

SIAA QUARTERLY NEWSLETTER

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MEET OUR NEW CORPORATE MEMBERS

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COMMENTARY SERIES ON INDUSTRY TRANSFORMATION MAPS (ITMS)

Following the first Industry Transformation Map (ITM) commentary for the Hotel industry on 21 May, the Ministry of Trade and Industry, in partnership with Channel NewsAsia (CNA), has published the second piece in this series on 28 May – contributed by Dr Christine Lim, Director at Shiro Corporation Pte Ltd and Kay Lee Pte Ltd Asia, for the Food Manufacturing sector.

This series of commentaries, penned by industry representatives, serves to share interesting insights on industry trends and businesses' views on industry transformation. Through the series, we hope to help people understand what ITMs are about, how they can benefit as industries undergo transformation, and what they can do to seize opportunities.

For more information on the ITMs, visit MTI's microsite [here](#). You can also visit MTI [Facebook Page](#) to receive our latest updates. If you have any feedback, please feel free to contact us at MTI_Email@mti.gov.sg.

HOTEL: INTRODUCING ROBOTS IN HOTELS IN SINGAPORE IS A GOOD IDEA



**COMMENTARY SERIES ON
INDUSTRY
TRANSFORMATION
MAPS**

A COLLABORATION BETWEEN CHANNEL NEWSASIA AND
MINISTRY OF TRADE AND INDUSTRY

Kick-starting this series is the spotlight on the hotel industry, contributed by Mr Aung Kyaw Moe, Director of IT, Asia at Millennium Hotels and Resorts. The article discussed what the future of the hotel industry could look like, and how robots can relieve workers from the menial tasks and focus more on interacting with guests to provide greater service. Read more below or click [here](#) for the article.

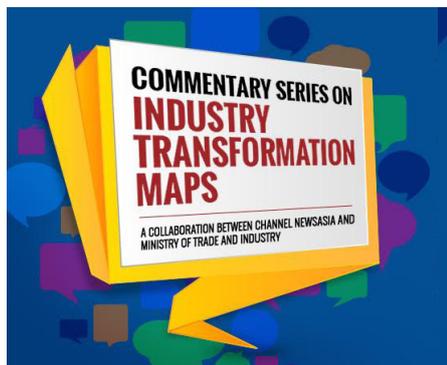
The first commentary on the Hotel Industry is contributed by Mr Aung Kyaw Moe, Director of IT, Asia at Millennium Hotels and Resorts. It looks at how the dawn of robotisation has alleviated workers from menial tasks, allowing them to focus more on providing service to customers. In collaboration with Singapore Hotel Association, Food, Drinks and Allied Workers Union and the Hotel Sectoral Tripartite Committee, the Singapore Tourism Board (STB) launched the Hotel Industry Transformation Map to increase automation in the hotel industry, in bid to raise productivity and promote sustainable growth.

Furthermore, with an increase in tourism levels over the years, the hotel industry potentially faces a manpower crunch. However, this obstacle can be circumvented with automation as hotel staffs are put to more efficient positions to improve guest experience.

Robots do not pose a threat to employability or job security as they seek to complement the service staff's responsibility rather than replacing them. Robotics can take over mundane tasks, freeing up the younger and better-educate workforce to focus attention to more challenging responsibilities such as engaging guest at a deeper level and providing that personal touch that no robots can replicate. Automation speeds up both the front end and back end work process, allowing for the hotel operations to run more seamlessly. With our international counterparts adopting robotics to combat their manpower crunch, Singapore can seek to further learn and grow from them to remain competitive in the international front.

With personalisation being the forefront of hotel guests experience, the hotel industry must tap into the potential of robotics to gather the pertinent data from customers to gain better insights to customers experience and thereby bring the hotel industry into the new age.

