

**Annex A: Exhibitors To Check Out (Non-Exhaustive)**

Exhibitor	Exhibitor Profile	Highlight(s) at Event
<p><b>Amazon Web Services (AWS)</b></p>	<p>Amazon Web Services (AWS) has been at the forefront of cloud technology, empowering organizations and individuals to transform industries, communities, and lives. At AWS, we prioritize customer-centric solutions by offering innovative cloud infrastructure tailored to specific needs.</p>	<p>At the ITF Conference, Jeff Johnson, AWS ASEAN Managing Director, will deliver the keynote on how generative AI can drive tangible business outcomes for industrial manufacturing.</p> <p>At AWS booth no. 3E11, the booth demos will focus on generative AI applications in manufacturing, using services such as Amazon Bedrock and SageMaker Canvas. One demo showcases AI-driven predictive maintenance to reduce downtime and costs, while another highlights the use of large language models (LLMs) for maintenance instructions and program documentation. These solutions emphasize security, scalability, and cost-effectiveness for manufacturers.</p> <p>Attendees can also discover product innovations like Amazon Q, IoT SiteWise, DataZone, and QuickSight. These offerings support rapid code generation, AI experimentation, data-driven decision-making, and more—helping businesses innovate and optimize with AWS's secure and scalable services.</p>
<p><b>Deloitte</b></p>	<p>As an undisputed leader with a global network, Deloitte is uniquely able to offer you a whole new world of opportunities to solve big problems, lead the way on emerging trends, and help drive real change for our clients and communities. Building on our 175-plus year history, Deloitte spans more than 150 countries and territories. With a workforce of the industry's greatest minds, we have worked with leaders worldwide—from Fortune Global 500® companies to private businesses—to help them succeed and support their people.</p> <p><b>Services</b> Audit &amp; Assurance Strategy, Risk &amp; Transactions</p>	<p>Deloitte, together with AWS, will be hosting an invite-only lunch workshop at ITAP to explore the importance of smart operations through a series of discussions with leading global experts, along with sharing sessions of real-world case studies.</p> <p>At the ITF's Industry Leaders' Conversation, Deloitte experts will be part of four insightful speaking sessions:</p> <ul style="list-style-type: none"> <li>Panel on <b>Factory of the future: Unlocking the potential of software-defined factories and AI-driven innovation</b> – Moderated by Britta Mittlefehldt, Germany Smart Factory Director, Deloitte Germany, in conversation with Stephen Laaper, Smart Manufacturing Leader, Deloitte US and a representative from Mitsubishi Electric Asia</li> <li>Panel on <b>Making embedded systems convergence a reality: Empowering a</b></li> </ul>

	Tax & Legal Technology & Transformation	<p><b>smarter and more flexible future for manufacturing through strategic IT and OT integration with AI</b> – Moderated by Bernard Sin, Technology &amp; Transformation Partner, Deloitte Southeast Asia, in conversation with representatives from Jabil, Continental Automotive, Red Hat and AWS</p> <ul style="list-style-type: none"> <li>Panel on <b>Smart factory: Harmonising connectivity, innovation and human ingenuity with AI</b> – Moderated by P.S. Easwaran, Asia Pacific Supply Chain &amp; Network Operations Leader, Deloitte India, in conversation with representatives from Hewlett-Packard Singapore, STMicroelectronics and AWS</li> <li>Keynote session on <b>Humanising Industry 5.0: Harnessing AI to unleash human performance in smart manufacturing</b> – presented by Nicole Scoble-Williams, Global Future of Work Leader, Deloitte Japan</li> </ul>
<b>Delta</b>	Delta, a global leader in switching power supplies and thermal management solutions since 1971, will showcase its advanced technologies at ITAP 2024.	<p>At the Delta Intelligent Sustainable Connecting Hub (3G11), the company will present a range of solutions that drive smart manufacturing and sustainable urban development. Key highlights include Delta's Smart Manufacturing Solutions for the semiconductor industry, which integrate OT, Edge, and IT layers for enhanced production efficiency. The new AX-5 Series, a PLC-based motion control solution, will also be unveiled, supporting automation and digitalization in manufacturing.</p> <p>Additionally, Delta will present its DIATwin digital twin solution, designed to optimize production processes through 3D modeling and AI algorithms, and its fully integrated LFP battery energy storage system, scalable up to 7.78 MWh. Delta's presence at ITAP 2024 will demonstrate its commitment to delivering innovative solutions for smart factories and energy-efficient technologies.</p>
<b>Jungheinrich</b>	Jungheinrich, is one of the world's leading providers of intralogistics for over 70 years and being present in Singapore since 2001 with its Sales and Service unit. As pioneers in the sector, the family	At the Intralogistics Experience Zone (3D11), attendees will explore innovative solutions to revolutionise operations for a more efficient, customer-centric future. Learn how to maximise efficiency, electrification, and safety. From advanced automation to game-changing

