

Press release

22 March 2023

Intelligent Manufacturing closes with strong recognition from Malaysian manufacturing sector

Ken Chung
Tel: +852 2238 9225
ken.chung@hongkong.
messefrankfurt.com
www.messefrankfurt.com.hk
www.myintelligentmanufacturing.com
IMKL23_FR_ENG

The inaugural edition of Intelligent Manufacturing closed successfully on 18 March 2023. Visitors were impressed by the quality of international speakers, the wide variety of industry topics explored at the conference, as well as the product showcases. Organised by Messe Frankfurt (HK) Ltd, the conference-led event took place from 16 to 18 March 2023 at the Kuala Lumpur Convention Centre (KLCC).

Key figures from Intelligent Manufacturing:

- 2,299 visits
- 243 conference attendees
- 29 speakers from nine countries and regions (China, Germany, Japan, Malaysia, Mexico, Singapore, Switzerland, Taiwan and the US)
- 30 conferences, including 20 main conferences and Deep Dive, 9 Tech Lab sessions and a networking session
- 12 product showcases from six countries and regions (China, Germany, Japan, Malaysia, Singapore and the US)



The first edition of Intelligent Manufacturing was filled with a variety of events, such as conferences, Tech Labs, Deep Dive sessions and product showcases throughout the three days, underlining Malaysia's

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

Industry 4.0 transformation, with a focus on robotics, AIoT and AI. Participating industry professionals praised the show's support towards the digital transformation of the country's manufacturing sector.

Datuk Shahul Dawood, Chief Executive of Human Resource Development Corporation (HRD Corp) participated in a panel discussion as one of the speakers. He remarked: "I'm very pleased to see how Intelligent Manufacturing has turned out. These kind of events will help to create a lot of awareness, providing opportunities to network as well as understand the latest technologies and trends. This event is good because it has a conference, exhibition and networking together in a whole package. I would like to see this event return next year with the latest trends and technologies showcased in Malaysia."

Dr David Romero, Professor of Advanced Manufacturing, Tecnológico de Monterrey, Mexico delivered the opening key note on the first day: "It's great to be here, as we have very exciting and interesting topics exploring how technology can help producers to improve their manufacturing process. I believe each part of the world requires its own flagship event to bring together academia and the industry, particularly for SMEs to discuss about how to approach digital transformation. Intelligent Manufacturing is the place to be for the ASEAN region to have these conversations."

As the technical consultant of the event, Dr Ing Domonic Gorecky, Partner Executive, Board Member and Head of Swiss Smart Factory shared his insights around government initiatives for technology adoption. After the discussion, he commented: "We have seen a decade of adoption of Industry 4.0 digital technologies, but we are still at the beginning of bringing these technologies into the supply chain. I think Intelligent Manufacturing is really filling a gap here in Malaysia, in bringing us together to talk about the adoption of new technologies. For example, the conference I participated in just now brought experts together to discuss what different countries are doing in this field. I believe it's extremely valuable for industry players to be here to learn about and see how they can adopt these technologies."

The conference-led event also attracted visitors from a diverse range of industry sectors. Many participated in the conference and visited product showcases with the goal of making their production lines smarter and more automated.

One audience member, Ms Pavla Zezulkova, Leader of Local Production, Decathlon Malaysia joined the conference sessions with her team. She expressed: "We are here with an aim to get more information to realise the benefits of Industry 4.0. The conference has been absolutely amazing, the speakers have strong expertise in their fields. I also found the sessions here are very interactive, offering great opportunities to connect with other professionals. With the combination of the conference and product showcases, we have been able to find

some practical case studies and make useful contacts.”

Ms Shanthini Rajandram, Manager of Business Excellence (Smart Factory), CIBA VISION Johor Sdn Bhd shared her view after the visit: “I came for networking and was able to meet a government representative yesterday, who is able to refer me useful contacts. The speaker line up is impressive, with international speakers from different part of the world. My experience has been fruitful, as I would say my objectives are met.”

Rovisys Asia Company Pet Ltd was one of the companies that participated in the product showcase area. The company’s director, Mr Soo Chao Yian said: “With the significant growth of the Malaysian market, we have just set up our local office here as a milestone of our business in the region. Participating at Intelligent Manufacturing elevates our market presence in Malaysia. Throughout the three-day event, there is a lot of networking happening. The visitors are from diverse backgrounds, apart from other companies around us and existing business partners, we also spoke to professionals from consultancies and the education sector, resulting in many good conversations.”

On the success of the inaugural event, Ms Fiona Chiew, General Manager, Messe Frankfurt (HK) Ltd commented: “We were very happy to see the first Intelligent Manufacturing event conclude successfully, as demonstrated by the praise given by those who attended. With the growing importance of ASEAN countries in the global manufacturing network, events like Intelligent Manufacturing can act as a meeting point for professionals in the region to discuss the future of the smart production. We look forward to seeing the speakers and participants again at the next edition to share the progress they have made after the 2023 event.”

Intelligent Manufacturing 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 industry associations, including:

- 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)
- The National ESG Association of Malaysia
- Singapore Advanced Manufacturing Technology Association (SAMTA)
- Smart4wrld

The next edition of the event is set to be held in 2024, details will be announced in due course. 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