

news +++ Intelligent Manufacturing Kuala Lumpur  
Kuala Lumpur Convention Centre, Malaysia, 10 – 12 July 2024



## ASEAN manufacturing's digital transformation in focus as Intelligent Manufacturing Kuala Lumpur 2024 concludes

**Kuala Lumpur, 18 July 2024. The second edition of Intelligent Manufacturing Kuala Lumpur (IMKL) successfully drew to a close on 12 July 2024. From 10 – 12 July, this conference-led event provided guidance on Industry 4.0 and sustainability to manufacturers across the ASEAN region, bringing together 27 experts from around the world to share insights, present their research findings, and discuss case studies on the latest trends and technologies in the industry. Participants praised the event for its success in uniting professionals across a wide range of industries and backgrounds, along with its wider role in supporting the region's digital transformation.**

Key figures from Intelligent Manufacturing Kuala Lumpur 2024:

- 2,189 visits
- 330 conference attendees
- 27 speakers from 10 countries and regions (Brazil, China, Greece, Malaysia, Mexico, the Netherlands, Singapore, Switzerland, Taiwan and the UK)
- 25 conference sessions and 16 Tech Lab sessions
- 21 product showcases from 9 countries and regions (Germany, India, Malaysia, the Philippines, Singapore, South Africa, Switzerland, Taiwan and the US)



Intelligent Manufacturing Kuala Lumpur 2024

Ms Fiona Chiew, General Manager of Messe Frankfurt (HK) Ltd commented on the event's impact: "We are pleased to see the ASEAN manufacturing community come together once again at Intelligent Manufacturing Kuala Lumpur 2024. The positive feedback we are receiving from companies at different stages of digital maturity confirms that the event is successfully addressing the region's growing need for practical guidance on digital transformation. We are committed to further developing this platform to ensure it remains a valuable resource for professional growth and industrial enhancement in the region."

Held at the Kuala Lumpur Convention Centre (KLCC) in Malaysia, the event employed a variety of formats to engage participants. Central to the programme was a two-day conference, accompanied by Tech Lab sessions and product showcases.

At the conference, speakers presented in-depth yet approachable insights on AI, digital twins, ESG implementation and other relevant smart manufacturing topics. Dr Chua Wen-Shyan, Head of Malaysian Smart Factory at SHRDC, the conference co-organiser, explained: "Intelligent Manufacturing Kuala Lumpur's conference brings in technology experts to share global trends and perspectives. We have topics ranging from how smart factories are created internationally to where the Malaysian industry is today in comparison to global benchmarks. We want to make it relatable for Malaysian industries, to show that it is not a far-off journey, but something they can start today."

Alongside the main conference, attendees could attend Tech Lab sessions and join the product showcase area. These components provided further expert-led discussions and practical demonstrations of the technologies and concepts presented in the conference sessions.

#### **Feedback from speakers:**

"This is my second time speaking at Intelligent Manufacturing Kuala Lumpur. At the first edition, the vision was set to establish it as the region's definitive smart manufacturing event. This year, the programme is focused on pairing digitalisation with sustainability, a particularly important topic, as both market demand and regulations are pushing companies toward these twin transformations."

**Prof Dr David Romero, Scientific Vice-Chairman, World Manufacturing Foundation and Professor of Advanced Manufacturing, Tecnológico de Monterrey, Mexico**

"Digitalisation is a broad concept that companies often find challenging to navigate. Intelligent Manufacturing Kuala Lumpur does a great job of raising awareness and helping participants understand how digitalisation applies to their specific business contexts. Importantly, the event brings together people from the private sector, public institutions, government and research institutes, encouraging the kind of collaboration needed to bring forward digitalisation regionally."

**Mr Zeger-Jan van de Weg, CEO, Flowfuse**

"As a first-time speaker at Intelligent Manufacturing Kuala Lumpur, I am impressed by the event's emphasis on Industry 4.0, highlighting efforts from both government and private organisations. There is an excellent mix of international and local content, which allows companies to benchmark themselves globally. The setup and delegate quality are exceptional. It has been a massive success, and we'll be back next year."

**Dr Bala Amavasai, Chief Technology Officer – Industry, Celebal Technologies**

"At the conference, I was able to reach over 200 participants at once, something that would take a year going factory to factory. The audience was highly engaged, asking great questions. Then, we could reinforce these ideas at our booth. People could come and say

'You say this works, but how?', and we could show them right there. It has been a productive event for us. We've had a continuous stream of visitors, and we look forward to participating again next year."

**Mr Sakhivel Narayanasamy, Chairman, Quantum Computing**

"At Synergies, we have seen a shift in the global supply chain from China to Southeast Asia, particularly Malaysia and Vietnam. Our partner, FSBM, recommended Intelligent Manufacturing Kuala Lumpur because it brings together a mix of government policy leaders, technology providers and customers. It is very unique, having so many different industry stakeholders at one conference. The audience was highly engaged, and we saw a lot of international faces in the audience."

