

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



Intelligent Manufacturing Kuala Lumpur 2024 to host international leaders in smart and sustainable manufacturing

Kuala Lumpur, 4 July 2024. Intelligent Manufacturing Kuala Lumpur (IMKL) returns next week to the Kuala Lumpur Convention Centre (KLCC), from 10 – 12 July 2024. The event will bring together an international line-up of experts to guide manufacturers across the ASEAN region through key topics in industry 4.0, including generative AI, ESG (Environmental, Social and Governance) principles, cloud infrastructure, data centres and more. In addition to its flagship two-day conference, participants can look forward to a variety of product showcases, interactive workshops and live technology demonstrations.

The event's centrepiece is its two-day conference, which is co-organised by the Selangor Human Resource Development Centre (SHRDC), guided by the Intelligent Manufacturing Kuala Lumpur advisory committee and running under the theme "Towards net-zero: The digital transition for sustainable manufacturing".

Ms Fiona Chiew, General Manager of Messe Frankfurt (HK) Ltd, commented on the return of Intelligent Manufacturing Kuala Lumpur, stating: "ASEAN's rising appeal among international manufacturers has led to a significant expansion of its industrial capabilities in recent years, and Malaysia's commitment to modernising its industrial sector, in particular, makes it an ideal host for this event. It offers an excellent opportunity for regional businesses to connect with and learn from leading international experts in digital transformation, many of whom will be speaking in the region for the first time."

The event's second edition will feature insights from 24 speakers representing 10 countries and regions, including Brazil, Mexico, Singapore, Switzerland, Taiwan and the UK. Attendees will learn how these new technologies and business models can be adapted to meet their unique organisational needs, with a focus on how sustainability is reshaping the modern manufacturing process.

This year's conference includes four tracks investigating the interplay between smart technologies and sustainability, the applications of operational technologies including AI, robotics and cloud data, and emerging business models in manufacturing. Dr Chua Wen-Shyan, head of Malaysian Smart Factory, SHRDC has also included a series of compelling case studies highlighting successful digital transformation initiatives by companies including Finesse Moulding, Markaids, Steelcase and more. "Local case studies boost the local industries, providing a more significant motivation for the need of digitalisation", says Dr Chua.

Featuring an international roster of contributors from a wide range of backgrounds including academia, government and industry, the conference will present a thoughtful selection of perspectives on the latest trends and challenges in the field. Among the notable speakers

are:

Prof Dr David Romero, Scientific Vice-Chairman, World Manufacturing Foundation and Professor of Advanced Manufacturing, Tecnológico de Monterrey, Mexico, will introduce six innovative business models designed to enhance manufacturers' sustainability and resilience, featuring insights from the World Manufacturing Report 2023.

Prof Dr Ong Kian Ming, Pro Vice-Chancellor of External Engagement, Taylors University, Former Deputy Minister, Ministry of Investment, Trade and Industry (MITI) and 2-term Member of Parliament will lead the closing panel alongside the IMKL advisory committee and Mr Raimund Klein, Founder and CEO, International Centre for Industrial Transformation (INCIT), exploring the current state of digital transformation in the ASEAN's manufacturing sector and its forthcoming challenges.

Mr Rodrigo Nader, Founder and CEO, Langflow, will explain how generative AI is revolutionising factory digitalisation and workforce development, providing real-world examples from manufacturing.

Mr Zeger-Jan van de Weg, CEO, Flowfuse, will discuss how the Unified Namespace (UNS) and low-code platforms enable engineers to implement automation solutions without the need for extensive coding knowledge.

Dr Bala Amavasai, Chief Technology Officer – Industry, Celebal Technologies, will explore how cloud computing, data analytics and artificial intelligence are helping manufacturers streamline their operations and achieve a higher standard of efficiency.

Additional conference highlights:

- **Navigating the digital shift towards a smart and sustainable factory (Keynote)**
By Mr Martin Schiesser, Senior Partner, Detecon (Schweiz) AG, Head Manufacturing Industries
- **Is digital twin technology a reality for manufacturers?**
By Mr Mahadevan Balasubramaniam, Head of Business Development & Government Affairs, CEO Office, Siemens Malaysia
- **Digitalisation as a means to eliminate unplanned manufacturing downtime**
By Mr Kelvin Chong, Country Manager, Schaeffler Malaysia

Complimentary entry to tech labs and product showcases:

Alongside the conference, the event's standalone product showcase area will provide attendees with a chance to experience the latest technologies first-hand. Notable participants include MPDV, the event's silver sponsor, along with Advantech, FSBM MES Elite, IT Group, Roll Robotics and Turck Banner. CTI Resources, partnering with Schaeffler and Stratus Technologies, as well as YNY Technology, partnering with Hexagon AEM will also be present.

Visitors can further explore these technologies at the fair's Tech Labs, which offer a space for detailed product introductions and further expert-led discussions. One session, led by Mr KK Pang, Executive Director of FSBM will explore the role of Manufacturing Execution Systems (MES) in real-time data monitoring and sustainability. Another, presented by Dr Kevin Ho, ESG Compliance Manager, ESG Compliance Department, i-Chem Solution Sdn Bhd will simplify the complexities of ESG criteria, making these guidelines easier for businesses to understand and follow.

Entry to the product showcase area and Tech Labs is free for professionals aged 18 and above. An admission fee is required to participate in the conference:

- Two-day conference package: MYR 2,000/person
- Early bird rate (available until 9 July): MYR 1,800/person
- Group purchase (three or more tickets): MYR 1,350/person
- Academic discount: MYR 1,000/person
- Student discount: MYR 800/person

All prices are subject to local prevailing sales and service tax. For Malaysian delegates and Human Resource Development Corporation (HRD Corp) registered companies, these fees may be claimed under the HRD Corp levy. To sign up for the event, please visit <https://qr.messefrankfurt.com/w6B5>.

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

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Press information and photographic material:

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

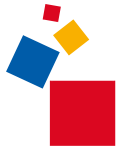
Intelligent Manufacturing Kuala Lumpur on social media:

www.linkedin.com/company/intelligent-manufacturing-imkl/

www.facebook.com/intelligent.manufacturing.kualalumpur

www.instagram.com/imklconference/

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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

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

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