

# SIAA QUARTERLY NEWSLETTER

APRIL  
**2018**  
EDITION



## IN THIS ISSUE

- Meet my new colleague - A Robot
- Interview with Mr Chaney Ho, Advantech
- Winners of the IoT Asia Trailblazer Award 2018
- Hexagon Safety & Infrastructure looking for partners in Public Safety & Utility project
- SIRE 2018: Save the date!
- Invitation To 2018 Taiwan Int'l Tradeshow
- SME Technology & Innovation Day 2018
- SME Symposium 2018: REGISTER NOW!

## MEET OUR NEW CORPORATE MEMBERS

Welcome to the SIAA community !



ABB Pte Ltd



ATTC (Asian)  
Pte Ltd



B&R Industrial  
Automation Pte Ltd



Brocade  
Communications  
Singapore Pte Ltd



Castor & Wheel  
(Singapore) Pte Ltd



Grid Communications  
Pte Ltd



HokuApps Pte Ltd



Inknoe Pte Ltd



mcf16 Pte Ltd



MidSouth Electric  
Pte Ltd



NTT Data  
Business Solutions  
Singapore Pte Ltd



OTRS Asia Pte Ltd



Parsh Marine (S)  
Pte Ltd



Product  
Developments  
Solutions Pte Ltd



Richardson RFPD  
Singapore Pte Ltd



Ulvac Singapore  
Pte Ltd



Wenzel Asia Pte  
Ltd



Westermo Data  
Communications  
Pte Ltd



WSK  
Development  
Pte Ltd



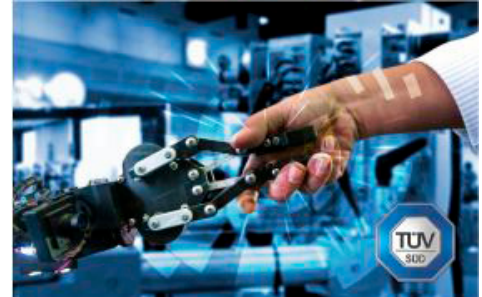
Zap Delivery Pte  
Ltd

## Meet my new work colleague - A Robot

Stewart Robinson, Principal Engineer and Functional Safety expert, TÜV SÜD Product Service UK provides a holistic overview on Collaborative Robots or 'Cobots'.

'Cobots', which are designed to work alongside humans and perform tasks concurrently, often operate in a human-occupied workspace without safety fencing, as opposed to traditional machines, which are generally 'caged' by a guarding mechanism. However, not all collaborative robots are guard-free, depending on their function and related safety requirements. Click [here](#) for a detailed analysis on collaborative robots, which explains the measures that are required to ensure that working with cobots is 'safe', and also provides an outline of the requirements for Functional Safety.

Established over 150 years ago as a steam boiler inspection association, TÜV SÜD is a premium quality, safety and sustainability solutions provider that specializes in testing, inspection, auditing, certification, training and knowledge services. Headquartered in Munich, Germany, TÜV SÜD employs 24,000 highly skilled staff in more than 1000 locations worldwide.



## INTERVIEW WITH MR CHANEY HO, ADVANTECH CO., LTD

Mr Chaney Ho was in Singapore for IoT Asia 2018 and SIAA had the honour to interview the co-founder of Advantech.

Founded in 1983, Advantech is a leader in providing trusted innovative embedded and automation products and solutions. Advantech offers comprehensive system integration, hardware, software, customer-centric design services, and global logistics support. Established hardware, middleware and IoT provider Advantech has up-scaled into providing turnkey solutions in the Industry 4.0 arena.

The company devised the slogan: "Enabling An Intelligent Planet". Since then, Advantech has developed peripherals across the IoT hardware and software value chain. This includes the Artificial Intelligence (AI) factor. Advantech places emphasis on AI as this is the "Brains" of intelligent cyber-physical systems; incorporating AI will empower solutions with extended functionality to increase productivity, at the same time, lower costs. With end-users in mind: Advantech has also developed [WISE-PaaS](#) a user-friendly UI for access and control of systems. Mr. Chaney Ho., Founder & Executive Director of Board – Advantech Co., Ltd provided the leadership for the company to provide both off-the shelf as well as highly versatile solutions for personalized requirements. These past implementations is documented at Advantech's "[Smart City x Industry 4.0 Success Story](#)" illustrating the innovative functionality of Advantech's array of offerings.

According to Mr Ho, Advantech has leverage technologies to build an intelligent building in 2014 at Taiwan Linkou Campus which includes Building Energy Management system, i-Reception, Mobile office, Digital signage, i-Meeting, i-Parking & i-Security. To speed up the development of Industry 4.0, Advantech has already built up smart manufacturing centres in Linkou in Taiwan and Kunshan in China. Both centres are open to visitors for technical exchanges. It is hoped that we can help manufacturers transform themselves into smart factories through the integration of software and hardware, experience sharing, and one-stop services (Press Release available [here](#))

Mr Ho's vision is that Industry 4.0 and IoT will be the enabling technologies that will spawn innovative solutions. These IoT-centric solutions will change the behaviour of societies, government and advance economic developments of nations.



*IoT Asia 2018 wraps up with another huge success. This year, more than 100 leading technology companies, high-potential start-ups, and emerging IoT players including 6 Group Pavilions from Hungary, France, Singapore, Slovakia, South Korea and Taiwan will showcase over 500 cutting-edge IoT products and solutions at the exhibition.*

*SIAA thanks all Sponsors, Exhibitors, Partners, Delegate & Visitors for making IoT Asia a success!*

## Winners of the IoT Asia Trailblazer Award 2018



IoT Asia is the region's most established and recognised platform dedicated to the IoT, this platform fuels IoT solutions adoption, powers solutions innovation and gathers outstanding IoT companies.

