

Organised By:

In Partnership with:



Supported By:



Ministry of International Trade & Industry  
Malaysia



Malaysian Trade Commission  
High Commission of Malaysia  
Singapore

A background image showing a hand pointing towards a digital network of glowing yellow nodes and lines on a dark blue grid.

## INVITING YOU TO:

Zoom Webinar on  
The New Normal:-  
Opportunities in Industry 4.0 in Malaysia and Singapore

Date: **Tuesday, 22 September 2020**  
Time: **10.00am – 12.00pm Singapore / Malaysia Time via Zoom Webinar**

Free Admission but **Pre-Registration and Pre-Acceptance are required.**

Please register at:

[https://zoom.us/webinar/register/WN\\_A4AbI4xcRT2sup\\_Yq35LNQ](https://zoom.us/webinar/register/WN_A4AbI4xcRT2sup_Yq35LNQ)

The Singapore Manufacturing Federation (SMF) in partnership with The Federation of Malaysian Manufacturers (FMM) and the Malaysia-Singapore Business Council (MSBC) will be organising a **Zoom webinar** on “**The New Normal:- Opportunities in Industry 4.0 in Malaysia and Singapore**” on **Tuesday, 22 September 2020 from 10.00am to 12.00pm Singapore / Malaysia Time**. This webinar is supported by Ministry of International Trade & Industry (MITI) of Malaysia, Malaysian Investment Development Authority (MIDA), Malaysian Trade Commission in Singapore, Singapore Business Federation and Enterprise Singapore (ESG).

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### **Why you should attend:**

Industry 4.0 is changing the business world and redefining manufacturing. Technological advancements such as big data, robotics, artificial intelligence, additive manufacturing are redefining the world's manufacturing processes, design and production facilities, distribution systems and global supply chains.

To stay competitive in this disruptive business environment, manufacturers and businesses need to change and adopt new business models in order to stay relevant and gain competitive edge. The new innovations under 'Industry 4.0' can enable companies to be flexible and nimble in order to respond to crisis. Industry 4.0 can also open opportunities for companies to gain faster interconnectivity, automation, machine learning, and real-time data for their operations.

In the light of the COVID-19 pandemic, Industry 4.0 with its data analytics and "Smart" operations will help companies to be in better positions to service global customers. Singapore and Malaysia are leading countries in ASEAN in Industry 4.0 and opportunities exist for companies in the two countries to partner each other for ASEAN and global expansion. Various fiscal measures are also being implemented by the Governments of Singapore and Malaysia to help companies move towards digital and Industry 4.0 transformation, providing added incentives for companies to embark on their Industry 4.0 journey.

In Post-COVID phase, "The New Normal" underscores the relevance and importance of Industry 4.0 in enabling companies to be agile to meet challenges. This Webinar will provide you with perspectives on capabilities, challenges and solutions relating to Industry 4.0, advanced manufacturing, smart logistics and supply chain management in Singapore and Malaysia. The webinar will serve industry sectors in the following:

1. Smart Automation, Digitalisation
2. Manufacturing of various products including F & B, Medical Technology, Biotech, Machinery, automotive parts, electronics, electrical and others.
3. ICT, Digital
4. Logistics and other supply chains
5. Others

Join us on this zoom webinar specially designed to provide insights and analysis on how you can tap on opportunities in the Industry 4.0 transformation of Malaysia and Singapore.

To join the above Webinar, please register via registration link:  
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## **Tentative Programme Singapore Time, Tuesday, 22 September 2020.**

<b>SG/MY Time</b>	<b>Details</b>
1000 hrs	Welcome Address by Dato' Seri Douglas Foo, President of Singapore Manufacturing Federation (SMF)
1005 hrs	Speech by Tan Sri Dato Soh Thian Lai, President of Federation of Malaysian Manufacturers (FMM)
1010 hrs	Presentation on Post-COVID Investment Landscape in Malaysia by Ms Umarani Muniandy, Director, MIDA Singapore
1025 hrs	Presentation on A Deep Dive into New Government Initiatives to Encourage I4.0 Adoption by Ms Vimala Murugan, Director, Sectoral Policy Division, Ministry of International Trade and Industry of Malaysia
1040 hrs	Sharing by Malaysian companies on experiences and initiatives in I4.0 transformation: <ul style="list-style-type: none"><li>• Richard Prey – General Manager from Pacestar Industries Sdn Bhd</li><li>• Timothy Tan – Managing Director from Kawan Food Manufacturing Sdn Bhd</li><li>• Dr Ir Tan Chee Fai – Vice President from MSM Equipment Manufacturer Sdn Bhd</li></ul>
1100 hrs	Sharing by Enterprise Singapore (ESG) Advanced Manufacturing Team on state of I4.0 Development in Singapore (TBC)
1110 hrs	Presentation on Data-driven Smart Manufacturing Transformation by Mr Wilson Deng, CEO, Arcstone
1117 hrs	Presentation on How to engage Technology effectively for Digital Workplace Transformation by Mr GK Tay, General Manager, ISDN Software Business Pte Ltd
1124 hrs	Presentation on Improving manufacturing profitability through i4.0 by Mr Stuart Wong, COO, Pumas Automation
1130 hrs	Presentation on Six steps to kickstart your digital transformation journey by Mr Lee Eu Harn, CMO, Auk Industries
1140 hrs	Q&A Session
1200 hrs	End of Webinar

**Note:- After the webinar, SMF will facilitate link ups on a one-on-one basis for Singapore and Malaysia companies for discussion on I4.0 solutions and other types of collaboration, based on post-event feedback.**

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The webinar is targeted at “C” suite and top level management of Malaysia, Singapore and foreign companies. Attendance is free-of-charge but pre-registration is strictly required and pre-acceptance is necessary. Please note that the organisers reserve the right to accept or decline your registration. If your registration is accepted, a link will be sent to you to join the webinar session.

We urge you to join and register for the zoom webinar asap via registration link: [https://zoom.us/webinar/register/WN\\_A4Abl4xcRT2sup\\_Yq35LNQ](https://zoom.us/webinar/register/WN_A4Abl4xcRT2sup_Yq35LNQ)

Alternatively, you can also scan the QR code:



**Webinar on The New Normal: - Opportunities in Industry 4.0 in Malaysia and Singapore.  
Tuesday 22 September 2020 @ 1000hr**

**REGISTRATION FORM – Please fill up all items and return by 18 September 2020**

<b><u>Company Name:</u></b>	<b><u>Membership:</u></b> <input type="checkbox"/> SMF Member <input type="checkbox"/> Non SMF & Non TAC Member <input type="checkbox"/> Member of other Association and Chambers <u>please specify:</u> _____
<b><u>Company's Product &amp; Services:</u></b>	
<b><u>Number of Employees in Organisation:</u></b>	
<b><u>Name of Attendee 1:</u></b>	<b><u>Name of Attendee 2:</u></b>
<b><u>Designation of Attendee 1:</u></b>	<b><u>Designation of Attendee 2:</u></b>
<b><u>Email:</u></b>	<b><u>Email:</u></b>
<b><u>Office no:</u></b>	<b><u>Office no:</u></b>
<b><u>Mobile no:</u></b>	<b><u>Mobile no:</u></b>

**Administrative Details:**

- Please email registration form to SMF by 18 September 2020. The organisers reserve the right to accept or decline your registration.
- We will send the webinar link to you if you are accepted.
- Only accepted and confirmed participants will be admitted to this webinar.

For registration or enquiries, please contact: **Ms Renee Boh:- [renee.boh@smfederation.org.sg](mailto:renee.boh@smfederation.org.sg) (DID: 6826 3030)**