

# intelligent manufacturing

16 – 18 March 2023

Hall 7, Kuala Lumpur Convention  
Centre (KLCC), Malaysia


## SMEs 4.0: Moving up in the Manufacturing Value Chain

## Event Guide

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



Organiser

 messe frankfurt

Conference Co-organiser



Intelligent Manufacturing is a regional conference-led event supporting the digital transformation of Malaysia's manufacturing industry. The mission is to help businesses of all sizes understand the opportunities from the digital transformation in manufacturing, smart factory solutions, predictive maintenance and more. Presentations, technological showcases, interactive workshops, and networking opportunities will deliver the information and resources needed to start implementing smart strategies.

## SMEs 4.0: Moving up in the Manufacturing Value Chain

### Product groups

#### Digital Factory

Big Data, Data Generation, AIoT, Open Source, 3D Modelling Software, Enterprise Resource Planning (ERP), Manufacturing Execution Systems (MES)

#### Information Systems & Technologies

Cloud Services / Computing, Cyber Security, Big data analytics, Smart Operation Technology, Asset Management Systems, 5G and Infrastructure

#### Operational Technologies

Cyber Physical Systems, 3D Printing Machine, Predictive Maintenance, Robotics, Collaborative Robots, Sensor Technologies, Control Systems, Smart Warehousing, Smart Logistics (AGV), Instrument Measurement and Control



### Event formats



Conferences



Deep Dive\*



Tech Labs\*\*



Booths

\* Interactive sessions that allow for a more focused, in-depth exploration of a topic than is possible in regular sessions

\*\*Scheduled presentations



## Conference partners

### Conference co-organisier

Selangor Human Resource Development Centre (SHRDC)

A talent and skills development centre that aims to elevate the capabilities of Malaysia's workforce in line Industry 4.0 standards.



**SHRDC**

### Technical consultants

Malaysia Smart Factory 4.0

The technology centre under the SHRDC provides hands-on experience and application-based knowledge to support businesses transforming current manufacturing practices into Industry 4.0 processes.

Swiss Smart Factory

A highly flexible platform of research, development and testing, with a firm understanding of global trends owing to a network of connections across various industry sectors.



### Supporters

- International Alliance of Robotics Associations (IARA)
- Machinery and Engineering Industries Federation (MEIF)
- Malaysia Productivity Corporation (MPC)
- Malaysia Robotics & Automation Society (MYRAS)
- Malaysian Rubber Products Manufacturers' Association (MRPMA)
- Singapore Advanced Manufacturing Technology Association (SAMTA)
- Smart4wrd
- The National ESG Association of Malaysia (ESG)



**SUBSCRIBE  
NOW!**

# SEA's Leading Automation + Manufacturing Transformation Magazine

- 🏠 Reach Out To Qualified Leaders  
& Key Decision Makers
- 📅 Quarterly Publications
- 🌐 South East Asia Circulations

🏠 FBI PUBLICATIONS (M) SDN BHD  
Unit 9-3, Jalan PJU 5/6, Dataran Sunway, 47810 Petaling Jaya, Selangor, Malaysia

☎ +603-6151 9178

💬 Whatsapp: +6012-639 4271

✉ my@asiafbi.com

🌐 www.asiaautomate.com



Scan For More Details





# Our speakers

## intelligent manufacturing



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



**Dr Chua Wen-Shyan**  
Head of Malaysian Smart Factory 4.0,  
Selangor Human Resource Development  
Centre (SHRDC)



**Dr Ing Dominic Gorecky**  
Head of Swiss Smart Factory,  
Switzerland Innovation



**Datuk Shahul Dawood**  
Chief Executive, HRD Corp



**Raimund Klein**  
Founder and Chief Executive Officer  
International Centre for Industrial  
Transformation (INCIT)



**Loong Kin Leong**  
Senior General Manager,  
Manufacturing Support Services,  
Auto Global Parts Industries



**Dr Jeffrey Da-Jeng Yao**  
General Director,  
Mechanical and Mechatronics System Lab,  
Industrial Technology Research Institute



**Laurence Liew**  
Director of Innovations,  
AI Singapore



**Fabian Bigar**  
Chief Executive Officer  
MyDIGITAL Corporation,  
Ministry of Economy



**Hong Kok Cheong**  
Vice President,  
ESG Association Malaysia



**Junjie Xiong**  
Board Member & Vice President,  
Shenhao Technology Co Ltd, Hangzhou,  
Representative of International Alliance  
of Robotics Associations (IARA)



**Scan for  
speakers profile**

# intelligent manufacturing



**Racheal Choo**

Co-founder of Roll Robotics,  
Malaysia & Thailand, Roll Robotics



**Eric Huang**

Vice-President of Business  
Development,  
Synergies Intelligent Systems, Inc.



