

SIAA QUARTERLY NEWSLETTER

JULY
2018
EDITION



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MEET OUR NEW CORPORATE MEMBERS

Welcome to the SIAA community !



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Singapore Pte. Ltd](#)



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Pte Ltd](#)



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PASSING THE BATON EXCLUSIVE INTERVIEW WITH SIAA OUTGOING & INCOMING PRESIDENT

On 18 May 2018, SIAA held her 36th Annual General Meeting; witnessed by our members, Mr Oliver Tian of HutCabb Services stepped down as President after 6 years and Mr Terence Teo of Anewtech Systems Pte Ltd was elected as the new President, with the 2018/2019 set of Council.

Here is what they, Oliver as outgoing President and Terence who is taking over the baton to helm the association, would like to share with members.

FROM OLIVER,

1. What are the key transformations during your tenure?

Technology is increasingly important in and impacts our daily lives. In the past 6 years, SIAA has made strides that impacted the industries both locally and overseas. Our members benefited from the various programmes which we have organized over the years. Most impactful is the cross-border activities which included 23 study trips of different scale to visit a total of 11 countries in addition to the iMAP schedule. These overseas exposures helped to shape and transform SIAA into a leading brand and an industry opinion leader in transformational technology

2. What is the single achievement which made SIAA proud?

We created two iconic events – IoT Asia and SIRE, and these shows have grown in size never expected before in our history. They have become our signature and sustainable machinery to propel the Association to greater heights.

3. Where do you see SIAA going in the next 6 years?

SIAA must remain relevant and build upon the strengthening of its membership base. I always remember that as a President, I serve the interests of our members. The executive team must continue to serve the membership and not let our limitations dictate the service level. What we could not have done yesterday, can be done tomorrow. By the time SIAA crosses 40 years old, I see a trade association with three peaks of attainment:

- (a) An established culture of membership quality service
- (b) A framework of execution driven by DATA insights
- (c) An iconic opinion leader on A.I.R - both locally and regionally

4. What advice would u give the next president and his team?

Think BIG, Start SMALL and Act FAST.

5. What would you do next?

I would probably focus on the International Media & Public Relations. SIAA has matured into a strong association. We have long established a network of local and overseas alliances. It is time to evolve. We can play in the greater international arena now. I would focus on building international alliances to create opportunities for SIAA and our members.



FROM TERENCE,

1. What are your immediate priorities?

- (A) Our Immediate and past President- Oliver, had left a big shoe for me to fit in over his impressive track record for the past 6 years of serving the association.

The most immediate task is to continue to push on the momentum that we had garnered with our "AIR" initiative which is Automation, Internet of Things and Robotics. My immediate priorities is to realign internal resources which is our secretariat team and provide them with an overall focus direction that the association will be heading forward in the next 12 months.

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PASSING THE BATON

EXCLUSIVE INTERVIEW WITH SIAA OUTGOING & INCOMING PRESIDENT (CON'T)

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From here we continue to leverage on the support of our council members to build up the ECO systems for IoT and Robotics which we had been planning and executing for the last 1 year and work forward towards a concrete action plan that can be rolled out to benefit our members and recruit more SME companies who see digital transformation as part of their growth and sustainability path. We need to continue to take the leadership position in the IoT space as well as the Robotics and AI space.

Finally we look forward to also work out transformation needs for our local manufacturing in terms of automation requirement towards the smart manufacturing initiatives. With the association outreach initiatives, we had formed alliances with numerous overseas trade association, as well as technology association this will provide a platform for our members to engage with them to work on collaboration and projects which are related to their business focus. SIAA had also established working relationship with our local Trade Association and Government agency and with this members can leverage this platform to establish possible initiatives with our contacts and from there enhance their skill sets, opportunities to work on some government grant and government technology framework to improve their capabilities and core competence and participate in overseas trade show and seminar through the support by Enterprise Singapore under the IMAP reimbursement scheme to reduce the marketing and sales costs in going regional.

