MSE2015
MANUFACTURINGSOLUTIONSEXPO

30 Sep – 2 Oct 2015
Suntec Singapore Convention & Exhibition Centre
ms-expo.com | mse@sph.com.sg

Press Release
For Immediate Release

Empowering Business Productivity with Solutions at Manufacturing Solutions Expo 2015

Singapore, 25 September 2015 – The 2nd edition of Manufacturing Solutions Expo (MSE), jointly organised by the Singapore Manufacturing Federation (SMF) and Sphere Exhibits, a subsidiary of Singapore Press Holdings Limited, will be held from 30 September to 2 October 2015 at the Suntec Singapore Convention & Exhibition Centre. The event aims to rally the business community to increase productivity, sustainability and competiveness in manufacturing in the Asia Pacific Region.

MSE 2015 is well supported by government agencies and local and regional trade associations, stakeholders including including A*STAR, Infocomm Development Authority of Singapore (IDA), SPRING Singapore, Singapore Workforce Development Agency (WDA), IPI Singapore, Association of Process Industry (ASPRI), EuroCham, Federation of Malaysian Manufacturers (FMM), GS1 Singapore, Institution of Engineers Singapore, , IPV6 Forum Singapore Chapter, Johor Bahru Chinese Chamber of Commerce and Industry (JBCCCI), Singapore Industrial Automation Association (SIAA), Singapore Environment Council, Singapore Infocomm Technology Federation (SiTF), Singapore Productivity Association (SPA), Singapore Institute of Engineering Technologists (SIET), Singapore Logistics Association (SLA), and Waste Management & Recycling Association of Singapore (WMRAS).

Targeted at manufacturing professionals, policy makers and business owners, this trade exhibition aims to meet the growing needs of manufacturing companies by showcasing the industry's best ideas, innovative technologies and cost effective solutions to raise productivity within the manufacturing environment whilst remaining competitive in a complex business landscape. More than 3,000 trade visitors from Singapore and around the region are expected to visit the trade fair to establish new business partnerships, network and engage potential distribution agents with over 100 regional and international brands and business solutions across the entire manufacturing value chain; showcase the manufacturing value

Silver Sponsor:

Bronze Sponsors:

Sponsor:

Prize Sponsor:

Supporting Organisations:

Organised by:

Sphere Exhibits Pte Ltd (A Subsidiary of Singapore Press Holdings Limited)
Company Registration No. 199900616C
82 Genting Lane, #03-09 SPH Media Centre, Singapore 349567
Tel: +65 6590 3414 | Fax: +65 6319 6140 | Email: tanariel@sph.com.sg

chain categorised by Enterprise System, Industrial Automation (Robotics and Precision Engineering), Environment Management, Supply Chain Management and Consultancy.

Rethink Business Productivity, Redefine Business Innovations in Manufacturing

85 per cent of the total automation revenue is generated in Southeast Asia, and this is increasing steadily. The shift of machinery production to Southeast Asia is expected to deliver a total compound annual growth rate of 7.5 per cent that provides significant opportunities for automation manufacturers in Southeast Asia by 2017.

The fast moving environment has shaped the consistent changes in the industrial production requirements. Customers are savvier and demand high quality products to meet their expectations. Companies are facing increasing pressure to manufacture at more competitive prices to meet the equilibrium. To overcome these changing conditions, the fields of systems engineering, production IT, and business systems must fuse together more closely than ever to achieve higher levels of efficiency. One of the latest manufacturing trends is the implementation of Industry 4.0 which enables products being manufactured and communicated automatically and resulting in increased productivity and efficiency, lowering production costs in the process.

The increase of the Internet of Things (IoTs) has shown a significant presence in the business world and will continue to be a heavyweight in future as companies transform their operational processes, unlocking enormous value through greater efficiency.

As such, Singapore is preparing to capitalise on a more automated and connected future.

Mr Lam Joon Khoi, Secretary-General of Singapore Manufacturing Federation, said: “The Manufacturing Solutions Expo is a response to the manufacturing industry’s mounting need for productive and innovative solutions. It offers a one-stop platform that covers the entire manufacturing chain. Trade visitors to MSE 2015 can conveniently consider the various solutions that address their specific needs and challenges.”

With this curation, MSE 2015 will provide manufacturers across a wide range of industries to leverage on and improve their business productivity. These include the Automotive, Building and Construction, Chemical, Electronics, Food and Beverage, as well as Oil and Gas sectors, to name a few.