**Nicholas Tay**

Chief Marketing Officer,  
Global Cloud Business,  
Sangfor Technologies



**Kent Goh**

Head of Robotics Business,  
Omron Electronics Sdn Bhd



**Ts Dr Mohd Ibrahim Shapiai**

Associate Professor,  
Deep Learning Institute (DLI)  
Ambassador of NVIDIA Corporation



**Markus Khachan**

Smart Factory Strategic Sales  
Consultant, Bossard Ltd



**Maksim Sonnykh**

Head of Factory Automation  
Department, Bosch Rexroth Sdn Bhd



**Ahmad Khairi Hamzah**

Head of Rexroth Academy,  
Factory Automation Department,  
Bosch Rexroth Sdn Bhd



**Lin Sheau Wei**

Group Managing Director,  
Tonasco Holding Sdn Bhd



**Keith Tay**

Assistant General Manager,  
CPI (KL) Sdn Bhd



**Scan for  
speakers profile**



# Making Powerful Connections with the Right Suppliers



Buyer's Guides  
平面雜誌



Virtual Tours Made Easy  
實境Demo 影音旗艦館



Sourcing APP  
買主採購APP



Trade Shows  
全球實體 / 線上展會



eBooks  
電子書

[www.B2Benchmark.com](http://www.B2Benchmark.com)

info@B2Benchmark.com  
TEL: 886-4-2436 8936  
FAX: 886-4-2436 6906

## Day 1 Conference Programme(16 March 2023, Thursday)

### Emerging Technology Trends towards Manufacturing Excellence

- 10:00 –10:15 Opening Ceremony
- 10:15 –10:45 Keynote: A Path to a Brighter Future of Smart Manufacturing via People-centricity, Process Innovation, and Technology Adoption  
*Prof Dr David Romero, Professor of Advanced Manufacturing, Tecnológico Monterrey, Mexico*
- 10:45 –11:15 Demystifying Sustainability and Digital Transformation for SME  
*Raimund Klein, Founder and Chief Executive Officer, International Centre for Industrial Transformation (INCIT)*

11:15 –11:30 Tea Break

- 11:30 –12:30 Panel Discussion: Government Initiatives for Technology Adoption – Challenges and Opportunities, EU vs Asia  
Moderator:  
*Dr Ing Dominic Gorecky, Head of Swiss Smart Factory, Switzerland Innovation*  
Panel Speakers:  
*Fabian Bigar, Chief Executive Officer, MyDIGITAL Corporation, Ministry of Economy*  
*Dr Jeffrey Da-Jeng Yao, General Director, Mechanical and Mechatronics System Lab, Industrial Technology Research Institute (ITRI)*  
*Raimund Klein, Founder and Chief Executive Officer, International Centre for Industrial Transformation (INCIT)*
- 12:30 –13:00 Sustainability in Smart Manufacturing and ESG's impact in Manufacturing  
*Eric Huang, Vice-President of Business Development, Synergies Intelligent Systems, Inc.*

13:00 –14:00 Lunch Break

### Human-Machine Collaboration for Sustainable Manufacturing

- 14:00 –14:30 Keynote: Robot-human Co-operation in Manufacturing and Infrastructure  
*Junjie Xiong, Board Member & Vice President, Shenhao Technology Co Ltd, Hangzhou, Representative of International Alliance of Robotics Associations (IARA)*
- 14:30 –15:00 Autonomous Mobile Robots for Smart Warehousing Management Systems  
*Kent Goh, Head of Robotics Business, Omron Electronics Sdn Bhd*
- 15:00 –15:30 Success Story on Human-machine Collaboration for Intelligent Robotics  
*Keith Tay, Assistant General Manager, CPI (KL) Sdn Bhd*

