



SIAA Q4 2013 Newsletter

Dear SIAA Member and Associates,

Merry Christmas and happy holidays during this festive period.

The Secretariat would like to take this opportunity to give you an update of the activities held recently and highlight to you some of the planned activities for your participation.

iMAP Exhibitions 2014 – 2015

For members looking to participate in trade exhibitions under the iMAP scheme; (Up to 50% subsidy of exhibition costs) SIAA has applied for iMAP government subsidy from IE Singapore. Results will be announced in March 2014. The follow list are the exhibitions that we have applied for:

*Indicates the exhibition has already been approved.

S/N	Exhibition Name	Website	Dates	Industry	Country
1	IOT Asia 2014	http://www.internetofthingsasia.com/	21 - 22 Apr 2014	Internet of things, M2M	Singapore
*2	Automex 2014	http://tradelink.com.my/automex/	21 - 24 May 2014	Manufacturing, Machinery, Automation	Malaysia
3	MITF 2014	http://www.manufacturing-expo.com.my/	16 - 19 Jul 2014	Manufacturing, Machinery, Automation	Malaysia
*4	Shipbuild Vietnam 2014	http://www.marinevietnam.com/	6 - 8 Aug 2014	Ships, Process Automation	Vietnam
5	IMOX - Indonesia Marine and offshore expo 2014	http://www.batam-marine.com/	19 - 21 Aug 2014	Process Automation, Marine Equipment	Indonesia
6	OGET - Oil & Gas Thailand 2014	http://www.oilgasthai.com/	2 - 4 Sep 2014	Oil & Gas, process Automation	Thailand
7	Industrial Roadshow INDONESIA 2014 - Cikarang Chapter	http://www.industrialroadshow.com/ir-indonesia-2014-cikarang.html	10 - 11 Sep 2014	Manufacturing, Automation	Indonesia
8	Buildtech 2014	http://tradelink.com.my/buildtech/	8 - 11 Oct 2014	Building Automation, Construction	Malaysia
9	Industrial Roadshow	http://www.industrialroadshow.com/ir-	15 - 16 Oct	Manufacturing, Automation	Malaysia

	Malaysia 2014 - Nothern Chapter	malaysia-2014-penang.html	2014		
10	OGAV - Oil & Gas Vietnam 2014	http://www.oilgasvietnam.com/	22 - 24 Oct 2014	Oil & Gas, process Automation	Vietnam
11	TransAsia 2014	http://www.transasia-exhibition.com/	18-20 Nov 2014	Logistics, IOT, M2M	Singapore
12	IOT Asia 2015	http://www.internetofthingsasia.com/	22 - 23 Apr 2015	Internet of things, M2M	Singapore
13	Automex 2015	http://tradelink.com.my/automex/	20 - 23 May 2015	Manufacturing, Machinery, Automation	Malaysia

SIAA Special Interest Groups (SIG)



As part of SIAA's continued efforts for both industrial and information automation initiatives, the Special Interests Groups (SIG) are formed. To begin with, the present focus of SIG is covering HealthCare, Travel & Tourism and Smart City.

SIG (Tourism) held the first quarterly knowledge sharing seminar on 20th Dec at I2R premises. Invited presenter: Mr Simon Leong (Secretary General of Association Of Singapore Attractions) gave insights on the trends and Challenges in the Singapore Tourism Landscape.

The presentation highlighted the use/leverage of IOT platform technologies to address the tourism industry's challenges. Mr Leong was joined by 2 scientists from I²R who introduced the Snap2Tell technologies which are applicable in tourism. The presenters also introduced the research institute's industry program on Proof -of -Concept, urging companies to leverage on I²R technologies.

The SIG(Tourism) seminar ended with a networking session where participants conversed optimistically about IOT technologies and the opportunities ahead.

MOU with ASA (Association Of Singapore Attractions)



SIAA President Mr Oliver Tian signing a collaborative MOU with ASA secretary General Mr Simon Leong.

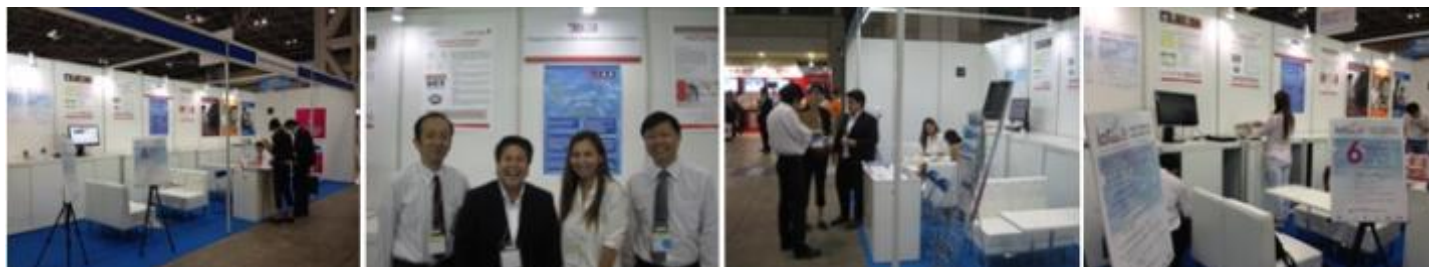
We are delighted to announce a strategic alliance with ASA to look into opportunities for adopting IoT in the local tourism industry. This collaborative MOU will result in the formation of a task force with representatives from both SIAA and ASA on 20th Dec 2013.

