

MSE2016

MANUFACTURING SOLUTIONS EXPO

12 – 14 October 2016

Suntec Singapore Convention & Exhibition Centre
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Joint Press Release

Opportunities for manufacturers to leverage on latest technological solutions and practices at the Manufacturing Solutions Expo (MSE) 2016

- MSE2016 co-located with SIMTech's Manufacturing Productivity Technology Centre Annual Conference

Singapore, 12 October 2016 – The third edition of Manufacturing Solutions Expo (MSE), jointly organised by the Singapore Manufacturing Federation (SMF) and Sphere Exhibits, a subsidiary of Singapore Press Holdings Limited (SPH), will be held from 12 to 14 October 2016 at the Suntec Singapore Convention & Exhibition Centre. Dr Koh Poh Koon, Minister of State for Ministry of National Development and Ministry of Trade and Industry, officiated at the opening of the MSE2016 today.

"Technological disruptions are causing a paradigm shift in the manufacturing sector. We are on the threshold of a new industrial revolution, which some are calling by a range of names, including Industry 4.0 and the Fourth Industrial Revolution. Underpinning these labels is a common theme: new advanced manufacturing technologies will transform the industrial workforce, and lead to increased productivity and growth," said Dr Koh, "To prepare for the future of manufacturing, companies need to focus on building operational excellence by investing in technology and innovation, and taking on new manufacturing practices."

Providing an ideal platform for visitors to network and establish new business partnerships from 12-14 October, the MSE2016 showcases the future of manufacturing that covers the entire value chain categorised by digital factory, industrial automation, sustainable environment and supply chain.

Mr Taddy Chen, Managing Director of Hiwin Singapore Pte Ltd, said: "MSE is a good marketing platform for us to introduce our new products and solutions. The participation at MSE allows us to reach out to many of our customers and Hiwin will continue

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to support MSE."

Workforce Singapore (WSG) is supporting MSE 2016 as a platform to exhibit emerging technologies and solutions for the manufacturing sector, such as automation and advanced robotics to replace manpower-intensive jobs and optimise manpower deployment. These advanced technologies will enable companies to become manpower-lean and productive, and better equipped to build a stronger Singaporean core.

SMF and SIMTech sign MOU to strengthen collaboration

Besides co-locating Singapore Institute of Manufacturing Technology (SIMTech)'s sixth edition of Manufacturing Productivity Technology Centre (MPTC) Annual Conference 2016 with MSE, SMF and SIMTech also inked a MOU to strengthen their collaboration efforts. Both organisations will be working more closely to accelerate the adoption of technologies and strengthen the outreach to local businesses through industry outreach events, promoting capabilities enhancement initiatives such as the Enhanced Operation Technology Road-mapping and RFID technology as well as creating business opportunities such as setting up a SMF cluster in the A*STAR Collaborative Commerce Marketplace (ACCM) e-portal.

Mr Douglas Foo, SMF President, said: "Our collaborative partnership aims to reach out to more industry members to raise awareness of the available technical resources and capabilities. This would help generate new business opportunities, improve productivity and equip us for the future."

High value manufacturing solutions in the ASEAN region

MSE 2016 is positioned as a catalyst in steering the manufacturing community towards capitalising the ASEAN region. With its demographic advantages and expanding market opportunities, the ASEAN region is an attractive manufacturing hub for manufacturers and investors to capitalise on its growth in Singapore providing the nexus to spearhead the dynamic changes within the manufacturing landscape.

Mr Chua Wee Phong, Chairman of Sphere Exhibits Pte Ltd, said: "Since 2014, MSE has built up its reputation as one of the must attend exhibitions in ASEAN, seeing incremental visitorships and exhibitors year-on-year. The third edition of MSE will continue to create and enhance new and current partnership opportunities that will help companies to improve business excellence and productivity. MSE remains a highly recommended platform for businesses to establish new partnerships, networking and contracting opportunities."