RETAIL : SINGAPORE RETAIL NEEDS TO AGGRESSIVELY EMBRACE E-COMMERCE



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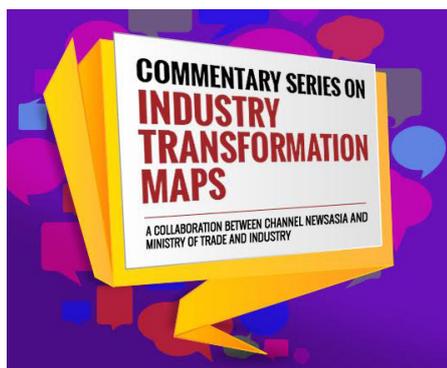
In the second part of this series, we cast the spotlight on the food manufacturing industry. Dr Christine Lim, Director, Shiro Corporation Pte Ltd and Kay Lee Pte Ltd Asia shared how companies in this thriving industry can innovate to keep up with changing consumer preferences, as well as tap on automation and technology to improve productivity. She also highlighted the importance of partnerships with tertiary and research institutes in helping businesses capture new markets and better compete in the global arena. Read more below or click [here](#) for the article.

This commentary is contributed by Mr Sherwin Siregar, Chief Executive Officer at Atlas Sound & Vision, for the Retail industry who shared the importance of local businesses creating an integrated and seamless omni-channel retail format due to the up rise of e-commerce. E-commerce gives consumers access to a wider array of products and have them delivered to their doorsteps without having to leave the comforts of their homes, rendering brick-and-mortar shops a thing of the past. Thus, many retail players are now bearing the brunt of the emergence of e-commerce and this challenge is further exacerbated by the increase in local competition - heartland malls due to their greater accessibility and convenience have drawn crowds away from Orchard Road. Hence it is imperative that local businesses create an omni-channel retail business format that incorporates e-commerce to their existing brick-and-mortar shops seamlessly and provide consumers with a holistic experience regardless of the medium in which they choose to engage the businesses. By creating an enjoyable integrated shopping experience, businesses can then capitalise on customer loyalty and recommendation to further grow their business.

Thus, for this omni-channel format to be successful, businesses not only have to be open to mindset change, they also must be open to assistance and potentially accept a huge change in their business model and senior management needs to be relentless in monitoring and maintaining the new systems that are in place.

The Retail Industry Transformation Map (ITM) is thus crucial in helping businesses undertake the challenge to move away from the traditional retail business model to the omni-channel business model which allows for the implementation of technology to improve productivity, lower cost and provide better outreach to the consumers in the market. ITM would help navigate businesses to the modern era and facilitate them through the obstacles and challenges that come their way during this process of change. Specialist can be deployed to hand-hold these companies along their transformation journey and a ripple effect would be in place as more and more companies see the fruits and success of companies that have adopted this omni-channel business model

FOOD MANUFACTURING: CAN SINGAPORE MAKE MAKAN GREAT AGAIN



**COMMENTARY SERIES ON
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In the third part of this series, Mr Sherwin Siregar, Chief Executive Officer, Atlas Sound & Vision, shared the importance of local businesses creating an integrated and seamless omni-channel retail format, as we face e-commerce that is increasingly disrupting the retail industry and threatening the survival of brick-and-mortar stores. Read more below or click [here](#) for the article.

The series follows the journey of Food & Beverage businesses keeping up with the times and the challenges they face. From the Shiro Corporation's efforts to produce a probiotic fruit juice that is safe and nutritious, with the help of SPRING Singapore's Capability Development Grant and Automation Support Package.

Such production capabilities in food manufacturing have improved numerous through the use of Food Processing Technology such as an automated stir frying machine, which can produce 150kg batch of stir fried black pepper chicken with just a single operator. Others include newer technologies such as the High pressure tolling facility machine which can help preserve and lengthen the shelf life manufactured products such as juices, pastes, ready-to-eat meals without the use of heat; which can compromise the nutritional value of these products.

As a population grows, it is also very vital for the food industry to adapt and evolve, and with that growth, the adoption of technology to boost productivity and capability is absolutely vital.

