

MEDIA RELEASE

ASIA PACIFIC ALL GEARED UP FOR INAUGURAL INDUSTRY 4.0 EVENT

- *Organiser SingEx Exhibitions scales up inaugural Industry 4.0 trade show owing to overwhelming response from regional advanced manufacturing community*
- *Conference will feature over a hundred trailblazers from 15 economies, delivered through the event's unique "Learning Journey" approach*

Singapore, 16 August 2018 – The inaugural Industrial Transformation ASIA-PACIFIC – a Hannover Messe event, will take place in Singapore, the region's thriving manufacturing hub, at Singapore EXPO from 16 to 18 October 2018. Organised by SingEx Exhibitions together with international partner Deutsche Messe, the event is the definitive new trade platform for the 4th Industrial Revolution in Asia Pacific as the region's manufacturing community gets ready to embark on, and showcase, their readiness for transformational change. The event will welcome more than 10,000 attendees from over 30 countries over three days.

Following its launch announcement in April, the trade platform has since attracted an unprecedented level of support and interest from the regional community. The event space has been scaled up from 15,000 square metres to 20,000 square metres to cater for the overwhelming reception. Companies that have signed on to participate, represent a cross-section of industries, thus ensuring rich on-site representation of the advanced manufacturing community during the event.

With the vast majority of the trade show already fully subscribed, participants can look forward to an array of activities and programmes across multiple industry sectors, including Learning Journeys, Learning Lab, Knowledge Exchange Platform, and Startup Forum, amongst others (please refer to Annex A for full event highlights).

Solutions from more than 200 global industrial automation heavyweights, market leaders and startups, represented by over 10 countries, will also be showcased, including six major country pavilions – Singapore, Malaysia, India, Indonesia, Japan and Germany (please refer to Annex B for list of key exhibitors).

Some key innovations that will be featured include:

- Beckhoff's C-based control TwinCAT engineering and control software, in creating applications (such as Big Data and Pattern Recognition) to sustainably increase production and engineering efficiency; and

- ST Engineering's family of autonomous vehicles (STROBO), which incorporates LiDAR SLAM technology to accurately pick and place pallets through advanced pallet detection and recognition capabilities. The company will also launch their latest model of TUG, a leading autonomous mobile robot for material transportation and delivery, at the event.

ASEAN MINISTERIAL DIALOGUE ANCHORS STELLAR LIST OF INTERNATIONAL SPEAKERS

Mr Tharman Shanmugaratnam, Singapore's Deputy Prime Minister, Co-ordinating Minister for Economic and Social Policies and Chairman of the Group of Thirty, will open the event on 16 October, while the opening plenary will feature an ASEAN Ministerial-level panel, where regional macro-economic perspectives, schemes and frameworks for Industry 4.0 initiatives will be discussed.

A stellar list of leading Industry 4.0 experts will present at the conference, framed around the theme "Getting Real with the Business of Industry 4.0". The conference will comprise plenary sessions under the Industrial Transformation – Future of Manufacturing Summit and several distinct tracks:

- Industrial IoT Forum;
- Global Additive Manufacturing Summit (with individual Industrial and MedTech breakout tracks); and
- Standards Forum

The conference will feature over 100 Industry 4.0 trailblazers from 15 economies, of which more than 50% are regional experts, including luminaries such as

- Phil Smith, Chairman of Innovate UK (the UK's Technology Strategy Board and key innovation agency), whose keynote *Drawing On Innovation's Dividend – The Journey to Renewing Industry's Promise* draws inspiration from the UK's innovation initiatives for spurring industrial transformation, and lessons for Asia-Pacific audiences on multi-sectoral, public-private collaborations;
- Samuel Garcia, Procter & Gamble's Vice President for Global Consumer Product Supply (APAC), who will share insights on the significant changes Industry 4.0 has brought to the FMCG sector, from manufacturing, innovation and development process standpoints, as well as its impact on supply chain;
- Alpesh Patel, Director of McKinsey & Company's Digital Capability Center, who will moderate a high-level panel session on the topic *Where Next on the Journey to Industry 4.0 in Asia Pacific?* Presenters on this panel will share their prognostications on the impacts and outcomes of Industry 4.0; and

- Max Ward, Chief Executive Officer of Openport and Board Member of the recently formed Open Enterprise Logistics (OEL) Foundation based in Hong Kong, who will speak on how blockchain technologies and applications are reshaping process and business models in the value and supply chain space

START, SCALE, SUSTAIN – GETTING READY FOR AN IMMERSIVE AND ENGAGING LEARNING JOURNEY

As the pace of each nation's transformation journey is different and uneven, the event's unique "Learning Journey" approach is designed to help companies and governments in Asia-Pacific start, scale and sustain their adoption of Industry 4.0 processes and solutions. Based on where they are in their current journey – be it novices, early adopters or trailblazers, this approach is designed to encourage and spur learning, deepen understanding and enable relevant collaborations and ideas to take shape.

While novices to Industry 4.0 will gain better understanding from case studies, recommended solution lists, specially curated explanatory sessions and highlights at the demonstration areas, early adopters will benefit from more advanced coverage of concepts and solutions relating to their phase of Industry 4.0 adoption. Trailblazers and innovators will in turn get to share their adoption experiences with the community through presentations at the conference and sandboxes, as well as contribute perspectives on more advanced topics.

