

[SIAA Quarterly Newsletter, Q4 2014](#)



SIAA wishes you a Merry Christmas & a Happy New Year! Thank you for your support and we look forward to another exciting year with you.



Get the Facts on IoT Adoption - Lessons and Experiences from the Front Line



REGISTER NOW!
EARLY BIRD RATES ENDS
ON 31 JANUARY 2015

In this 2nd edition of IoT Asia, it will feature real adoption experiences, case studies and front-line stories from across different industry verticals, [IoT Asia 2015](#) aims to dispel doubts about IoT's accessibility and value, provide points of reference for those on the side-lines, and satisfy the curious by bringing focus to the ground realities of adoption. Join us at IoT Asia 2015 to hear from early IoT adopters and end-users about their experiences and lessons learnt, and pose your queries directly to the speakers representing businesses in the Manufacturing, Retail, Healthcare, Smart Building & Infrastructure, and Transport & Logistics sectors.

Special discounts to SIAA Members for Conference Pass! EARLY BIRD ENDS ON 31 JAN 2015

[SIAA –IDC Asia Pacific Collaborate To Advance the Internet of Things Industry](#)

IDC Asia/Pacific announces that it will serve the Asia Pacific Internet of Things (IoT) community as a member of the Singapore Industrial Automation Association's (SIAA) Industry Advisory Panel. Mr Charles Reed Andersen is SIAA Advisor for Market Intelligence. This collaboration between IDC and SIAA will include the sharing of IoT thought leadership content and concepts across both organizations and the wider SIAA community. In addition, the collaboration will generate brand awareness and strengthen the industry position as market leaders for both organizations in the IoT arena. Under this agreement, IDC will be recognized as SIAA's Exclusive Knowledge Partner. IDC will provide the domain expertise to moderate and interact with SIAA members and associates on a regular basis. Both parties will feature relevant IoT content on their respective web portals.

[Full Press Release](#)

[SIAA Robotic Mission to Korea \(19 – 24 Oct 2014\)](#)



In Oct 2014, under the leadership of Mr Bernard Loh, Honorary Assistant Secretary of SIAA, we led a mission consisting of 15 delegates, mix of local companies and officials from SPRING Singapore. The aim of the trip is for Singapore companies to learn from Korea on the deployment of robots commercially and the R&D effort put in by the companies with assistance from the government research technology institutes. The delegation visited Korean companies with lots of good exchange on technology and collaboration. Mr Oliver Tian, President of SIAA spoke at the International Robotic Forum at Robot World 2014 on “The Next Wave of Robotics in Singapore”.

[SME Engagement Workshop, 24 Oct 2014](#)



In this 4th part series of SME Engagement Workshop, the theme was: IoT in Retail. We had speakers from I2R, Jurong Point, AIT Technologies, Apigee and Aagnaa covering topics from technologies, used cases, solutions and a close up workshop on IoT platform in Retail. SIAA member Epicor and Zebra Technologies took up display space to showcase their products & solutions. There were estimated nearly 100 attendees.

[SIAA led SINGAPORE PAVILION performance \(Jul – Dec 2014\)](#)



1. [Indonesia Marine & Offshore Expo 2014: 19-21 Aug](#) (6 companies, total 90sqm)
2. [Oil & Gas Thailand 2014: 2- 4 Sep](#) (8 companies, total 108sqm)
3. [Industrial Roadshow INDONESIA 2014 – Cikarang Chapter: 10 -11 Sep](#) (6 companies, total 72sqm)
4. [Buildtech 2014: 8 – 11 Oct](#) (6 companies, total 108sqm)
5. [Oil & Gas Vietnam 2014: 22 – 24 Oct](#) (12 companies, total 144sqm)
6. [Industrial Roadshow MALAYSIA 2014 – Northern Chapter: 10- 11 Dec](#) (11 companies, total 126sqm)

Total number of Singapore Pavilion	Total number of exhibiting companies	Total Business Leads generated	Total sales Confirmed sales	Total Sales in negotiation
6	49	3412	SGD17.4 Mil	SGD41.2 Mil

IE Singapore recently released a performance evaluation statement on Trade Association's capabilities in organizing Singapore Pavilions. The assessment categories are: Implementation Rate, Funds Utilization Rate, Oversea Sales over iMAP grant dollar disbursed & Customer Satisfaction Score.

We are proud to announce SIAA achieved outstanding scores for all the segments judged. We thank all Singapore Pavilion exhibitors for their support!

Singapore Pavilion at Trade Fairs for 2015/2016

SIAA has applied for grant support for the Event below, under International Marketing Activities Program (iMAP)*, an initiative by International Enterprise Singapore

S/N	Exhibition Name	Date	Country/Location	Industry Cluster
1	IoT Asia 2015**	8 - 9 Apr 2015	Singapore	IoT/ IT
2	Industrial Automation Fiesta (IAF) Indonesia 2015	6 - 8 May 2015	Indonesia/Cikarang	Manufacturing/ Automation
3	Automex 2015**	20 - 23 May 2015	Malaysia/Kuala Lumpur	Manufacturing/ Automation
4	Vietnam Industrial Fiesta 2015	10 - 11 Jun 2015	Vietnam/Dong Nai	Manufacturing/ Automation
5	Marine Philippines 2015	17 - 19 Jun 2015	Phillippines/Manila	Maritime
6	Indonesia Marine & Offshore Expo (IMOX) 2015	12 - 14 Aug 2015	Indonesia/Batam	Maritime
7	Industrial Roadshow Indonesia 2015 - Banten	7 - 8 Oct 2015	Indonesia/Cilegon, Banten	Manufacturing/ Automation
8	Buildtech 2015	7 - 10 Oct 2015	Malaysia/K.L	Building & Construction
9	Medical Myanmar 2015	8 - 10 Oct 2015	Myanmar/Yangon	Medical
10	Oil & Gas Expo Thailand (OGET) 2015	27 - 29 Oct 2015	Thailand/ Bangkok	Oil & Gas
11	World Rigs 2015	25 - 26 Nov 2015	Singapore	Oil & Gas
12	Oil & Gas Vietnam (OGAV) 2015	1 - 3 Dec 2015	Vietnam/Vung Tau	Oil & Gas
13	IoT Asia 2016	8 - 9 Apr 2016	Singapore	IoT/ IT
14	Automex 2016	19 - 22 May 2016	Malaysia/Kuala Lumpur	Manufacturing/ Automation

* Terms and Conditions are set by IE Singapore for supported costs

** iMAP is approved for this exhibition