UPDATES

A RESOUNDING SUCCESS FOR ASIA'S AWARD-WINNING IOT EVENT!



IoT Asia 2017 focused on the value-generation potential of the Internet of Things (IoT) for governments, businesses, communities and societies as well as innovation. It emphasised the latest industry developments and discussions around IoT's opportunities and challenges among the various stakeholders in the ecosystem.

Jointly organised by Singapore Industrial Automation Association (SIAA) and SingEx Exhibitions (SingEx), IoT Asia 2017 was officially opened by Dr. Vivian Balakrishnan, Singapore's Minister for Foreign Affairs and Minister-in-Charge of the country's Smart Nation Initiative.

Spanning across 5,000 sqm, the exhibition featured over 100 sponsors and exhibitors. Two new thematic zones – Cybersecurity and Robotics – were presented along with zones such as Smart Cities, Wearables, Industrial IoT (IIoT), Design Applications, Enablers, and IoT Data Analytics, to showcase innovative and emerging key technologies. The exhibition also highlighted 3 Pavilions – Singapore, France and the United Kingdom. Additionally, the TechSpace at IoT Asia hosted seminars run by IoT communities to share knowledge and engage technology experts and enthusiasts.

The 3-track conference featured over 90 leading industry experts and guest speakers from 14 countries to cover new and innovative IoT-enabled technologies, case studies and contextual use disrupting various industry segments and aspects of life.

IoT Asia had a successful turnout of 4,223 attendees and 11% increase from 2016.



Get a copy of the Post Event report here!



Catch the video online here

IOT ASIA 2018

The 5th edition of the award-winning event returns to Singapore in 2018. Be part of Asia's leading IoT event. For speaking, sponsorship and exhibition opportunities, contact the IoT Asia team at sales.iotasia@singex.com. You can join the mailing list at www.internetofthingsasia.com

Coming up!

AUTOMATION, IOT AND ROBOTICS (AIR) FOR THE FUTURE SME BY SIAA AT THE 19TH SMEICC 2017, 17 AUG



The Fourth Industrial Revolution, driven by the mounting range of new technologies, is blurring the segmentation between virtual and physical world. Artificial intelligence and machine-learning, robotics, nanotechnology, 3D printing, and genetics and biotechnology, will disrupt and transform the way we live, work and do business. It will also transform the economy at large. It is hence paramount for SMEs to be aware of the developments, be adaptive and leverage on technology to evolve. Join our experts as they share how automation, IoT and robotic technologies can be powerful enablers that help SMEs transform sales and operational approaches to stay relevant, productive and profitable in the future.

Register now for your conference pass, see you there! Conference programme is available [here](#).

Coming up!

COME ATTEND THE 21ST WORLD CONGRESS ON INFORMATION TECHNOLOGY WITH SIAA



First held in 1978 by WITSA (World Information Technology & Services Alliance), the World Congress on Information Technology (WCIT) has become the premier international IT forum. Bringing together over 2,500 visionaries, captains of industry, government leaders and academics from more than 80 countries, it is an event of unparalleled scope and scale. Discussion topics range from emerging markets and technologies to legal and policy issues, user perspectives, new business opportunities and developing political and economic trends. The WCIT consistently attracts high level, internationally recognized leaders from government, industry and academia.

Coming up!

WCIT 2017 THEME

Fulfilling the Promise of the Digital Age, Building & Sharing the Dream

- DIGITAL AGE FOUNDATION
- TRANSFORMATION AND INNOVATION
- REALIZATION OF THE DIGITAL AGE

Come join us on this trip! You can email to sueyin.lim@siaa.org

Coming up!

HEAR FROM PHILIP YEO AT SIRE 2017



At the upcoming edition of Singapore International Robo Expo 2-3 November 2017, we are pleased to announce our keynote speaker, Mr Philip Yeo, Chairman, Economic Development Innovations Singapore, will be speaking at the In-Conversation session on 2nd November 2017.