It serves to recognise and encourage companies who have made significant contributions to the region's IoT eco-system and community. It gives winning companies an additional leverage in promoting their IoT solutions.

### Congratulations to the following winners for 2018!

#### IoT Asia Trailblazer 2018 - Commercial Excellence



#### IoT Asia Trailblazer 2018 - Innovation

SMARTSOUND

## PARTNER'S NEWS

### HEXAGON SAFETY & INFRASTRUCTURE LOOKING FOR PARTNERS IN PUBLIC SAFETY & UTILITY PROJECT

Hexagon Safety & Infrastructure ([HSI](#)) delivers mission-critical software solutions for Public Safety, Telco and Utility industries. Our Safe City for Smart City and Smart Utility solutions are well positioned in the market. As largest dispatch solution provider in the world, we are actively seeking for partnership in Asia, especially ASEAN region.

We prefer to work with the following partners:

- Sensors manufacturers and distributors
- CCTV manufacturers and distributors
- Automation companies which have the skills to conduct system integration for sensor integration with the backend system
- Optional: video management vendors who can provide video streaming, integration, and analytics.

The markets to apply the partnership for will be mainly public safety and utility. Contact [sueyin.lim@siaa.org](mailto:sueyin.lim@siaa.org) at SIAA for the link up.

## INVITATION TO 2018 TAIWAN INT'L TRADESHOW

Taiwan External Trade Development Council (TAITRA) is pleased to invite Singapore-registered Company to visit the exhibition in Taiwan. With strong R&D and manufacturing capabilities, Taiwan is a strategic destination for foreign companies and investors looking for partners in global technology ecosystems.

Hotel incentive program will be extended for company in related industry to pre-register.

Please pre-register to receive an entry pass which entitles you to take unlimited free metro ride during COMPUTEX (5-9 June 2018)

### \*INCENTIVE PROGRAM\*

One single room with a maximum subsidy from NTD 12,000 – NTD 15,000\* (approximately S\$515 – S\$630) to be used for lodging at TAITRA-appointed hotels (up to 4 nights being in the exhibition you applied) and airport transportation by hotels.

\* To qualify for hotel accommodation, applicants will have to meet the minimum requirement of USD 300,000 in annual sales revenue.

\* For more incentive detail, please contact [laura.yang@taitra.org.tw](mailto:laura.yang@taitra.org.tw)



### EXHIBITION HALL

Taipei Nangang Exhibition Center, Hall 1

### EXHIBITION PROFILE

Featuring areas: Smart Machinery; Machine Components & Accessories, 3D printing & Additive Manufacturing(AM), Industrial Robot, Industrial Automation, Internet of things, IoT, Cyber- Physical System, CPS; ERP, CAD/CAM/CAE, MES, Soft/ Hard Ware, Inspection & Measurement and Quality assurance.

For more information on the show, you can visit the official website at [www.imtduo.com.tw](http://www.imtduo.com.tw)



### EXHIBITION HALL

TWTC Exhibition Hall, Taipei International Convention Center and Nangang Exhibition Hall

### EXHIBITION PROFILE

Focus on AI, 5G, Blockchain, IoT, Innovations & Startups, and Gaming & VT with 4 featured exhibits: InnoVEX, SmartEX, iStyle and Gaming & VR. It is where top ICT companies are united under-one- roof to cover the whole spectrum of ICT industry, from established brands to startups and from ICT supply chain to IoT ecosystems.

For more information on the show, you can visit the official website at [http://www.computextaipei.com.tw/en\\_US/index.html](http://www.computextaipei.com.tw/en_US/index.html)

Coming up!

## SIRE 2018: SAVE THE DATE!



SIRE 2018's theme is **"Riding Opportunities in Exponential Change"**. With this, the event is calibrated to better serve the needs of the industry through its emphasis on the many opportunities for knowledge, partnerships, and new solutions amidst industry change and flexible new technologies.

SIRE 2018 will also seize the opportunity to bring together the **trade** and **community** segments in dialogue on the business capabilities and **wider adoption of robotics**.

Visit [www.sire.com.sg](http://www.sire.com.sg) to find out more!

## SME TECHNOLOGY & INNOVATION DAY 2018

(PREVIOUSLY KNOWN AS SME DAY)

To be held on 15 May, SME Day 2018 brings together a full spectrum of technology initiatives from the industry. Organised by A\*Star and Enterprise Singapore, the event promises an exciting and interactive line-up of activities to help SMEs upgrade, improve productivity, transform and look for opportunities to grow.

Register now through the [link!](#)



## SME SYMPOSIUM 2018: REGISTER NOW!

Change is the only constant in the new economy. Rapid technological advancements spur innovation and render existing practices obsolete, forming the building blocks for reinvention. The critical priority for SMEs now is to embrace change and transform themselves to stay resilient in such volatility with the objective to continue their business legacies. This year, the Symposium, themed 'SMEs Together: Innovating Today, Reinventing Tomorrow', discusses SMEs and their aspirations to become globally competitive in the era of Industrial Revolution 4.0. Participants can look forward to intellectually-stimulating dialogue and plenary sessions, and networking opportunities.

For details, please visit <http://goo.gl/AWJK8g>