This task force will explore the challenges solutions faced by the tourism industry. This will encourage SIAA members (IOT experts) to propose and develop IOT solutions for the tourism industry's challenges.

SIAA Pavilion @ IT PRO 2013



Click on image to visit ITpro Expo 2013 official website



In collaboration with Nikkei Business Publications Inc, SIAA has staged a SIAA Pavilion at ITpro 2013 in Tokyo, Japan. (9-11 Oct 2013). The SIAA pavilion is sponsored by Asean-Japan Center.

ITpro Expo 2013 is an Information Technology trade fair in Japan, and showcases latest IT developments and ICT solutions. ITpro EXPO 2013 is a multi-faceted professional event offering the state-of-the-art ICT solutions. Moreover, what makes ITpro EXPO 2013 so unique is a number of otherwise unavailable

contents, including speeches by specialized professional reporters covering the latest information technology for Nikkei Business Publications.

Japan, being an Asian technology giant, has advanced Internet Of Things and Information Technology technology and infrastructure. SIAA's participation in ITpro 2013 signifies a big step into aiding our members penetrate this industry space in Japan. SIAA would like to thank Asean-Japan Center and Nikkei Business Publications Inc for the kind assistance in staging the SIAA Pavilion.

IoT Asia 2014



For full details, Click on image to visit IOT Asia 2014 official website

The first Asian IOT/M2M event dedicated to showcasing Internet Of Things and M2M turnkey solutions and technologies to a potential population of 490,000 end businesses across 6 high growth verticals, and 18,000 system integrators and app developers across Asia. This event is the premier trade platform for IoT turnkey solution providers and technology suppliers to showcase immediately deployable solutions as well as current and future technologies.

IOT Asia's mission is to transform the IOT concept into business driven reality. It is also to position Singapore companies as the leading specialists in the IOT arena around the region.

Visitors can also look forward to a stellar two-day, three-track conference programme catered to three specific interest groups: end-businesses, practising & non-practising IOT solution providers, and government agencies looking to break into the Asian Market. Set to attract over 1,900 delegates from across Asia, the conferences are co-located with IEEE's Intelligent Sensor and Sensor Network Information Processing (ISSNIP) Conference.

Special Benefits for SIAA Member at IOT Asia 2014 :

1. 1 EDM blast (System Integrator or End Business database)
2. 2 complimentary conference passes (IoT 101)*
3. 1 flyer insert in the delegate bag
4. Prime location for Singapore Pavilion.
5. Complimentary conference/tutorial passes.
6. Additional invitation cards for SIAA members*
7. Additional advertisement space on directory*
8. Special privilege for SIAA members to distribute flyers on exhibition grounds*

**T&C applies*

Interested exhibitors: Take advantage of early bird rates for exhibition booth space at IoT asia. (Till 29th January 2014)

Singapore Pavilion @ Oil & Gas Vietnam 2013 (OGAV 2013)

Oil & Gas Vietnam 2014 is the only specialized oil & gas event in Vietnam that brings together an international congregation of both upstream and downstream oil and gas companies in Vung Tau. The event also gathers the supporting industries to showcase the latest developments in the oil and gas industry.

SIAA conducted a pre-event briefing which allowed the Singapore Pavilion exhibitors to network amongst themselves before the exhibition. Singapore Pavilion reports indicated that there are business opportunities in the 'Gas' sector. SIAA, together with the Singapore Consulate & the organisers hosted a networking dinner; inviting local trade officials to facilitate business opportunities. We thank the organisers & the Singapore consulate for supporting the networking dinner.



Country/ City: Vietnam/ Vung Tau

Industry Sector: Oil & Gas, Process Automation, Chemicals.

Dates: 4th to 6th Dec 2013.

