses reduce their carbon footprint and CO2 emissions.

“Advanced manufacturing technologies and innovations have played an essential role in helping many organisations overcome global supply chain disruptions and remodel their businesses in a post-pandemic landscape,” said James Boey, Senior Vice President of Markets (B2B) at Constellar. “As the leading trade event for Industry 4.0 in the region, ITAP 2022 will continue to empower manufacturing and related industries to leverage on Industry 4.0 for sustainable business development locally, regionally and globally.”

### **Event Highlights: Opening Ceremony**

Deputy Prime Minister Mr Heng Swee Keat will deliver his opening remarks as the Guest-of-Honour at the ITAP 2022 opening ceremony. He will be launching the event alongside German Ambassador to Singapore, His Excellency Mr Norbert Riedel; and Mr Arno Reich, Senior Vice President of ITAP’s international partner Deutsche Messe.

Mr Vishal Agarwal, Senior Partner at McKinsey & Company, will set the pace for the three-day event with an industry leadership update on the global manufacturing landscape. Keynote speaker Ms Neo Gim Huay, Managing Director of the Centre for Nature and Climate at the World Economic Forum, will address how manufacturers can tap on cross-sectoral collaboration to transform value chains and achieve net zero.

Both Ms Neo and Mr Agarwal will join the fireside chat moderated by Global & Digital Futurist Charlie Ang to discuss emerging trends in the region and key developments that will shape the sector in the next decade.

## **Event Highlights: Immersive Experiences at the Physical Exhibition**

More than 200 exhibitors from over 20 countries will present the newest innovations in industrial automation, intralogistics, digital factories and additive manufacturing on the exhibition showfloor at Singapore EXPO's Hall 2 and 3.

Visitors can look forward to more than 15 new innovations and product launches on the ITAP 2022 Live Stage at Singapore EXPO Hall 3 alongside presentations on market and sector-focused segments. The "International Connect Lounge" at Hall 2 will host key business matching sessions to build synergies and forge partnerships between delegates, exhibitors and trade visitors at the event.

ITAP has also doubled the number of experience zones to four:

- The **Gateway to Sustainable Transformation**, powered by TÜV SÜD, is a curated presentation of the key themes driving the industrial transformation journey, namely industry 4.0, sustainability, and Artificial Intelligence. Through its global presence, deep technical knowledge and Training, Assessment, Certification and Advisory services, TÜV SÜD enables organizations to scale technologies in their digitalisation and sustainability transformation.
- The **Industrial Transformation Experience Zone**, powered by Singapore Polytechnic (SP), features nine curated sections, each showcasing the latest technologies and solutions for enabling i4.0. To drive i4.0 transformation for business sustainability, SP offers a suite of training and solutioning capabilities from environmental sustainability to digitalisation and talent development.
- The **Digital Twin Experience Centre**, powered by Beca in collaboration with Constellar, provides trade visitors with an immersive experience through four bespoke manufacturing use cases to demystify the concept of Digital Twin. Visitors will gain an understanding of how Digital Twin has been helping organisations reimagine their approach to accelerating productivity gain and attaining sustainability goals.
- The **Additive Manufacturing Experience Showcase**, powered by the National Additive Manufacturing Innovation Cluster (NAMIC), will bring visitors through a one-stop experience on the entire Additive Manufacturing value chain, featuring innovative products with topology optimised designs, enabled by an integrated digital workflow with sustainably sourced and recycled materials.

## Event Highlights: Connect with Leading Experts across 5 Conferences

Trade visitors will be able to participate in five conferences offering over 120 sessions by more than 150 speakers across the three days.

- This year's **Industrial Transformation Forum (ITF)** on 18<sup>th</sup> October 2022 will feature global industry leaders sharing their insights on upcoming trends to help businesses shape their digital transformation journey towards successful implementation and the development of resilience strategies against future crises.