- (B) From here our members can leverage on the framework and platform that SIAA had established and use this as a stepping stone to engage other possible partners to co-work in projects, product development and also market development with local and regional organization and hence making the journey smoother and easier and also sharing experience with other members over this initiative. Hence this will provide the eco systems for developing and opening up new business opportunities in the region.
- (C) Strengthen membership, and to encourage members to take a more active role:
Moving forward we would align council members who is assisting to take the role of the various initiative that SIAA is working on to team up with our secretariat and move forward on a focused direction with a set objective to initiate different program such as membership strengthening, IoT and robotic ecosystem program. We will be actively engaging new and current members to come on-board to join us and also create opportunities for our members to strengthen their competence, skill sets and also regional expansion plan. We look forward to transform our initiative to an ecosystem that will support the association foresight in term of industry transformation and technology advancement. Our objective is to engage the "AIR" community to develop capability and competence and drive the association to be a thought leader in this framework.

2. What would you do different in the next 3 years?

We are not going to move out of our focus for the next 3 years and with this there is not much difference from the current initiatives. The main difference that we will be doing for the next 3 years is to continue to build on the area of Strength for SIAA, engage our members in this area and develop ecosystems that will transform and put the thought into action.

We will spend less effort in building standard and documentation and move our resource towards creating the possibilities and engaging disruptions. We will embark on a project-orientated approach to integrate the plan into an actionable initiative that the association will work on. We focus to develop a team for the association so that the association can strengthen its core and build a brand and with the association become relevant and sustainable in the long run. Hence this involves immerse communication among members, secretariat, industrial practitioner, technology adopters and with this frameworks we will work with respective government agency to source for funding to ensure that the project is viable to be implemented and supported by local SME companies.

3. What is your vision of SIAA in 5 years' time?

I see SIAA as an ecosystem pivot: A business catalyst & a network multiplier. SIAA remains faithful to our mandate: A.I.R (Automation, Internet Of Things & Robotics) Over the next 5 years, SIAA will work towards building collaborative ecosystems and engaging projects to further our reach & network. This is so that our members can easily tap on these networks/frameworks for their business purposes. To these extents, our foundation projects: The Singapore Pavilions efforts (Internationalization/ helping members to sell in the international market), IoT Asia and Singapore International Robo Expo (SIRE) are building blocks that will continue to connect regional buyers and business partners to further enhance SIAA members' market competitiveness.

The next 5 years we will witness the paradigm shift that the association will be working towards digital transformation, industrial transformation and framework standardization and with our current team; We Are Ready!

UPDATES

WE ARE AT OUR NEW OFFICE IN TA HUB!

SiAA now is located at Trade Association Hub together with more than 25 other Associations & Chambers. Officially opened by Prime Minister Lee Hsien Loong on 22 Nov 2017, the Trade Association Hub at Jurong Town Hall brings together Trade Associations and Chambers to play a proactive role in leading the transformation of local industries and enterprises in Singapore.

With SCCCI as the anchor chamber with more than 25 Trade Associations & Chambers, together we will partner one another, share resources and expertise, and capitalize on synergies to help local enterprises transform, embrace innovation and expand into overseas markets.

We are so excited to be part of the TA Hub family!



Opportunities to provide solutions to Waste Management & Recycling Industry

Waste Management and Recycling Association of Singapore (WMRAS) & SiAA comes together to match demand to supply amongst our members. Kick starting this collaboration, WMRAS shared the operating challenges faced by their SME general waste collectors.

The processes of collecting waste is manual currently, e.g. the cycle of waste collection: collecting from customer, transporting the waste to their facilities, recording and issuing of invoices, tracking of vehicles and weightage are manually recorded. We are looking for a solution that is affordable and user friendly, which will help companies to reduce the time for payment processes (faster turnaround), a more accurate and systematic tracking for waste collected from the customer.