15:30 –15:45 Tea Break

- 15:45 –16:00 Developing a Sustainable Talent Ecosystem for Intelligent Manufacturing  
*Dr Chua Wen-Shyan, Head of Malaysian Smart Factory 4.0, Selangor Human Resource Development Centre (SHRDC)*
- 16:00 –16:30 Human-centric Factory Transformation  
*Markus Khachan, Smart Factory Strategic Sales Consultant, Bossard Ltd*
- 16:30 –17:00 Success Story on Sustainable Digital Transformation and Implementation through Talent Development Strategies  
*Loong Kin Leong, Senior General Manager, Manufacturing Support Services, Auto Global Parts Industries*
- 17:00 –18:00 Panel Discussion: People-centric Approach for Technology Adoption  
Moderator:  
*Prof Dr David Romero, Professor of Advanced Manufacturing, Tecnológico Monterrey, Mexico*  
Panel Speakers:  
*Datuk Shahul Dawood, Chief Executive, HRD Corp*  
*Loong Kin Leong, Senior General Manager, Manufacturing Support Services, Auto Global Parts Industries*  
*Dr Chua Wen-Shyan, Head of Malaysian Smart Factory 4.0, Selangor Human Resource Development Centre (SHRDC)*  
*Hong Kok Cheong, Vice President of ESG Association Malaysia*



Scan for  
Conference  
programme



## Day 2 Conference Programme (17 March 2023, Friday)

### Data Analytics and Artificial Intelligence for Intelligent Manufacturing

- 10:00 –10:25 Keynote: Real-Time Monitoring for Effective Factory Intelligence  
*Dr Jeffrey Da-Jeng Yao, General Director, Mechanical and Mechatronics System Lab, Industrial Technology Research Institute (ITRI)*
- 10:25 –10:50 Data Analytics and Artificial Intelligence: The Lifeblood of Manufacturing  
*Laurence Liew, Director of Innovations, AI Singapore*
- 10:50 –11:15 New Smart Industrial Controls Architecture. Unification, Scalability and Intelligence for the Smart Manufacturing  
*Maksim Sonnykh, Head of Factory Automation and Admad Khairi, Bosch Rexroth Academy Manager, Bosch Rexroth Sdn Bhd*

#### 11:15 –11:30 Tea Break

- 11:30 –12:00 Advantages of Digital Automation Platform at the Edge with Sangfor Cloud Technology, to Help Manufacturing Verticals Enhance Decision Making via Data Analytics  
*Nicholas Tay, Chief Marketing Officer, Global Cloud Business, Sangfor Technologies*
- 12:00 –13:00 Panel Discussion: Data & Intelligence / Analytics for Improving Profit  
*Moderator:*  
*Dr Ing Dominic Gorecky, Head of Swiss Smart Factory, Switzerland Innovation*  
*Panel Speakers:*  
*Dr Jeffrey Da-Jeng Yao, General Director, Mechanical and Mechatronics System Lab, Industrial Technology Research Institute (ITRI)*  
*Laurence Liew, Director of Innovations, AI Singapore*  
*Nicholas Tay, Chief Marketing Officer, Global Cloud Business, Sangfor Technologies*  
*Raimund Klein, Founder and Chief Executive Officer, International Centre for Industrial Transformation (INCIT)*

#### 13:00 –14:00 Lunch Break

### Deep Dive Sessions - Digital Twins in Manufacturing: Towards a Connected and Intelligent Digital Factory

- 14:00 –14:30 Digital Factory through Manufacturing Simulation  
*Racheal Choo, Co-founder of Roll Robotics, Malaysia & Thailand, Roll Robotics*
- 14:30 –15:00 Digital Twins in Manufacturing: Towards a Connected and Intelligent Digital Factory  
*Ts Dr Mohd Ibrahim Shapiai, Associate Professor, Deep Learning Institute (DLI), Ambassador of NVIDIA Corporation*
- 15:00 –15:30 Success Story: Digital Twin Integration for Future of Machining  
*Lin Sheau Wei, Group Managing Director, Tonasco Holding Sdn Bhd*