The exhibition is supported by more than 80 companies that represent over 100 international and regional exhibiting brands from over 20 countries. Some of the



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exhibitors include Abrasive Engineering, ADOS, BigRep, Brother, Cloudlocator, Dascom, Eqofluids, Espresso, Finmark Laser, Flexsim, Goldwind, Hirata, Infor, Inspire Seiki, Janatics, Maker Two, MiniTab, MPDV, Oanda, OGP, Qavar, Safetyware, Siemens, Solidworks, Spectris, Teloyn Dalso and many others

Visitors will get a glimpse into the future of manufacturing with a walk through of an alley of LIVE demonstrations on Additive Manufacturing and Robotics and industrial manufacturing in 3D printing. These companies will showcase technological solutions and best practices that have been successfully implemented at the workplaces to enhance productivity, profitability and time efficiency. There are more than 10 companies involved in the showcase such as CEI Limited, Chemtron, Creatz3d, Eye 2 Eye, Hiwin, IDI Laser, Innogreen, National Additive Manufacturing Innovative Cluster (NAMIC), Neuphonix, Precision Laser, Systems Automation and UCT Additive.

Mr Thomas Yeo, Head of Strategic Planning & Business Development, said: "LHT Holdings has participated in MSE for the third year. It is a good platform to showcase our pest free pallets and RFID pallets that support warehouse automation and future manufacturing industry 4.0 which is also known as smart manufacturing."

MSE 2016 is supported by government agencies and trade associations, including Agency for Science, Technology and Research (A*STAR), Infocomm Media Development Authority (IMDA), SPRING Singapore, Workforce Singapore (WSG), Employment and Employability Institute (e2i), Enterprise Europe Network, IPI Singapore, Association of Small & Medium Enterprises (ASME), Association of Process Industry (ASPRI), GS1 Singapore, IPV6 Forum Singapore Chapter, Singapore Business Federation (SBF), Singapore Environment Council (SEC), Singapore Industrial Automation Association (SIAA), Singapore Infocomm Technology Federation (SiTF), Singapore Logistics Association (SLA), Sustainable Energy Association of Singapore (SEAS), Singapore Surface Engineering Association (SSEA) and Waste Management & Recycling Association of Singapore (WMRAS).

For more information and registration, visit www.ms-expo.com.

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About Sphere Exhibits Pte Ltd

A wholly owned subsidiary of Singapore Press Holdings (SPH), Sphere Exhibits, which stands for "SPH Events, Roadshows and Exhibitions", aims to be the leading events company catering to a diverse mix of trade and consumer clientele. Backed by a committed and experienced team of professionals and SPH's comprehensive range of media platforms, Sphere Exhibits' shows, events and exhibitions centre on unique concepts that attract local audiences and regional participants. Among the 20 Sphere Exhibits' events are The IT Show, COMEX, Licence2Play, Asian Masters and Kidz Academy. Leveraging on its expertise in event conceptualisation, planning and execution, Sphere Exhibits delivers memorable and quality events that meet the objectives of its clientele and partners. For more information, please visit www.sphereexhibits.com.sg.

About Singapore Press Holdings Ltd

Incorporated in 1984, main board-listed Singapore Press Holdings Ltd (SPH) is Asia's leading media organisation, engaging minds and enriching lives across multiple languages and platforms, ranging from print, digital, radio and out-of-home media.

SPH owns award-winning newspapers, magazines and best-selling books in both print and digital editions, as well as online classified businesses in the region. In addition, SPH has two English radio stations and one Chinese radio station, an out-of-home digital advertising unit, a regional events and conferences arm, and runs a chain of modern retail convenience stores. SPH also has a 20 per cent stake in MediaCorp TV Holdings Pte Ltd, which operates free-to-air channels 5, 8 and U, and a 40 per cent stake in MediaCorp Press Limited, which publishes the free newspaper, Today.



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About Singapore Manufacturing Federation (SMF)

Established since 1932, SMF represents the interest of the Singapore manufacturing community, driving its competitiveness and sustainable growth through serving industry-specific needs. Supported by 10 industry groups and six Centres of Excellence, SMF enhances the competitiveness of the industry by encouraging capacity development and capability building, and innovation-led productivity. It provides opportunities for companies to collaborate, network and to grow and expand both locally and internationally. Current membership stands at more than 3,000 corporate members ranging from SMEs to MNCs. For more information, please visit www.smfederation.org.sg

About Manufacturing Productivity Technology Centre (MPTC)

Launched in 2011, the Manufacturing Productivity Technology Centre (MPTC) is hosted at A*STAR's Singapore Institute of Manufacturing Technology (SIMTech). Manufacturing productivity continues to be essential for companies to maintain their competitive advantage in the industry. MPTC aims to promote the use of technology and innovation, to enhance productivity for efficiency and effectiveness, as well as to engineer value creation. For more information, please visit <http://www.a-star.edu.sg/simtech-mptc>