We plan to organize learning journeys for WMRAS members to visit implemented solutions sites by SiAA Members; with this we hope to encourage and convince these businesses to transform their businesses or at the very minimal, increase efficiency and decrease reliance on manual processes.

If you would like to host the learning journey for the waste & recycle industry, please contact Sue Yin at sueyin.lim@siaa.org

Members visit to Supply Chain City



Organized by SMF & Singapore Industrial Automation Association (SIAA), we brought members on a visit to Supply Chain City and YCH facilities on 4 July. It was an eye-opening experience where deployment of advanced Supply Chain Management system integrating Industrial IoT, Artificial Intelligence, Automated Storage Retrieval Systems, AGV, Drones, BlockChain, and use of RFID, industrial wireless and various automation technology. Supply Chain City makes it a living showcase of the digital transformation of the logistics and supply chain industry. Stay tune for future visits to SIMTech Model Factory, ABB Experience Centre in the 2nd half of 2018.

TAIWAN SINGAPORE SMART ++ COOPERATION FORUM



Organized by Ministry of Economic Affairs (MOEA), Taipei Computer Association (TCA) and Singapore Trade Office in Taipei, the inaugural Taiwan – Singapore Smart ++ Cooperation Forum theme “Moving Forward to Emerging Market” is a collective effort put together by the industry and Academia to create an open platform for technology innovation cooperation between Taiwan and Singapore. Co-located with Computex 2018, it allowed exchange of ideas, opinions, best practices from both countries’ industry players, academic research, government officials and outstanding entrepreneurs to discuss trends, policies and to demonstrate tech innovations. Mr Terence Teo, President of SIAA was the keynote speaker at this forum on opportunities for Singapore-Taiwan Smart Industries co-operations.

VISIT TO TAIWAN, 7-9 MAY 2018

SIAA was invited by Ministry of Economic Affairs (MOEA) of Taiwan to visit Taiwan. In May, a delegation made up of 4 members met and led by Mr Oliver Tian, President of SIAA, met up with Taipei Smart City PMO, Industrial Development Bureau, Taiwan Computer Society, Digital Transformation Association, Shuinan Smart City & Taiwan Automation Intelligence and Robotics Association (TAIROA) in Taipei & Taichung respectively.

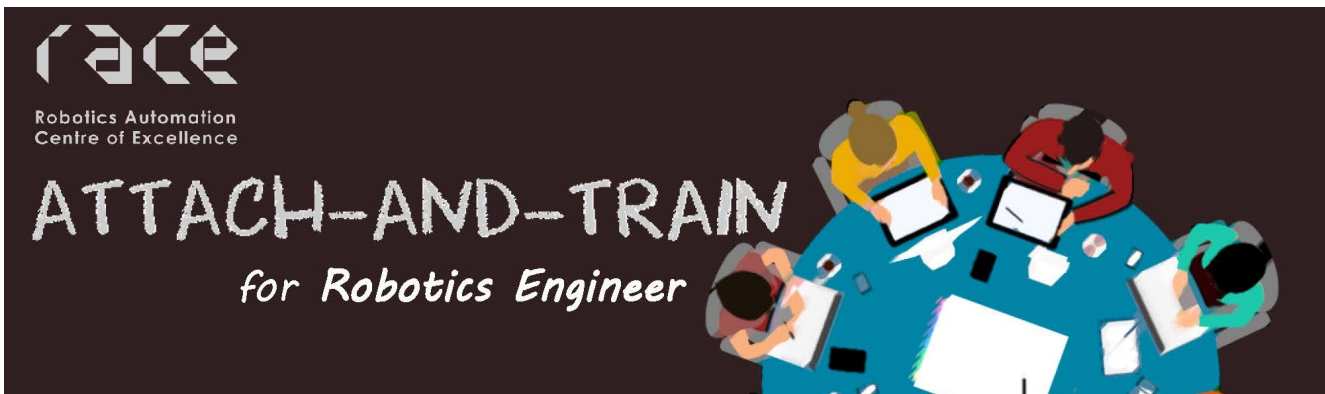
Meetings with these organizations shone light on the programme, initiatives and focus in Taiwan market as well as how the government, public and private sectors. It was a good trip for SIAA because we made new contacts while nurturing existing friendships. Our heartfelt thanks to MOEA for their generosity and hospitality without which this trip would not be possible.

