

PRESS RELEASE

Singapore International Robo Expo debuts as the robotics sector is poised for accelerated growth

In partnership with Experia Events, the Singapore Industrial Automation Association sets its sights on boosting the robotics solutions industry with this strategic global platform for innovation and technology

Singapore, 18 October 2016 – The first Singapore International Robo Expo (SIRE), organised by Experia Events and co-organised by the Singapore Industrial Automation Association (SIAA), will be held from 1 to 2 November 2016, at Sands Expo and Convention Centre, Marina Bay Sands.

Themed *Forging the Future of Robotics Solutions*, SIRE will comprise an exhibition, product demonstrations, networking sessions and conferences. SIRE aims to be the global platform for governments, the private sector and the academia to engage in dialogues, share industry best practices, network, forge partnerships, and explore funding opportunities for the adoption of robotics solutions.

“SIRE debuts at a time when robotics has been gaining traction in the world due to the need for automation and better productivity. The latest World Robotics Report by the International Federation of Robotics has also identified Singapore as a market with one of the highest robot density in manufacturing – giving us more opportunities for further development in this field, and well as its extension into the services sectors.

With the S\$450 million pledged by the Singapore government to the National Robotics Programme to develop the industry over the next three years, SIRE is aligned with these goals to cultivate the adoption of robotics and support the growing industry. As an association, we are constantly looking for ways to bring together robotic adoption, collaboration among partners, and providing support with funding for our members. SIRE is precisely the strategic platform for this,” said Mr Oliver Tian, President, SIAA.

SIRE has attracted strong interest from institutes of higher learning (IHLs), research institutes, local and international enterprises, with innovation and technology applicable for a vast range of industries from manufacturing to healthcare.

ST Kinetics, the Title Sponsor for the inaugural edition of the event, is one of the key exhibitors, together with other leading industry players such as ABB, Murata, Panasonic, SICK Pte Ltd, and Tech Avenue amongst others. Emerging SMEs such as H3 Dynamics, Design Tech Technologies and SMP Robotics Singapore will also showcase their innovations at the exhibition. Participating research institute, A*STAR’s SIMTech, and other IHLs supporting the event include Ngee Ann Polytechnic, Republic Polytechnic and the Institute of Technical Education (ITE).

Visitors will also be able to view “live” demonstrations at the **Demo Zone** and come up close with the latest innovations and technologies. Some of the key highlights at the zone includes the world’s only fully autonomous outdoor security robot developed by SMP Robotics Singapore, as well as ABB’s Yumi, IRB 14000, a collaborative robot designed to work in close collaboration and proximity with humans safely. Dynamic Stabilization Systems, SIMTech and Design Tech will also be demonstrating the capabilities of their robotic innovations at the zone.

At the **Singapore International Robo Convention**, key speakers representing regulators, industry leaders and academia will come together, exchange insights and engage in discourse to address the various aspects of robotic and automation technology, industry trends and case studies of robotics solutions. There will also be a session discussing the details of the Singapore National Robotics Programme led by Mr Haryanto Tan, Head, Precision Engineering Cluster Group, EDB Singapore.

SIRE will also host the **France-Singapore Innovation Days** in collaboration with Business France, the national agency supporting the international development of the French economy. The organisation will lead a delegation of 20 key French companies to explore business and networking opportunities with Singapore firms, and conduct specialized workshops.

To further foster a deeper appreciation and to inspire the next generation of robotics and automation experts, the event will also host students from higher institutes of learning on **Education Day** on 2 November. Students will be able to immerse themselves in the exciting developments of the robotics industry and get a sampling of how robotics can be applied to real-world settings by visiting the exhibits and interacting with representatives from participating companies.

Mr Leck Chet Lam, Managing Director, Experia Events, says, “SIRE will be a game changer for the industry. We are expecting the industry’s best and new-to-market players to showcase their innovations, which could potentially add value to the operations across a wide spectrum of industry sectors, from manufacturing to retail and service, and healthcare. We also hope to inspire the robotics and automation experts of tomorrow with our Education Day programme.

Experia Events prides itself as a company that organises strategic events for the global stage, featuring thought leaders and working with the industries’ best. It is an honour for us to be partnering SIAA, a recognised body and key player in the robotics industry. We are privileged to be able to help elevate Singapore’s robotics industry through SIRE and are pulling out all stops to ensure that the event will be a resounding success.”

SIRE is supported by Strategic Partner, IE Singapore as well as agencies including EDB Singapore, GovTech Singapore, InfoComm Media Development Authority, A*STAR’s SIMTech, and Spring Singapore.

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About Singapore International Robo Expo (SIRE)

The inaugural Singapore International Robo Expo (SIRE) is organised by Experia Events and co-organised by the Singapore Industrial Automation Association (SIAA). It will be held from 1 to 2 November 2016, at Sands Expo and Convention Centre, Marina Bay Sands. It aims to be the next global marketplace to discover business opportunities, projects and funding availabilities for the adoption of robotics solutions. SIRE is a 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 the inaugural Singapore International Robo Expo and key events such as IMDEX Asia, Asia Pacific's flagship maritime defence show and Rotorcraft Asia, the premier dedicated event for the global civil helicopter industry. 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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