AUTOMATION SUPPLIER DAY 2019: A NEW PLATFORM FOR SEMICONDUCTOR INDUSTRY PLAYERS TO EXPLORE AUTOMATION SOLUTIONS

ENTHUSIASTIC RESPONSE SHOWS GROWING OPPORTUNITIES IN THE INDUSTRY

Singapore, 23rd May 2019 - Automation has been a major growth driver for the semiconductor industry in the transformation of industry 4.0 and wide-ranging applications of artificial intelligence are emerging rapidly in semiconductor manufacturing. As a key partner for the Electronics Industry Transformation lead by Economic Development Board (EDB) of Singapore, Singapore Semiconductor Industry Association (SSIA) today held its annual Automation Supplier Day at One Farrer Hotel, providing the semiconductor industry peers a new approach to gain insights into the latest automation solutions in the industry. The event has attracted 160 participants from 62 corporates in Singapore and the region.

"The event was aimed at facilitating business matching and development for companies. We can see increased participation from both MNC and SME companies this year despite a downturn in the industry over the past quarters. This has shown there are still many opportunities within the semiconductor industry, especially with regards to activities in improving operations' effectiveness and productivity," said Mr. Ang Wee Seng, Executive Director, SSIA.

Speakers from Hewlett-Packard Singapore Company, Beckhoff Automation Pte Ltd, Infineon Technologies, Dream Technology System Pte Ltd and A*Star have been invited to share on the roadmap, technologies, opportunities and challenges in Industry 4.0. The event was then divided into 4 breakout sessions with sub-themes of Preventive Maintenance, Visual Inspection, Logistics and Automation in the afternoon.

Mr. David Chia, Managing Director of Beckhoff Automation Pte. Ltd. said, "In the drive towards higher manufacturing productivity, we are witnessing more companies developing and executing their digitization plans. The biggest challenges for digitization are funding, technology standards and talents. Companies should collaborate more to create common standard since there are more to gain from standardization than competition. Governments across the region should help in the funding of digitization initiatives because this is very important for SMEs."

Local and foreign suppliers of automation products and services were also invited to the event to showcase how IoT, big data analytics and machine learning can intelligently improve manufacturing performance and productivity improvement. Participants comprising end users and suppliers of automation solutions have utilized the online platform of the event apps to build meaningful connections. Over 50 meetings and networking sessions between potential customers and suppliers have been scheduled during the event.

"We believe collaboration is key for the industry to thrive on the Industry 4.0 transformation and an engaging platform is the prerequisite. At the Automation Supplier Day this year, we focus on bringing the right companies on board to participate at the same time encouraging networking and establishing relationships between end users and suppliers. We hope the event will grow the electronics and semiconductor industry in Singapore," said Mr. Ang.

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About Singapore Semiconductor Industry Association

Singapore Semiconductor Industry Association (SSIA) has more than 160 members today including companies and organisations throughout all parts of the complex and comprehensive value chain - IC design companies, Manufacturers, Fabless companies, Equipment suppliers, Photovoltaic companies, EDA and material suppliers, Training and service providers, IP companies, research institutes and Academia, as well as individual members. Since 2013, SME membership has grown exponentially and SMEs now account for close to half of SSIA's membership. For more information about SSIA, please visit: https://ssia.org.sg/

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