	<p>business is committed to creating a warehouse of the future and supporting Singapore businesses to transform into a more sustainable future.</p> <p>Therefore, Jungheinrich are at the forefront of introducing electric-powered machines, VNA, and automated products, many powered through Lithium-Ion technology. &gt;4,000 machines are well-supported by 50 field engineers ensuring smooth movements of goods around Singapore. Jungheinrich Singapore has 150 employees, serving more than 1,500 customers</p>	<p>lithium-ion technology, discover firsthand why Jungheinrich is a leader in the material handling industry.</p>
<b>Red Hat</b>	<p>Red Hat is the world's leading provider of enterprise open source solutions—including Linux, cloud, container, and Kubernetes. We deliver hardened solutions that make it easier for enterprises to work across platforms and environments, from the core datacenter to the network edge.</p>	<p>At ITAP, HatVille booth no. 3C11, you will uncover Red Hat's cutting-edge innovations that are empowering businesses like yours to accelerate growth and drive operational excellence in an increasingly digital world. Learn how their solutions enhance your factory floor operations, optimise production schedules, and reduce downtime, all while lowering costs and increasing flexibility.</p> <p>Red Hat will host a Tech Summit on 15 October featuring a series of in-depth workshops designed to equip manufacturers with the latest insights and strategies to thrive in the digital era. ITAP attendees are welcome to register their interest for the manufacturing workshop.</p> <p>Additionally, Mr David Rapini of Red Hat will be joining the Industrial Transformation Forum (ITF) panel discussing IT-OT integration with AI, together with industry leaders from Jabil and Continental.</p>
<b>SAP</b>	<p>SAP is a global leader in enterprise software, offering cutting-edge solutions that empower businesses to perform at their best.</p>	<p>At ITAP 2024, SAP's booth (3C15) will showcase innovative technologies designed to support digital transformation, including AI-driven tools, real-time analytics, and intelligent supply chain solutions. These solutions enable businesses to streamline operations, enhance customer experiences, and achieve operational resilience. SAP's focus on sustainability and industry-specific solutions underscores its</p>

		<p>commitment to helping organisations adapt to rapidly evolving market conditions.</p> <p>At the ITF Conference, SAP's senior representative will present the keynote on Operational Resilience, exploring how AI-powered solutions enable real-time supply chain visibility, empowering organisations to identify disruptions early, manage risks effectively, and ensure resilient, uninterrupted operations amidst uncertainties.</p>
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*(Information accurate as of 1 October 2024.)*