In conjunction, our member, Anewtech Systems Pte Ltd signed a MOU with Taiwanese company YDT Technology International Co. Ltd to collaborate for opportunities in the South East Asia market. This is inline with Taiwan’s “Go South Policy”.



MEMBERS' & PARTNERS' NEWS

ATTACH-AND-TRAIN FOR ROBOTICS ENGINEER



RACE Academy is looking to collaborate with progressive companies to scale up your automation & robotics capacity and capability through a generously subsidized Attach-and-Train (AnT) programme.

RACE (Robotics and Automation Centre of Excellence) is an independent non-profit training academy, powered by PBA Group. It is committed to the education and promotion of robotics technologies. With rigorous non-brand specific curriculum supported by workforce agencies, RACE caters to the talent needs of the industry as a whole - this includes system integrators, manufacturers, distributors, and end-users.

Contact RACE at lavanya.k@raceacademy.com.sg if you are keen to hire talents or wish to know more.

GROW YOUR BUSINESS THROUGH DIGITAL TRANSFORMATION

In the race to maintain business growth in an increasingly competitive environment, manufacturers face significant challenges to meet and exceed customer expectations. Discover how manufacturers are taking advantage of the opportunities digital transformation can bring to their business by viewing this insightful webinar which explores:

- Global megatrends and how they impact the world we now live in and how to stay ahead of the ever changing global landscape
- Technology change and Industry 4.0 and how to become a future ready manufacturer
- Implications for next generation manufacturing and the importance of predicting trends that will help your company grow

EPICOR



Watch Webinar Now

Coming up!**SIRE 2018: SAVE THE DATE!**

Themed 'Riding Opportunities in Exponential Change', the Singapore International Robo Expo (SIRE) 2018 aims to be a platform that creates opportunities for people to meet, connect and convert. As the industry undergoes transformation towards decreasing costs and greater flexibility of robotics technology, it is important to bring together the trade and community segments in dialogue on the business capabilities and wider adoption of robotics.

Click [here](#) to find out more.

Or click [here](#) to catch our newly released video!

TECHINNOVATION 2018

TECHINNOVATION is the premier technology marketplace and brokerage event in Southeast Asia that focuses on the matching of industry's needs to enabling technologies.

It convenes international technology providers and seekers to explore technology and business collaboration opportunities through open innovation.

Experience two days of inspiring expert insights, engaging crowdsourcing sessions, fast-paced technology pitchings, and productive one-to-one pre-matched meetings.

Over 400 enabling technologies in the areas of Services & Digital Economy, Advanced Manufacturing & Engineering, Urban Solutions & Sustainability, Health & Personal Care, Food Innovation and Logistics will be showcased.

Register now at: www.techinnovation.com.sg/registration

**Coming up!****SME CONFERENCE, INFOCOMM COMMERCE CONFERENCE AND SME EXPO (SMEICC) 2018**

The much anticipated flagship event by SCCCI for SMEs – the Annual SME Conference, Infocomm Commerce Conference and SME Expo (SMEICC) 2018 is back again for a 2 day power-packed conference program and an extensive gallery of solutions.

We are excited to share the 2018 conference programme with you. Find out if you are a Disruptor, Challenger or Leader in today's marketplace. With a total of 28 bilingual conference tracks focusing on topics such as digital transformation, industrie 4.0, fintech and disruptive technologies, globalisation and more – prepare to gear up your business in devising innovative strategies to achieve sustainable outcomes.

Come connect with fellow business owners, engage subject matters in earnest discussion and open doors to new possibilities at this event