**Dr Michael Chang, Chief Executive Officer, Synergies Intelligent Systems**

**Feedback from product showcase contributors:**

"For MPDV, our decision to attend Intelligent Manufacturing Kuala Lumpur was driven by last year's strong audience turnout. The event's format is very effective. The conference encourages active participation and learning, while the product showcases provide a deeper understanding of the practical aspects. This setup attracts delegates with very specific needs and objectives, and through this focus, I think that it is well-positioned to advance the manufacturing sector in the region."

**Mr Kyle Ong, Sales Manager, MPDV Malaysia Sdn Bhd**

"Today, we have met with many of our target clients – end users from the manufacturing sector seeking practical solutions. They are coming with clear objectives and showing strong interest in our offerings. While we are open to immediate business, our main focus is on finding quality leads and getting a feel for the industry's direction. It's a platform that allows everyone in the industry to participate, to share their pain points and requirements."

**Mr Pang Kiew Kun, Managing Director, FSBM MES Elite Sdn Bhd**

"We are seeing a lot of C-level executives here, which is something that is uncommon at other events. These visitors can make decisions for their companies – exactly our target audience. The Tech Lab is a great addition as well, as it gives us a chance to share our knowledge and showcase our factory monitoring and ESG solutions. We're seeing more people engage with the Tech Labs as the event progresses."

**Mr Zulfadli Saifun, Key Account Sales, Advantech Co Malaysia Sdn Bhd**

**Feedback from conference delegates and visitors:**

"As a data analysis vendor, I came to this event looking for MES systems for my client. The sessions have been really helpful, especially the one on work order planning. It's given me a lot of ideas and insights to share with my clients. After attending for two days, I have a better understanding of what the industry is currently working on. I'll likely join the next edition as well."

**Ms Euriss Sow Poh Ling, Senior Technical Manager, ATG-Nexus Sdn Bhd**

"I was particularly impressed by the presentations from FSBM and the sessions on Arduino and Raspberry Pi. In academia, we tend to concentrate on textbooks and theory, so the practical exposure offered at this event has been very beneficial. This year, I've noticed that the programme includes a greater emphasis on AI, with interactive presentations and case studies that made the sessions more engaging."

**Dr Ho Kok Hoe, Senior Lecturer, School of Engineering, Monash University Malaysia**

“The Tech Lab sessions introduced me to manufacturing concepts beyond my usual software development sphere. The speakers were highly experienced in their fields and were adept at explaining complex topics. I’ve gained a broader perspective on current trends in the industry, and look forward to implementing some of these ideas in my role.”

**Mr Kam Wah Lee, Principal Engineer, Western Digital**

The next edition of Intelligent Manufacturing Kuala Lumpur will be held from 7 – 9 May 2025.

Intelligent Manufacturing Kuala Lumpur is organised by Messe Frankfurt (HK) Ltd. The conference session is co-organised with the Selangor Human Resources Development Centre (SHRDC). The event is supported by a number of prominent organisations and industry associations, including:

- Communication 21 Media Group Sdn Bhd
- International Alliance of Robotics Associations (IARA)
- Machinery and Engineering Industries Federation (MEIF)
- Malaysian Industrial Development Finance Berhad (MIDF)
- Malaysia Productivity Corporation (MPC)
- Malaysia Robotics & Automation Society (MyRAS)
- Malaysian Rubber Products Manufacturer’s Association (MRPMA)
- Malaysian Timber Council (MTC)
- The National ESG Association of Malaysia
- TusStar Malaysia
- Smart4wrld

-End-

**Press information and photographic material:**

<https://myintelligentmanufacturing.hk.messefrankfurt.com/kualalumpur/en/press.html>

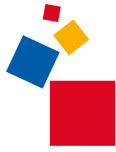
**Intelligent Manufacturing Kuala Lumpur on social media:**

[www.linkedin.com/company/intelligent-manufacturing-imkl/](http://www.linkedin.com/company/intelligent-manufacturing-imkl/)

[www.facebook.com/intelligent.manufacturing.kualalumpur](http://www.facebook.com/intelligent.manufacturing.kualalumpur)

[www.instagram.com/imklconference/](http://www.instagram.com/imklconference/)

#IMKL #IntelligentManufacturingKualaLumpur #SmartManufacturing

**Your contact:**

Samuel McCadden

Phone: +852 2238 9985

Samuel.McCadden@hongkong.messefrankfurt.com

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

[www.messefrankfurt.com.hk](http://www.messefrankfurt.com.hk)

[www.myintelligentmanufacturing.com](http://www.myintelligentmanufacturing.com)

**Background information on Messe Frankfurt**

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With a workforce of some 2,300 people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2023 were around € 609 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](http://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](http://www.messefrankfurt.com)

**Background information on Selangor Human Resource Development Centre**

The Selangor Human Resource Development Centre (SHRDC) is a leading organization in Malaysia dedicated to enhancing human capital and fostering industry collaboration to drive economic growth and technological advancement. Established in 1992 as a nation's call to enable personal and organizational development. As of today, more than 100,000 participants have gone through talent development and training programs with us and SHRDC spans with over 100 courses over 6 strategic business units with over 200 competent trainers. SHRDC is located in Section 13 Shah Alam.

For more information, please visit [www.shrdc.org.my](http://www.shrdc.org.my)