Recognising the event's strategic importance in spearheading economic progress, the event has also garnered strong support from various local government agencies, with contributions and input drawn from deep community insights. This is reflected in the composition of Industrial Transformation ASIA-PACIFIC's steering and advisory committees (please refer to Annex C), formed to provide counsel and guidance for the event's standing, delivery and achievement of regional strategic and business objectives.

For more information, please visit <http://industrial-transformation.com/>.

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For related press releases and images, please visit <http://industrial-transformation.com/press-centre/> or <http://www.hannovermesse.de/en/register-plan/for-journalists/>

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 yearly are the Singapore FinTech Festival, the world's largest of its kind, IoT series, Last Mile Fulfilment series and Tyrexpo series in China, India, South Africa, Indonesia and Singapore.

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, please visit www.singex.com.

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 2017 revenue projected to total about 357 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) CEBIT (digital business), CeMAT (intralogistics and supply chain management), didacta (education), DOMOTEX (carpets and other floor coverings), HANNOVER MESSE (industrial technology), INTERSCHUTZ (fire and rescue services, civil protection, safety and security), LABVOLUTION (lab technology) and LIGNA (woodworking, wood processing, forestry).

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). With more than 1,200 employees and a network of 58 sales partners, Deutsche Messe is present in approximately 100 countries.

For more information, please visit www.messe.de.

Annex A

Event Highlights

Using on and off-line approaches, Industrial Transformation ASIA-PACIFIC incorporates an array of activities and programmes for targeted audience groups across multiple industry sectors and markets defined according to their levels of understanding and adoption:

- **The “Showcase”** – An exhibition and demonstration of the applications of Industry 4.0 technologies and solutions on Industrial Automation, Additive Manufacturing, Digital Factory and Smart Logistics.
- **The “Career Forum”** – Showcasing career options in the development of future talent.
- **The “Knowledge Exchange” Platform** – Closing the knowledge gap with multiple conference tracks covering business and leadership insights, technical and technology applications, case studies, panel discussions and practical approaches for Industry 4.0.
- **The “Learning Lab”** – An engaging demonstration area curated to showcase the applications of innovative ready-to-market products and solutions around the themes of Industrial Automation, Additive Manufacturing, Digital Factory and Smart Logistics.
- **“The Sandbox”** – Presentations driven by communities; driving conversations and debates addressing challenge statements and practical solutions for the progressive adoption of Industry 4.0.
- **The “Learning Journeys”** – Customised and curated journeys offering immersive experiences for attendees to better understand the value and benefits of Industry 4.0.
- **The “Startup Forum”** – Forging links between young enterprises and potential investors, customers and partners.
- **The “Networking Platforms”** – Opportunities for attendees to engage with peers and potential customers/partners at hosted receptions or during the lunch breaks.
- **“Technical Tours”** – To innovation centres in Singapore for attendees and conference delegates to get a first-hand experience of innovation in practice.
- **The “Interchange”** – Underscoring the integral role that the community plays in today’s digital and global world, The Interchange is a digital community platform to bring different industry players and communities into a common space, in order to address challenges or problem statements together as part of an expanded ecosystem.

Annex B

List of Key Exhibitors (as at 16 August 2018)

- Accenture
- SAP (Asia) Pte Ltd
- Schneider Electric South East Asia (HQ) Pte Ltd
- Emerson Automation Solutions Asia
- Microsoft
- NTT Communications
- Epicor Software (SEA) Pte Ltd
- Rockwell Automation
- Autodesk Asia Pte Ltd
- Festo Pte Ltd
- Honeywell
- ZEISS
- Advantech Co Singapore Pte Ltd
- Azbil Corporation
- Beckhoff Automation Pte Ltd
- Robert Bosch (SEA) Pte Ltd
- Fraunhofer Singapore
- Hiwin Singapore Pte Ltd
- IBM Singapore
- Jungheinrich Lift Truck Singapore Pte Ltd
- Konica Minolta Business Solutions Asia Pte Ltd
- Mitsubishi Electric Asia Pte Ltd
- PBA Group
- Pepperl+Fuchs Pte Ltd
- Siemens
- ST Engineering
- TRUMPF Pte Ltd
- TÜV SÜD Asia Pacific Pte Ltd
- Yokogawa Engineering Asia Pte Ltd

Annex C

Steering Committee and International Advisory Committee

The steering committee comprises representatives from:

- Singapore Economic Development Board
- Enterprise Singapore (formed from the merger of the previous International Enterprise Singapore and SPRING Singapore)
- Singapore Tourism Board
- Agency for Science, Technology and Research (A*STAR).

Members of the international advisory committee include:

- ABB
- Accenture
- Beckhoff
- Bosch
- Dematic
- Emerson
- Fraunhofer Singapore
- National Additive Manufacturing Innovation Cluster (NAMIC)
- Pepperl+Fuchs
- Schneider Electric
- Siemens
- Singapore Industrial Automation Association (SIAA)
- Singapore Manufacturing Federation (SMF)
- Singapore Precision Engineering and Technology Association (SPETA)
- TÜV SÜD
- Yokogawa

Annex D

Support from Regional Trade Associations

Partnering Organisation

- Singapore Manufacturing Federation

Supporting Organisations

- Association of Electronic Industry Singapore (AEIS)
- e2i
- Indian Chamber of Commerce (ICC)
- Malaysia Aerospace Industry Association (MAIA)
- NTUC
- Optics and Photonics Society of Singapore (OPSS)
- Singapore Electrical Trade Association (SETA)
- Singaporean-German Chamber of Industry and Commerce
- Singapore Food Manufacturers Association (SFMA)
- Singapore Precision Engineering & Technology Association (SPETA)