



## MEDIA RELEASE

### **IA/Logismat Show Sees New Owner And Management**

**20 September 2002, Singapore** - Messe Düsseldorf Asia (MDA) and Suntec Integrated Media (SIM) have reached an agreement to transfer the ownership and management of both IA and LOGISMAT exhibition and conference to SIM. IA and LOGISMAT are the biennial exhibitions and conferences for industrial automation and logistics, and are integral to the development of the industry in the regional markets. SIM will be the new owner and manager of the shows from 20 September, the day of the official agreement signing.

MDA had taken equity of IA/LOGISMAT in 1997 and expanded the show to be the technology exchange platform for the industrial automation market. The business decision to sell the equity of the show to SIM was a result of MDA's decision to refocus its resources on flagship events in markets where the company enjoys a distinct leadership position worldwide.

Mr Gernot Ringling, MDA's managing director, said, "MDA's first priority and responsibility to the industry is to ensure that Asian industries will continue to be well served and that the new management will continue to develop IA/LOGISMAT. MDA has found such a partner in Suntec Integrated Media."

The Singapore Industrial Automation Association (SIAA), co-organiser for IA/LOGISMAT, has welcomed the choice of SIM. President of SIAA, Mr Colin Koh, said, "MDA has been our industry partner since 1997. Together we have developed IA/LOGISMAT to its present standing, as the leading industry event in industrial automation and logistics. We respect MDA's decision to redefine its focus and we appreciate the effort the company has made in finding a suitable industry partner that we can work with, a company that shares our commitment to raising the profile of IA/LOGISMAT in Singapore, the region as well as internationally."



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Mr Warren Buckley, CEO of Suntec Singapore International Convention and Exhibition Centre (Suntec Singapore), is delighted with the development: "As parent company of SIM, Suntec Singapore considers it a privilege to be a partner with SIAA, an association well recognised for its effort in advancing industrial automation in Singapore. We are confident that together we can contribute to the advancement of industrial automation and logistics, and offer IA/LOGISMAT as the preferred platform for showcasing technological solutions to meet industry needs."

IA/LOGISMAT, was first organised in 1990 by SIAA to promote the development and application of automation techniques for increased manufacturing and processing efficiency and profitability. While the success of IA/LOGISMAT has inspired similar themes around the region designed for national markets, IA/LOGISMAT in Singapore has served as an effective launch pad for more than 500 international brands and remains the biennial gateway to Asia.

Here's a preview of what's in store for the upcoming event, which will take place from 2 – 5 December 2003:

IA 2003 has developed several initiatives designed to maximise the benefits of participation. Some of the highlights are:

- The Automation Solutions Pavilion will showcase solutions to address specific process design problems.
- Buyers or end users are invited to present the problems or specialised application solutions sought, and industrial automation partners will address these needs.
- The New Products Pavilion will feature exciting new developments in products, technology and application.
- The Young Innovators Pavilion is a sponsored stand to encourage and showcase creativity and innovation in Asia's young.
- The Cyber Automation/Logistics Pavilion will provide web-based automation solutions such as product design, prototyping, production and education.



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- Industry-focused Pavilions for Bioscience, Food Processing and Pharmaceuticals will provide industry specific solutions.
- There will be Technology Pavilions for Vision, Fieldbus, Robotics, Contract Manufacturing and New Materials

LOGISMAT 2003 aims to put decision makers in touch with vendors through the following focused events:

Pavilions targeting key areas:

- Wireless Technology to enable companies to tap the latest developments to improve operational efficiency
- Supply Chain Security to help companies harness technological advancement to secure their supply chain
- Software Solutions under one roof showcasing IT solutions that enable the supply chain, from track-and-trace to warehouse management and distribution management systems
- Small group visits at factories/companies for a close-up view of successful installations
- A fly-in programme of key decision makers at organisers' expense
- A matching service putting buyers in contact with suitable vendors

The Industrial Automation & LOGISMAT Forum aims to bring together international technology as well as business experts for 3 days of knowledge exchange on issues ranging from innovation to applied industry practices; to profitability and business trends in automation and logistics

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### **About Singapore Industrial Automation Association (SIAA)**

Established in 1982, the Singapore Industrial Automation Association (SIAA) seeks to promote the development and application of automation technologies and the automation business by linking suppliers with end-users, government and applied research institutes.

### **About Suntec Integrated Media (SIM)**

Suntec Integrated Media (SIM) is a fully-fledged exhibition organiser committed to offering value-added, innovative and creative media and business strategies, which are designed to deliver targeted industry exposure as well as the key objective of exhibitions - bringing buyers and sellers together. SIM is a division of Suntec Singapore International Convention & Exhibition Centre (Suntec Singapore).



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