

Press release

10 March 2023

International smart manufacturing industry leaders to speak at the 1st Intelligent Manufacturing next week

Ken Chung
Tel +852 2238 9225
ken.chung@hongkong.
messefrankfurt.com
www.messefrankfurt.com.hk
www.myintelligentmanufacturing.com
IMKL23_OR_ENG

Intelligent Manufacturing opens next week with a strong line up of international speakers discussing the ongoing digital transformation of manufacturing. The inaugural edition will gather professionals from the ASEAN region to highlight Industry 4.0 and explore the latest technological innovations and market trends. This conference-led event with product showcases will be held from 16 – 18 March at the Kuala Lumpur Convention Centre (KLCC) alongside Automechanika Kuala Lumpur.

Organised by Messe Frankfurt (HK) Ltd, the very first Intelligent Manufacturing will open its doors next week with a wide variety of engaging topics, comprising around 28 conferences and seminars delivered by 21 expert speakers from industry and academia to an expected audience of over 300 manufacturing professionals. There will also be a delegation from China organised by the International Alliance of Robotics Associations (IARA) present at the event.

With the rise of the “China Plus One” strategy, firms are diversifying their resources into the ASEAN region in pursuit of greater flexibility, resilience and productivity over their supply chains. As one of the top destinations in the region for innovation and advanced manufacturing technologies, Malaysia is expanding its manufacturing capabilities to climb the value chain and enhance competitiveness, with benefits from supportive national policies and a favourable business environment.

In this regard, Intelligent Manufacturing vows to support the digital transformation of Malaysia’s manufacturing industry through an array of events including conferences, tech labs and deep dive sessions, underlying Malaysia's Industry 4.0 transformation, with a focus on robotics, AIoT and AI.

As the core of the event, the conference, co-organised with the Selangor Human Resources Development Centre (SHRDC), will invite top industry experts, government representatives and scholars offering their insights into the latest industry trends and topics. It will consist of four major tracks, which are:

- Emerging technology trends towards manufacturing excellence
- Human-machine collaboration for sustainable manufacturing

Messe Frankfurt (HK) Ltd
35/F, China Resources Building
26 Harbour Road
Wanchai, Hong Kong

- Data analytics and artificial intelligence for intelligent manufacturing
- Digital twins in manufacturing: Towards a connected and intelligent digital factory

The conference will feature an assembly of speakers with extensive experience and influence in the field of digital transformation. Highlighted speakers include:

Dr Ing Dominic Gorecky, Head of Swiss Smart Factory, Switzerland Innovation, will chair two panel discussions and share government initiatives for technology adoption, research and development opportunities, digital manufacturing and more;

Prof Dr David Romero, Professor of Advanced Manufacturing, Tecnológico de Monterrey, Mexico, who is also an Agenda Contributor at the World Economic Forum Council and a World Manufacturing Forum Ambassador, will deliver a keynote speech on the future of smart manufacturing via people-centricity, process innovation, and technology adoption;

Mr Raimund Klein, Founder and Chief Executive Officer of International Centre for Industrial Transformation (INCIT), is a staunch advocate for the digitalisation of manufacturing who actively fosters collaboration between public and private sector manufacturing-related organisations, will demystify sustainability and digital transformation for SMEs.

Highlighted conference topics:

- **A path to a brighter future of smart manufacturing via people-centricity, process innovation, and technology adoption**

By Prof Dr David Romero, Professor of Advanced Manufacturing, Tecnológico de Monterrey, Mexico

- **Real-time monitoring for effective factory intelligence**
- By Dr Jeffrey Yao, General Director, Industrial Technology Research Institute (ITRI), Taiwan

- **Data analytics and artificial intelligence: The lifeblood of manufacturing**

By Laurence Liew, Director of Innovations, AI Singapore

There will also be product showcases held alongside the conference, where some of the latest technologies and solutions for smart manufacturing will be displayed for visitors to better understand the future of intelligent manufacturing.

Admission information:

Professional participants of 18 years old or above are welcome to visit for free. An admission fee is required for the conferences:

- Two full day conference package: MYR 2,000/person
- Early bird 10% discount by 15 March: MYR 1,800/person
- Group purchase of three tickets or above: MYR 1,350/person
- Academic discount: MYR 1,000/person

- Student discount: MYR 500/person

All prices are subjected to the local prevailing sales and service tax. The conference is Human Resource Development Corporation (HRD Corp) levy claimable for Malaysian delegates and HRD Corp registered companies.

Sign up for the event, please visit

<https://form.evenesis.com/intelligentmanufacturing2023>

Intelligent Manufacturing will be held concurrently with Automechanika Kuala Lumpur, one of the most prominent automotive trade fairs in the Malaysian market for 20 years. The two events will explore the connection between the automotive manufacturing and automation industries, and showcase the latest trends and developments in the field.

For more information about the event, please visit

www.myintelligentmanufacturing.com or email the organiser at imkl@hongkong.messefrankfurt.com.

- End -

Background information on Messe Frankfurt

The Messe Frankfurt Group is one of the world's leading trade fair, congress and event organisers with their own exhibition grounds. With a workforce of some 2,200* people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2022 were around €450 million*. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of Messe Frankfurt's key strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. We are using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy balance between ecological and economic interests, social responsibility and diversity. For more information, please visit our website at: www.messefrankfurt.com/sustainability. With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent). For more information, please visit our website at: www.messefrankfurt.com

* Preliminary figures for 2022