No Of Participating Companies In Singapore pavilion: 16

Total No Of Business Leads: 581

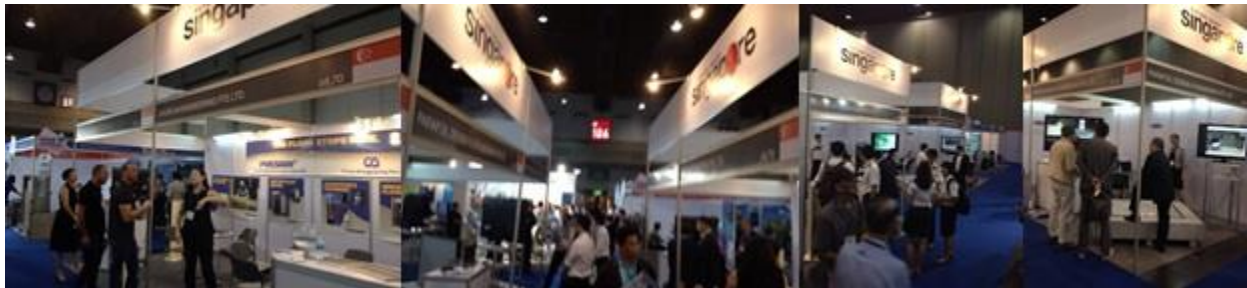
Confirmed Sales: \$280,000.00

Sales In Negotiation: \$830,000.00

Sales Expected Over The Next 12 Months: \$4,870,000.00

Singapore Pavilion @ Flood Control Asia 2013

Following the flood crisis of 2011; The Thai Government has allocated more than 53 billion baht in the 2012 fiscal year to promote integrated water management and water resources management. Out of the amount, 45.28 billion baht has been set aside for better and more systematic water management to enhance the efficiency of Thailand in preventing, mitigating, and tackling recurring floods and droughts. Singapore companies specializing in water technology have participated in the Singapore pavilion to leverage on the opportunities created.



Country/ City: Thailand/Bangkok

Industry Sector: Water, Process Automation, Pumps & Valves, Government

Dates: 29th to 30th Oct 2013

No Of Participating Companies In Singapore pavilion: 6

Total No Of Business Leads: 336

Confirmed Sales: \$41,000

Sales In Negotiation: \$59,000

Sales Expected Over The Next 12 Months: \$780,000

Singapore Pavilion @ MITF – Malaysia International Trade fair 2013

The inaugural MITF played host to key manufacturing sectors in Malaysia; namely Automotive Manufacturing, Plastic & Rubber, Metalworking, Fluid Power, Automation, Material Handling, Tools & Hardware, Electronics & Semiconductor and Instruments & Controls. Singapore Pavilion @ MITF 2013 consisted of 6 companies. The record indicated that there is strong demand for Singapore products & services in Malaysia. Singapore Pavilion had performed well in MITF 2013, exceeding expectations.



Country/ City: Malaysia/K.L

Industry Sector: Fluid Automation, Manufacturing, Automation, Industrial Machinery

Dates: 9th to 12th Oct 2013

No Of Participating Companies In Singapore pavilion: 6

Total No Of Business Leads: 1430

Confirmed Sales: \$1,640,000

Sales In Negotiation: \$2,780,000

Sales Expected Over The Next 12 Months: \$10,420,000

Singapore Pavilion @ AGEX 2013 (Asean Oil & Gas Expo)

Asean Oil & Gas Expo (AGEX) is the industry event for oil & gas professionals in the east Malaysia region. This international event is brought together in 2013, more than 5000 industry professionals to address the strategic, operational and technology aspects of the oil & gas industry in Labuan/ Malaysia.



Country/ City: Malaysia/Labuan

Industry Sector: Oil & Gas, Process Automation, Chemicals, Industrial Equipment

Dates: 12th to 14th Nov 2013

No Of Participating Companies In Singapore pavilion: 6

Total No Of Business Leads: 214

Confirmed Sales: \$20,000

Sales In Negotiation: \$150,000

Sales Expected Over The Next 12 Months: \$1,115,000

Singapore Pavilion @ Oil & Gas Thailand 2013

The 3rd edition of Oil & gas Thailand 2013 is the only specialized oil & gas and petrochemical events in Thailand that brings together an international congregation of both upstream and downstream oil and gas and petrochemical companies and its supporting industries gathered in Bangkok to showcase the latest technology and developments in the oil and gas and petrochemical industry.

SIAA conducted a pre-event briefing which allowed the Singapore Pavilion exhibitors to network amongst themselves before the exhibition.



Country/ City: Thailand/Bangkok

Industry Sector: Oil & Gas, Process Automation, Chemicals, Industrial Equipment

Dates: 17th to 19th Sep 2013

No Of Participating Companies In Singapore pavilion: 16

Total No Of Business Leads: 1164

Confirmed Sales: \$65,000

Sales In Negotiation: \$2,460,000

Sales Expected Over The Next 12 Months: \$ 2,722,500

Upcoming events:

- SIG (Medical, Healthcare) knowledge sharing seminar in Feb 2014.
- Chinese New Year 2014 get together in Feb 2014.

Brought to you by the SIAA secretariat team

Wishing all members Merry Christmas & a Happy New Year.