**Annex B: Sessions To Check Out @ ITF 2024 (Non-Exhaustive)**

Session Title	Key Speakers	Session Description
<p>A View from the Top: Industrial Manufacturing Leaders Share their Digital Transformation Priorities</p> <ul style="list-style-type: none"> <li>Day 1</li> <li>12.20pm – 1.00pm</li> </ul>	<ul style="list-style-type: none"> <li>Justin Ong, Chief Information Security Officer &amp; Chief Privacy Office, Panasonic Asia Pacific Pte Ltd</li> <li>Dinesh Parthasarathy, Executive Vice President - Manufacturing, AgniKul Cosmos</li> <li>Emily Tan, Chief Executive &amp; Country Director, Thales Singapore</li> <li>Mikel Irujo, Minister of Industry, Ecological Transition and Digital Business of the Government of Navarra.</li> <li>Na Na, China Lead, Advanced manufacturing and C4IR, World Economic Forum</li> </ul>	<p>In this session, speakers from leading manufacturers will go over various case studies and highlight the best practices, technologies, tools, and solutions that have helped these companies successfully deploy an intelligent manufacturing approach as part of their digital transformation and sustainability journey, as well as what hurdles were faced and overcome, what significant business value was created, and what lessons were learned to provide the audience with the knowledge that can help them improve and enhance their own factory's digital transformation and sustainability journeys and smart manufacturing approaches were.</p>
<p>Transformation with a Triple Mission: Balancing Profit &amp; People While Embedding Sustainability</p> <ul style="list-style-type: none"> <li>Day 1</li> <li>2.15pm - 2.45pm</li> </ul>	<ul style="list-style-type: none"> <li>Kenneth Ng, Global Sustainability Lead, Razerb</li> <li>Dr. Pang Chong Hau, Chief Sustainability Officer, GITI Tire</li> <li>Clement Teo, Chief Sustainability Officer &amp; Asst. Chief Executive, Singapore Manufacturing Federation</li> </ul>	<p>In the modern world, businesses face the challenge of balancing profitability with people's well-being and the planet's health. The concept of sustainability offers a framework for achieving this delicate balance.</p>
<p>Making Embedded Systems Convergence a Reality: Empowering a Smarter and More Flexible Future for Manufacturing through Strategic IT and OT Integration with AI</p> <ul style="list-style-type: none"> <li>Day 1</li> <li>3.15pm – 3.55pm</li> </ul>	<ul style="list-style-type: none"> <li>May Yap, Senior Vice President &amp; Chief Information Officer, Jabil</li> <li>Vincent Wong, Director Software &amp; Central Technologies Singapore, Continental Automotive</li> <li>David Rapini, Industrial Technology Strategist, Red Hat</li> <li>Anuj Jain, AutoMfg Principal BD, AWS</li> </ul>	<p>The session explores how AI enhances manufacturing operations through predictive maintenance, quality control, and supply chain optimization. Key topics include successful case studies of IT and OT integration and AI's transformative impact. The panel also addresses challenges like data silos, cybersecurity, and workforce training, offering strategies to overcome these barriers. Participants will learn about best practices and gain recommendations for leveraging technology to unlock cost savings, productivity, and innovation in manufacturing.</p>

<p>SMART FACTORY: Harmonising Connectivity, Innovation, and Human Ingenuity with AI</p> <ul style="list-style-type: none"> <li>Day 1</li> <li>4.10pm – 4.40pm</li> </ul>	<ul style="list-style-type: none"> <li>Jamie Neo, Director of Quality &amp; Product Engineering, HP</li> <li>Jean-Marc Philippe, IT Manufacturing Solutions, Global Front-End IT Operations Director, STMicroelectronics</li> <li>Joseph Rosing, Head GTM Scaling for Manufacturing, AWS</li> </ul>	<p>The SMART FACTORY represents more than just a convergence of technology; it embodies a synergy between connectivity, innovation, and human ingenuity with AI, propelling manufacturing into a new era of efficiency, flexibility, and sustainability. By embracing this paradigm shift, companies can unlock unprecedented opportunities for growth, competitiveness, and value creation in the global marketplace.</p>
<p>Discussing AI in Industry: Ethics, Transparency, and Security in the Age of Artificial Intelligence</p> <ul style="list-style-type: none"> <li>Day 1</li> <li>4.55pm – 5.30pm</li> </ul>	<ul style="list-style-type: none"> <li>Prof. Chi Chi Hung, Senior Principal Research Scientist, Digital Trust Centre</li> <li>Michael Robinson, Chief Technology Officer, Hyperganic</li> </ul>	<p>Artificial Intelligence (AI) transforms how we work and live, especially in the industrial sector. However, with progress comes responsibility. The issues of trust, reliability, and ethics in AI are becoming increasingly important. Whether we can fully trust AI-powered systems to make decisions without human intervention is debatable. AI systems' reliability can be questioned if they are not properly designed, tested, and maintained. Furthermore, ethical concerns arise when AI systems make decisions that impact people's lives. The debate around AI in industrial applications is ongoing, and we must address these issues to ensure that AI is used safely, fairly, and responsibly.</p>