#### 15:30 –16:00 Tea Break

- 16:00 –17:00 Panel Discussion  
*Moderator:*  
*Dr Chua Wen-Shyan, Head of Malaysian Smart Factory 4.0, Selangor Human Resource Development Centre (SHRDC)*  
*Panel Speakers:*  
*Dr Ing Dominic Gorecky, Head of Swiss Smart Factory, Switzerland Innovation*  
*Racheal Choo, Co-founder of Roll Robotics, Malaysia & Thailand, Roll Robotics*  
*Lin Sheau Wei, Group Managing Director, Tonasco Holding Sdn Bhd*  
*Maksim Sonnykh, Head of Factory Automation and Admad Khairi, Bosch Rexroth Academy Manager, Bosch Rexroth Sdn Bhd*  
*Ts Dr Mohd Ibrahim Shapiai, Associate Professor, Deep Learning Institute (DLI) Ambassador of NVIDIA Corporation*

## Tech Lab

- The Tech Lab is to help manufacturers familiarise themselves with these jargons, and the potential solutions that are available to them.
- The Tech Lab provides a unique opportunity for manufacturers to learn about the latest technologies from experts in the field, and to see these technologies in action. Attendees can also gain access to exclusive discounts on some of these technologies.

**17 March 2023**

09:00 – 09:45	<b>Global Collaborative Network</b> <b>Research and Development Opportunities in Intelligent Manufacturing</b> <i>Prof Dr David Romero, Professor of Advanced Manufacturing, Tecnológico Monterrey, Mexico</i> <i>Dr Ing Dominic Gorecky, Head of Swiss Smart Factory, Switzerland Innovation</i> <i>Dr Chua Wen-Shyan, Head of Malaysian Smart Factory 4.0, Selangor Human Resource Development Centre (SHRDC)</i> <i>Dr Jeffrey Da-JengYao, General Director, Mechanical and Mechatronics System Lab, Industrial Technology Research Institute (ITRI)</i>
10:30 – 11:30	<b>Reduce Your Downtime with Wearable Technology</b> <i>Mohd Izzat Bin Muslim, Co-Founder</i> <i>Fulkrum Digital Sdn Bhd</i>
11:45 – 12:45	<b>Digital Manufacturing with the Help of Predictive and Prescriptive Maintenance</b> <i>Prashant Kapadia, Chief Growth Officer</i> <i>CIMCON Digital LLC</i>
13:30 – 14:30	<b>From Idea to App in Minutes: Unleashing the Potential of No-Code App Building</b> <i>Aiemaan Mohd Noor, Country Manager</i> <i>Neoreka Asia Sdn Bhd</i>
14:45 – 15:45	<b>SG 101 - “ Introduction to ESG for SMEs in Malaysia: Understanding the Basics”</b> <i>Professor Rina Neoh,</i> <i>Secretary General of ESG Association Malaysia and</i> <i>Managing Director of Focus Group Capital Sdn Bhd</i>
16:00 – 16:45	<b>Manufacturing Process Optimization through Digital Factory</b> <i>Noor Zamri Sudin,</i> <i>Technical Trainer</i> <i>Selangor Human Resource Development Centre (SHRDC)</i>

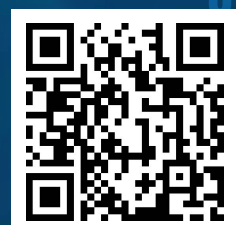
**18 March 2023**

10:15 – 11:00	<b>Data Generation for Overall Equipment Effectiveness (OEE)</b> <i>Alex Koh, Technical Trainer</i> <i>Selangor Human Resource Development Centre (SHRDC)</i>
11:00 – 11:45	<b>Digital Workflow Management for Integrated Resource Planning</b> <i>Nur Hanani Ahmad Puaad, Technical Trainer</i> <i>Selangor Human Resource Development Centre (SHRDC)</i>
11:45 – 12:45	<b>Mobile Robots: Greater Efficiency at Low Costs</b> <i>Mohamad Irfan Danial Shaz, Sales Executive,</i> <i>Ideasparq Robotics Sdn Bhd</i>
13:30 – 14:15	<b>Low-Code Data Analytics for Business Intelligence</b> <i>Alex Koh, Technical Trainer</i> <i>Selangor Human Resource Development Centre (SHRDC)</i>