Mr Philip Yeo is the author behind "Neither Civil Nor Servant: The Philip Yeo Story", he has gained a reputation as an outspoken maverick who nevertheless got things done at breakneck speed, from jump-starting industries to talent recruitment. His remarkable works include the creation of Jurong Island for the energy and chemical industry by reclaiming seven islands, spearheading biomedical research by attracting international pharmaceuticals to do their Research and Development in Singapore.

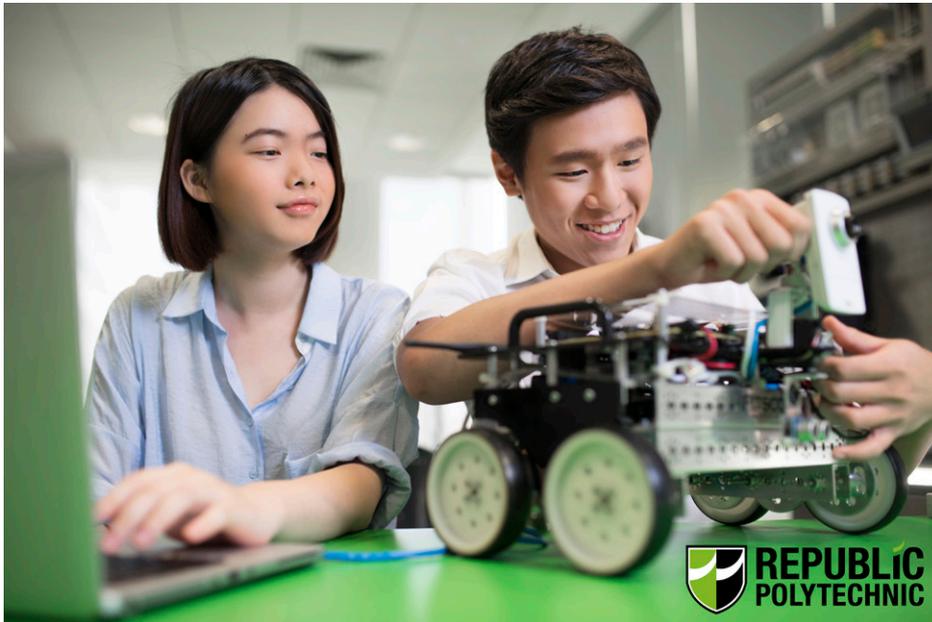
See how he provokes debate, push boundaries and prepares the stage for the future of robotics at SIRE 2017, centred on the theme "Robotics: Optimising Solutions and Accelerating Transformation".

Registration for the Convention opens from the 3rd week of June, visit www.sire.com.sg for the latest updates!

For further convention enquiries, please contact Joey Ngien, +65 6595 6320, joeyngien@experiaevents.com.

PARTNER'S NEWS

SIGN UP FOR RP'S INTERNSHIP PROGRAMME NOW!



The Republic Polytechnic's School of Engineering, Diploma in Engineering Systems and Management (DESM) would like to invite companies from SIAA to participate in RP's Internship Programme (RIIP) involving some of the brightest tertiary minds in Singapore.

The benefits to the companies are:

- Access to a pool of manpower with relevant skill set
- Identify prospective employees among the students attached to your company
- Provide skilled support for projects that demand valuable alternative resources

The next internship run will be from September/October for a period of 20 weeks.

Details pertaining to the DESM curriculum and RP IIP can be found at:

- [http://www.rp.edu.sg/Diploma_in_Engineering_Systems_and_Management_\(R54\).aspx](http://www.rp.edu.sg/Diploma_in_Engineering_Systems_and_Management_(R54).aspx)
- <http://www.rp.edu.sg/internship.aspx>

For enquiries, please contact: Dr. Steven Chong at steven_chong@rp.edu.sg.

