

For Immediate Release

Singapore International Robo Expo Returns Bigger in 2017: Showcasing Latest Robotics Innovations

Singapore, 2 November 2017 – The Singapore International Robo Expo (SIRE) returns after a successful debut in 2016, with a bigger and more comprehensive lineup of solutions and technologies, in the automation and robotics space. Close to 70 companies and organisations will be showcasing their latest products and services at SIRE 2017, nearly double the number last year. Returning and new exhibitors include Kawasaki Heavy Industries, SMP Robotics, PBA Systems, Hiwin, ARTC and NR2PO.

ST Kinetics, which is the title sponsor of SIRE 2017, will be showcasing autonomous solutions including the 15-seater Navya Arma minibus, currently in trials being conducted on Sentosa Island, and the Autonomous Baggage Tractor. Existing baggage tractor vehicles are fitted with an autonomous add-on kit RFID transponders, Global Positioning System (GPS), radars and cameras. This enables the tractor to navigate autonomously while detecting obstacles and avoiding collisions as it transports baggage trolleys between the aircraft and baggage handling areas.

“Robotics technologies continue to evolve at a rapid pace, and the industry’s continued growth will depend on how successful businesses are in deploying such solutions effectively,” said Mr Leck Chet Lam, Managing Director, Experia Events. “There is a need for platforms like the Singapore International Robo Expo, which serves as a regional marketplace for companies to discover business opportunities, start projects and explore funding availability for the adoption of robotics solutions.”

Forging partnerships and expanding opportunities

SIRE 2017 is also a major platform for representatives from the government and private sectors, research and academia to share insights, address economic and social challenges, co-create solutions, and forge partnerships.

An important milestone was achieved with the signing of Memorandum of Understanding (MoU) agreements between the Singapore Industrial Automation Association (SIAA), co-organisers of SIRE, and its counterparts from around Southeast Asia. The MoUs were signed by SIAA with the Malaysia Robotics and Automation Society (MYRAS), Vietnam Automation Services Association (VASSA), and the Institute of Field Robotics (FIBO) of Thailand. This will enable the organisations to leverage shared networks and expertise, and offer more potential opportunities for Singapore companies to collaborate with firms from Malaysia, Vietnam and Thailand.

“Singapore has a strong need to look at robotics and automation to transform the way businesses operate,” said Mr Oliver Tian, President, Singapore Industrial Automation Association (SIAA). “We therefore saw the opportunity for Singapore to take the lead in helping the region establish and develop its robotics ecosystem, with today’s MoUs representing a step towards that goal. Our collaborative efforts are expected to push the envelope and accelerate the achievement of business outcomes.”

Focusing on challenges and solutions in key industries

SIRE 2017 offers an expanded conference programme that will focus on the challenges and solutions in four key industries: manufacturing, infrastructure, transportation and healthcare. These have been identified as sectors with high-growth potential to accelerate our robotics industry development. Experts from renowned research institutes, universities and robotics firms will share their experiences and strategic insights during the two-day conference. Attendees will also benefit from the comprehensive programme comprising symposiums, panel discussions, closed-door roundtables and workshops encompassing everything from autonomous vehicles to Artificial Intelligence and Industry 4.0.

A key highlight this year is the special symposium on the Dutch robotics sector presented by Holland Robotics, the organisation that represents all the Dutch companies and knowledge institutions in the field of robotics. It will highlight the Dutch approach towards smart industry, and emphasise the importance of collaborative projects that go across borders by highlighting examples of Dutch-Singapore collaborations.

The Netherlands is one of three country pavilions located in the exhibition hall, together with the United Kingdom and Singapore. Aquatic Drones, DEMCON, Exact Dynamics, University

of Twente-Robotics, and Witteveen+Bos are among the various Dutch companies and organisations seeking to forge stronger ties with their counterparts in Asia at SIRE 2017. A total of 24 companies, universities and other robotics related institutions from The Netherlands and The United Kingdom will be leveraging SIRE 2017 to explore business opportunities and forge stronger ties with companies in Asia.

Discovering future talent

Recognising that startups are the strongest source of future innovation, Experia and SIAA has partnered Action Community for Entrepreneurship (ACE) to create a Startup Marketplace at SIRE 2017. This offers access to experts from research, business and technology spheres, as well as a wide range of funding and other business resources. Entrepreneurs will be able to use this venue to showcase their innovative solutions, as well as network with government officials, venture capitalists, sectoral practitioners, systems integrators and other stakeholders.

“The robotic industry is undergoing an unprecedented pace of innovation. With the emergence of AI enabled networked robots, integrated with advanced sensors and autonomous capabilities, the definition of robots is in flux. This has created tremendous opportunities for robotic startups in the ecosystem to develop new ways of solving existing problems,” said Mr Edmas Neo, Executive Director, Action Community for Entrepreneurship (ACE). “By bringing together corporates and SMEs across different industries, cross expose them to these emerging technologies, ACE plays a strategic role in enabling the co-creation and adoption of startups technologies by the larger enterprises in addressing their challenges, especially in the robotic and automation areas.”

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About Singapore International Robo Expo (SIRE)

The Singapore International Robo Expo (SIRE) is organised by Experia Events and co-organised by the Singapore Industrial Automation Association (SIAA). It aims to be the next regional marketplace to discover business opportunities, projects and funding availabilities for the adoption of robotics solutions. SIRE is also a major platform for government and private sectors, research and academia to share, address economic and social challenges, co-create solutions, and forge partnerships.

For more information, visit www.sire.com.sg.

About Experia Events Pte Ltd

Experia Events specialises in organising and managing exhibitions and conferences of strategic interest, fostering industry development and thought leadership. It has built a strong portfolio in aerospace and defence with the highly successful Singapore Airshow, Asia's largest aerospace and defence event, as well as key events such as IMDEX Asia, Asia Pacific's flagship maritime defence show; Rotorcraft Asia, the premier dedicated event for the global civil helicopter industry; Unmanned Systems Asia, which presents the future of unmanned systems across a vast spectrum of commercial and defence applications; Cybertech Asia, a strategic platform for the international cyber community; and the Singapore International Robo Expo (SIRE), the only dedicated trade event in Singapore for Asia's robotics sector. Experia Events' expertise also extends to the government and lifestyle sectors, through key events such as the World Cities Summit, Singapore International Water Week and CleanEnviro Summit Singapore.

With a proven track record underscoring its aspirations to stage events that influence, Experia Events aims to diversify its range of strategic events globally.

For more information, visit www.experiaevents.com.

About Singapore Industrial Automation Association (SIAA)

Incorporated since 1982, SIAA is a professional association for companies and professionals in the Automation, Internet-of-Things (IoT) and Robotics sectors. SIAA plays a crucial role in galvanizing the Automation, IoT and Robotics (AIR) business community, through its extensive line-up of highly-valued programs and events. As SIAA spearheads the automation related initiatives, it also aims to foster industry collaboration and advancement through staging of flagship industry platforms.

SIAA's member charter is to serve as the voice of members and provide members with opportunities to increase their market presence as well as to internationalize their businesses. Our task is to open doors to business opportunities in Singapore and around the region. Through our various activities, initiatives and alliances, we promote our members to local and foreign network of alliance.

Forming alliances with various organizations locally, regionally and on the international front is also top priority for SIAA to reach out to like-minded groups who through the strategic alliances are able to come together for greater synergy in collaborations to continue to serve our respective communities more meaningfully.

Please visit www.siaa.org.

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