## Exhibitor list

Company Name	Country	Booth no.
Automate Asia Magazine	Singapore	SA2
Bosch Rexroth Sdn Bhd	Germany	7C04
CIMCON Digital LLC	USA	7A01
FSBM Mes Elite Sdn Bhd	Malaysia	7B02
Fulkrum Digital Sdn Bhd	Malaysia	SA1
Hangzhou Daqiaonan Construction Development Co Ltd	China	7C01
Ideasparq Robotics Sdn Bhd	Malaysia	7D01
Invest Selangor	Malaysia	7B01
Malaysia Robotics & Automation Society (MyRAS)	Malaysia	7C02
Neoreka Asia Sdn Bhd	Japan	7C03
RoviSys Asia Sdn Bhd	Singapore	7A02
Selangor Human Resource Development Centre (SHRDC)	Malaysia	7A03



Scan for  
more  
details

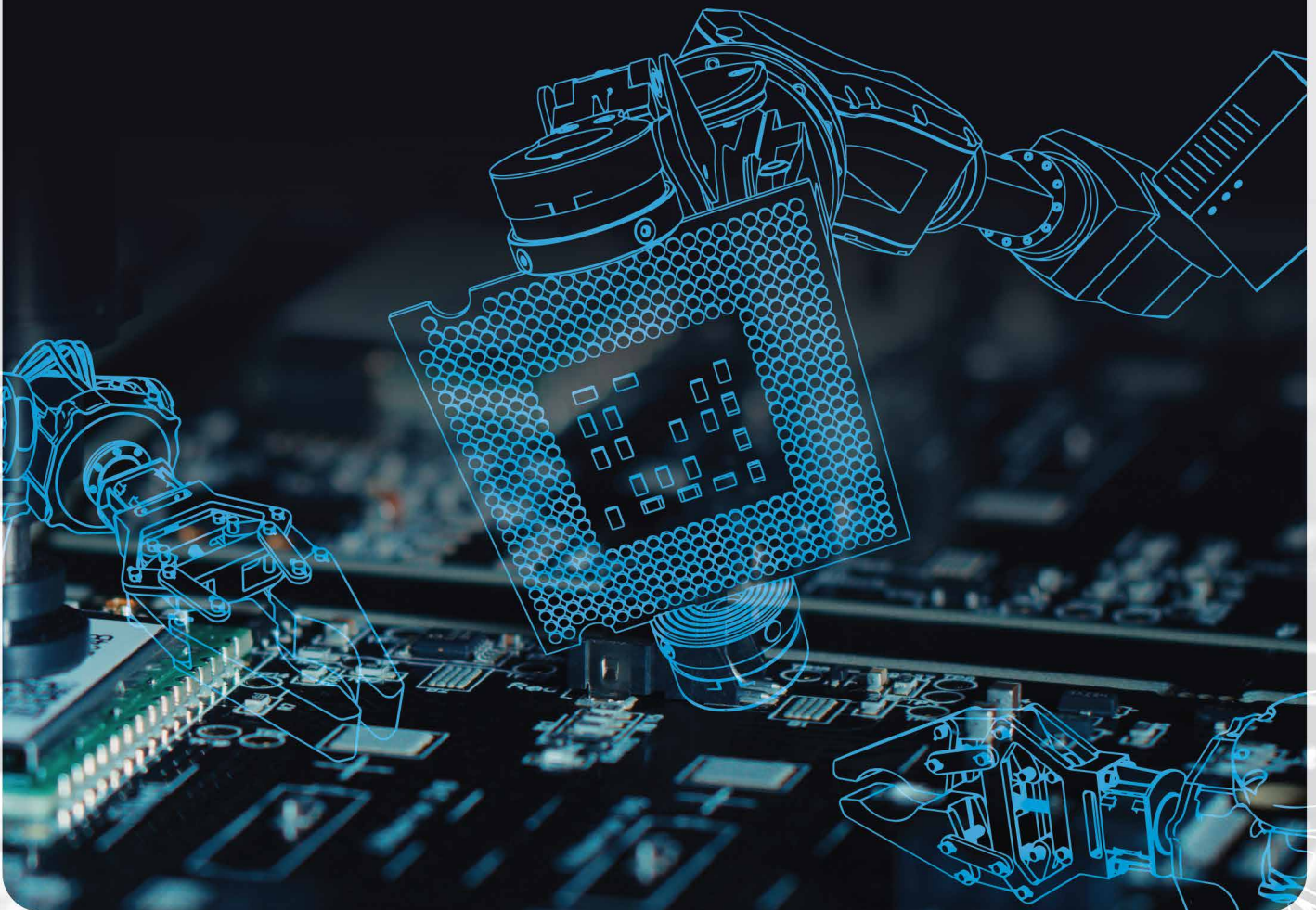
**MODERN —  
MANUFACTURING**

# **AUTOMATION TECHNOLOGIES**

for **Thai Manufacturers**

## **Modern Manufacturing**

is the online media featuring the latest manufacturing trends  
and automation technologies from all around the world.



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

 [ModernManufacturingNews](https://www.facebook.com/ModernManufacturingNews)

 [info@greenworldmedia.co.th](mailto:info@greenworldmedia.co.th)

 **greenworld  
media  
platform**



## technologyMAG – Your local PARTNER for market DEVELOPMENT in Vietnam

Are you looking to reach a **wider audience** and **potential buyers** for your machinery, industrial products, and services?

Staying ahead of the curve and keeping up with the latest trends and technologies, **sharing your latest product developments**, thought leadership articles, or success stories, our platform offers a range of options to showcase your content to our readers.

With a nationwide reach in Vietnam and a dedicated readership, technologyMAG allows you to showcase your brand and products to a diverse audience of **over 10,000 factories, companies, and professional players** in various industries and manufacturing sectors. Plus, with our traditional or digital marketing and promotional services, we can help you maximize your exposure and reach your target audience.

### Contact us:

#### TECHNOLOGY MAG

c/o: The North Ltd  
IDC Building, 163 Hai Ba Trung Str,  
Dist. 3, Ho Chi Minh City, Vietnam  