Speakers at the ITF include:

- Ng Tian Chong, Managing Director, Greater Asia at HP, who will deliver the keynote for I4.0 leaders to raise the bar on digital transformation strategies to remain relevant in rapidly evolving markets;
  - Richard Koh, Chief Technology Officer & Customer Success Lead, Microsoft Singapore, who will share how the industrial metaverse has played a key role in expediting business processes and collaboration while reducing costs; and
  - Francisco Betti, Head of Advanced Manufacturing and Production, World Economic Forum, who will join a panel discussing the mega forces and environmental benefits driving the future of sustainable manufacturing.
- The **Future of Manufacturing CXO Summit (FoM)** on 19<sup>th</sup> October 2022, co-organised with the Agency for Science, Technology and Research (A\*STAR), is designed to support industry-wide efforts in encouraging greater receptivity and adoption of I4.0, addressing challenges such as manufacturing efficiency, alternative energy solution, and circular economy.
  - The **NAMIC Global Additive Manufacturing Summit (GAMS)** is a two-day in-person event from 19<sup>th</sup> – 20<sup>th</sup> October 2022 that will dive deep into contemporary topics and bring together global additive manufacturing thought leaders and application experts applying 3D printing to improve the world.
  - The **LogiSYM Platinum** series on 19<sup>th</sup> October 2022 is a unique, industry first invite-only roundtable for senior supply chain professionals to discuss how organisations can navigate global conditions and optimise their operations and supply chains.
  - The **Standards Forum** on 20<sup>th</sup> October 2022 is organised by the Singapore Standards Council and Enterprise Singapore, bringing together experts to share how the global standards community is supporting sustainability practices that will drive measurable results across the value chain through I4.0 solutions and standards.

## Quotes by Key Exhibitors

"AI will transform industries, but organisations struggle to make full use of this transformative technology. TÜV SÜD's Gateway to 4.0 at ITAP is the ideal platform for us to showcase our unprecedented AI quality framework that enables organisations to adopt AI at scale, manage the risks, and comply with regulations." -- **Dr Andreas Hauser, Chief Executive Officer of Digital Service, TÜV SÜD**

"ITAP hosts the widest range of industry 4.0 and related technologies in one space, making it the ideal platform for us to connect with leaders and innovators to find new digital technology solutions and expand our development in the area of cross technology innovation." -- **Mr Alexander Liu, Head of Additive Manufacturing Programs, Asia, ASTM International**

"Automation is offering a growing number of ways to effectively address social issues and achieve sustainability. ITAP will be a key opportunity for us to showcase our leading solutions in automation technology as we transform our business to be a greater force for a sustainable society." -- **Kiyohiro Yamamoto, Director, Representative Corporate Executive President and Group Chief Executive Officer, Azbil Corporation**

"Dell Technologies is proud to be a sponsor of ITAP 2022, where we will be collaborating with our partners at Intel, Litmus and PTC to exhibit our lab-validated, end-to-end manufacturing edge solutions that provide the speed, scalability and resiliency for smart manufacturing outcomes." -- **Mr Chris Kelly, Senior Vice President, Data Center Solutions Asia Pacific and Japan, Dell Technologies**

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## **About Industrial Transformation ASIA-PACIFIC – A HANNOVER MESSE Event**

Organised by Constellar with international partner Deutsche Messe, Industrial Transformation ASIA-PACIFIC –a HANNOVER MESSE event (ITAP) is Asia Pacific's

go-to platform for companies and governments looking to start, scale and sustain their adoption of Industry 4.0 (I4.0) processes and solutions across industries and sectors. ITAP offers comprehensive content-rich learning avenues and themed activity zones for companies at various stages of business transformation to explore, collaborate and co-create solutions to future-proof their businesses.

Cohesively, ITAP brings together a self-contained ecosystem and helps build a professional community for end-to-end engagements among I4.0 practitioners, technology & solution providers, industrial companies, component manufacturers, software companies, manufacturing solutions suppliers, service companies & consultancies and start-ups. For more information, please visit the official [ITAP website](#).

## About Constellar

Constellar connects a global eco-system of event partners and consumers through a holistic portfolio of intellectual property (IP) in the Meetings, Incentives, Conventions and Exhibitions (MICE) industry. As Asia's partner of reference for curating innovative event and venue experiences, Constellar activates impactful networks to bring global markets, businesses and consumers together for sustainable growth. With our expertise and dedication, we are invested in helping you build trusted relationships with stakeholders for the long term and enabling cross-industry collaboration through world-class audience engagement solutions. Visit [constellar.co](http://constellar.co) for more information.

## 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.

## 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 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

# INDUSTRY 4.0 FOR BUSINESS SUSTAINABILITY

18 - 20 October 2022

HANNOVER  
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(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.

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[www.industrial-transformation.com](http://www.industrial-transformation.com)