Besides garnering the support from the government agencies and the industry associations, MSE 2015 gathered over 40 Singapore companies (within Singapore Pavilion) and more than 75 exhibiting companies presenting over 100 international and regional exhibiting brands such as Esker Document Solutions, SAGE, Tuas Power, e2i, Samsung presented by Print-IQ, ADAP, Adept, Binder, Brady, CEI, Canon, Dassault Systemes, Docuware, Hitachi, Ferrotec, Hiwin, Lenze, Mitsubishi, NTUC Learning Hub,

OGP, SAP, ST Dynamics, Stratasys, Transporeon, Unitronics, Videojet, Zebra Technologies and more.

Apart from the exhibition, there will be a series of interactive learning seminars, product demonstrations and emerging solutions showcase which will present the best practices and trends in the manufacturing sectors where visitors can expect to see artefacts representing various educational institutes and organisations. Visitors can check out the Additive Manufacturing & Robotics Showcase to stay updated with the latest market trends and learn how advanced technologies like 3D Printing and Industrial & Services Robotics have been successfully adopted in the industry.

In addition, visitors can also seek personal advice at a Business Clinic, learn from a diverse range of Technology Talks headed by experts, and discover incentive schemes and grants from various governmental agencies at a Government Pavilion.

Mr Chua Wee Phong, Chairman of Sphere Exhibits Pte Ltd, said: “Sphere Exhibits is honoured to partner with Singapore Manufacturing Federation for the 2nd edition of MSE to create and expand possible business opportunities. The event has garnered the interests from more than 15 countries world-wide and remains a highly recommended platform for business associates to establish new partnerships and network."

The exhibition promises opportunities for networking, thought leadership, industry collaboration and sharing of ideas that inspire learning. Visitors will gain new perspectives that will enable them to adapt to the fast-changing industrial environment, as well as discover new technology trends and markets, given the rising demand for fully integrated capabilities.

Transforming businesses with the understanding of industry standards & innovation

Co-located with MSE 2015 is the Manufacturing Standards eXchange 2015 and Industry Dialogue Sessions from Singapore Manufacturing Federation – Standards Development Organisation (SMF-SDO) where SMEs in the manufacturing sector identify and overcome new challenges on the manufacturing solutions and standards that can help them ride the crescendo of new-age manufacturing and be at the fore-front of higher-end manufacturing.

Also co-located with MSE 2015 is an interactive workshop - Understanding Cleaning Products: Regulatory, Quality, Safety and Sustainability Simplified. The workshop will share the best practices and industry insights on the global, regional and country regulations, safety as well as sustainability topics relevant to the cleaning industry and the industry segments using cleaning products. This workshop is organised by the newly formed Cleaning and Material Product (CAMP) committee, a group under SMF’s Chemicals and Energy Industry Group and the first to represent this industry segment in Singapore.

30 Sep – 2 Oct 2015
Suntec Singapore Convention & Exhibition Centre
ms-expo.com | mse@sph.com.sg

Visit www.ms-expo.com for trade fair information and register as a visitor onsite.

Issued by Singapore Press Holdings Limited
Co. Regn. No. 198402868E

For media enquiries, please contact:

Sphere Exhibits:

Ariel Tan
Senior Manager, Trade Marketing
Sphere Exhibits
DID: (65) 6590 3414
HP: (65) 9683 1880
Email: tanariel@sph.com.sg

Vanni Cheong
Assistant Manager
Corporate Communications & CSR
Singapore Press Holdings Limited
Tel: (65) 6319 1553
HP: (65) 9617 4713
Email: cvanni@sph.com.sg

Singapore Manufacturing Federation:

Kiki Zheng
Senior Executive, Corporate Communications
Singapore Manufacturing Federation
DID: (65) 6826 3013
HP: (65) 9150 9237
Email: kikizheng@smfederation.org.sg

Debra Toh
Executive, Corporate Communications
Singapore Manufacturing Federation
DID: (65) 6826 3034
HP: (65) 9856 3453
Email: debra.toh@smfederation.org.sg

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.

SPH REIT comprises Paragon, a premier upscale retail mall and medical suite/office property in Orchard Road and The Clementi Mall, a mid-market suburban mall. SPH's latest retail development is The Seletar Mall located in Sengkang.

For more information, please visit www.sph.com.sg

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