[info@technologymag.net](mailto:info@technologymag.net)  
[www.technologymag.net](http://www.technologymag.net)





# Building Success Stories

## Global Leader in B2B Services

### ABOUT US

Plantautomation Technology is the pre-eminent (Business to Business) B2B marketplace that unites buyers, sellers, manufacturers and service providers globally. We strive to deliver success to our clients with cutting edge marketing and promotions campaigns for optimum market reach resulting in effective lead generations and business.

#### Brands who trust us



### WHY WE

We are poised to be a one stop shop for all B2B product promotions associated with various industrial segments. Our deep understanding of market movements, customer perception and optimum campaign design comes clubbed with –

#### Salient Features

1. A vast and penetrative industrial database.
2. Dedicated teams for lead generation.
3. Custom campaign designs for optimum ROI.
4. Social Media networks with thousands of followers.

#### Our Strengths

Brochures & Catalogues  
Downloads - **5k**

Dedicated Partner  
Success Team

Unique Visitors  
**53k** Globally

**1** Millionth  
Lead Generated


### OUR SERVICES

We are a professional B2B market place for industrial manufacturing sector. Our vision entails bringing all the manufacturing entities together and offer a fair business ground globally.

**To achieve our goals we have a whole gamut of service portfolio to offer to our esteemed partners –**

1. Exclusive company profile with unlimited product display and technical specification sections for our partners;
2. Regular Email Blasts for product promotions;
3. Banner, Video and Content Promotions for lead generation;
4. Highly potent social media promotions by dedicated team;
5. Event promotions – for enhanced exhibitor signups;





intelligent  
manufacturing

## Event facts

Dates

16 –18 March 2023

Opening hours

10:00 –18:00



Scan to register!

## Contact us now

MesseFrankfurt (HK) Ltd

Ms Jenny Ma

Tel: +852 2238 9914

[imkl@hongkong.messefrankfurt.com](mailto:imkl@hongkong.messefrankfurt.com)

Stay tuned with us on