(Information accurate as of 1 October 2024.)

## Annex C: Corporate and Event Profiles

### About Industrial Transformation ASIA-PACIFIC – A HANNOVER MESSE Event

Organised by Constellar with international partner Deutsche Messe, Industrial Transformation ASIA-PACIFIC –a HANNOVER MESSE event (ITAP) is Asia Pacific's go-to platform for companies and governments looking to start, scale and sustain their adoption of Industry 4.0 (I4.0) processes and solutions across industries and sectors. ITAP offers comprehensive content-rich learning avenues and themed activity zones for companies at various stages of business transformation to explore, collaborate and co-create solutions to future-proof their businesses. Cohesively, ITAP brings together a self-contained ecosystem and helps build a professional community for end-to-end engagements among I4.0 practitioners, technology & solution providers, industrial companies, component manufacturers, software companies, manufacturing solutions suppliers, service companies & consultancies and start-ups. For more information, please visit the official ITAP website.

### About Constellar

Constellar is Asia's preferred partner for convening businesses, curating ideas and creating opportunities for sustainable business growth and global impact. Based in Singapore with a regional footprint in China and Malaysia, we curate and develop influential trade and consumer events for key industries, connecting global marketplaces in sectors such as fintech, industrial transformation and ESG. We also manage the Singapore EXPO, Singapore's largest purpose-built venue for Meetings, Incentives, Conventions and Exhibitions (MICE). Our vision is to be a global leader made in Asia, activating impactful networks to enable cross-industry collaboration and innovation through our holistic portfolio of intellectual properties in the MICE industry. Visit [constellar.co](https://constellar.co) for more information.

### HANNOVER MESSE – Home of Industrial Pioneers

HANNOVER MESSE is the world's leading trade show for industrial technology. With the lead theme Industrial Transformation, it spotlights all of the latest trends in industry, including Industry 4.0, artificial intelligence, 5G and smart logistics.

### About Deutsche Messe AG

Deutsche Messe AG is one of the world's leading trade fair companies. Every year, the company organizes around 150 trade fairs and events in Germany and abroad. Deutsche Messe AG's goal is to bring together people of all nations who, with their solutions and through their collaboration, drive the pace of innovation, sustainability and prosperity. The company's portfolio features such world-class events as (in alphabetical order): DOMOTEX (carpets and other floor coverings), HANNOVER MESSE (industrial technology), INTERSCHUTZ (fire prevention, disaster relief and safety & security) and LIGNA (woodworking and wood processing tools, equipment and machinery). The company also regularly hosts a number of internationally renowned events by third parties, among which are AGRITECHNICA (agricultural machinery), EMO (machine tools), EuroBLECH (metal working) and IAA Transportation (transport, logistics and mobility). Deutsche Messe's portfolio also includes trade fairs in Australia, Canada, China, Italy, Mexico and Turkey.

Organised by:



International Partner:



Deutsche Messe

[www.industrial-transformation.com](https://www.industrial-transformation.com)