

# SINGAPORE INTERNATIONAL ROBO EXPO 2017

## ADOPT ROBOTICS OF TOMORROW

AIRPORT/SEAPORT  
AGRICULTURE  
CLEANING  
HEALTHCARE  
LOGISTICS  
MANUFACTURING  
SECURITY/SURVEILLANCE



## ENGAGE

INNOVATIONS &  
UNCOVER  
BUSINESS  
OPPORTUNITIES



COORDINATES 1.3521° N, 103.8198° E

## COLLABORATE

0101010001001010010101000100

## FUNDING

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A NEW ERA OF  
ROBOTICS  
TECHNOLOGY

# ROBOTICS:

OPTIMISING SOLUTIONS &  
ACCELERATING TRANSFORMATION

2 - 3 November 2017

Sands Expo & Convention Centre  
Marina Bay Sands, Singapore

[www.sire.com.sg](http://www.sire.com.sg)

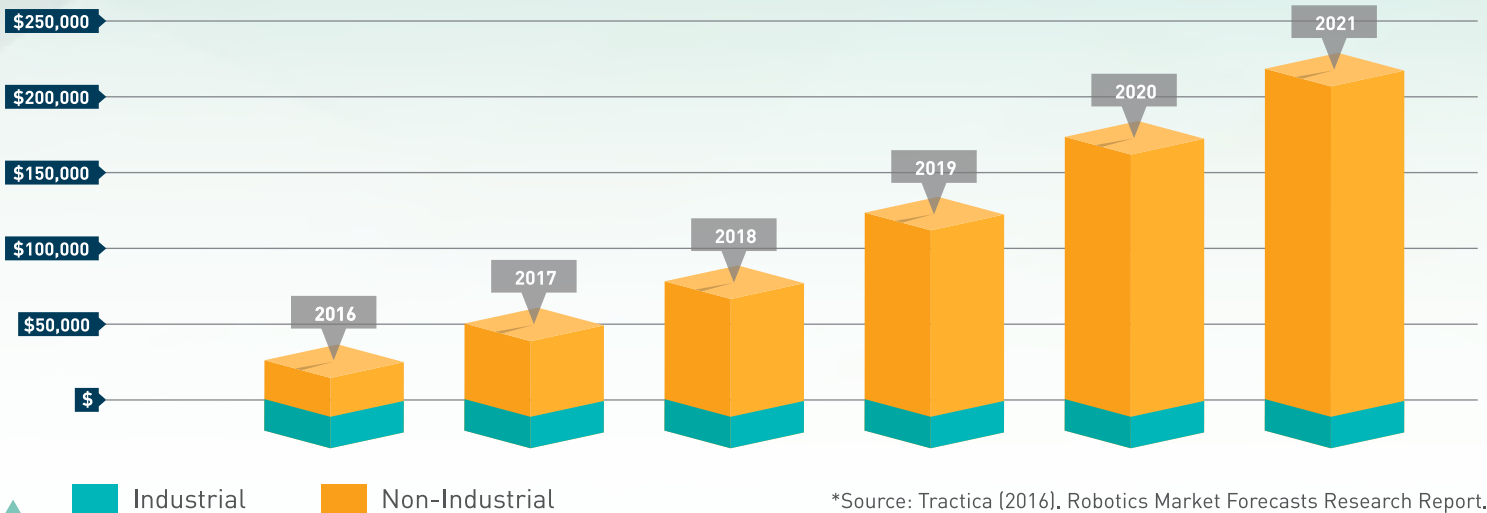
## #SIRESG



# JOIN THE REGION'S MOST ESTABLISHED ROBOTICS CONVENTION AND EXHIBITION

Singapore International Robo Expo (SIRE), the industry's leading regional event for industrial and service robots, is back for another edition. The market for robotics will experience strong growth between 2016 and 2021 with revenue from unit sales (excluding supporting services such as installation and integration) of industrial and non-industrial robots growing from US\$34.1 billion in 2016 to US\$226.2 billion by 2021\*. Most of this growth will be driven by non-industrial robots, which includes segments like consumer, enterprise, healthcare, military, UAVs, and autonomous vehicles. The Asia Pacific region remains the key growth driver for the global robotics industry. Hence, SIRE is the platform, timely poised to deliver unrivalled insights, understanding and creating awareness of the exceptional business opportunities that lie ahead.

Industrial and Non-Industrial Robotics Revenue, World Markets: 2016-2021



\*Source: Tractica (2016). Robotics Market Forecasts Research Report.



IT HAS **THE POTENTIAL** TO BE THE ASIAN HUB

Dr Ishkandar Baharin, President,  
Malaysia Robotics & Automation Society, Malaysia

## WHAT YOU HAVE MISSED IN SIRE 2016

Mr Leck Chet Lam, Managing Director of Experia Events, spoke at **Singapore International Robo Expo Opening Ceremony**, which was also graced by Minister S Iswaran.



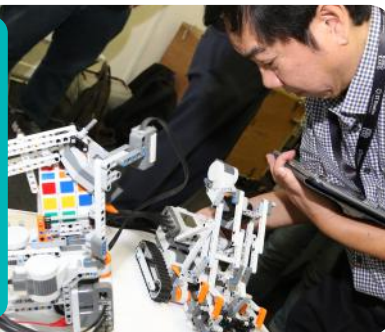
Themed, "How can Robotics help my business thrive? Learn the path to successful adoption", the one day convention featured a stellar line-up of distinguished speakers who highlighted critical insights and best practices on Adoption, Collaboration, and Funding through real world case studies and interactive panel discussion across the robotics ecosystem.



There were **abundant networking opportunities** available at SIRE 2016 in which the Business matching platform was well-utilised as we had our Networking Manager facilitating one-to-one meetings for participants.



**Institute of Higher Learning Zone** showcased a series of exhibits and research collaborations with academia and research institutes. It featured the academic efforts to spearhead innovation through the smart use of cutting edge technology, creative and innovative solutions and research and development.



Organised by Business France, **France Singapore Innovation Days** took place on the second day of SIRE. While its conference sessions focussed on key topics such as IoT & Smart Cities, Cyber Security and Robotics, there were also trainings and workshops conducted for French and international companies.



The **Demo Zone** was filled with top notch actions by leading robotics companies. Across 2 days, live demonstrations of the latest robotics technology took place at the heart of the exhibition.



**SIRE 2016 Title Sponsor, ST Kinetics**, demonstrated its range of large scale automation solutions and robotics systems across 2 days.

## WHY VISIT

►► MORE THAN 2,000 TRADE ATTENDEES AT SIRE 2016 ◀◀

## 26 COUNTRIES / REGIONS

- Australia
- Canada
- China
- Denmark
- Estonia
- Finland
- France
- Germany
- Hong Kong
- India
- Indonesia
- Israel
- Italy
- Japan
- Korea
- Malaysia
- Philippines
- Russia
- Singapore
- Slovakia
- Switzerland
- Taiwan
- Thailand
- United States
- United Kingdom
- Vietnam





## INDUSTRY TYPES OF SIRE 2016 ATTENDEES




## KEY REASONS TO VISIT SINGAPORE INTERNATIONAL ROBO EXPO

 **DISCOVER** new products, new brands and new business partners, all accessibly showcased on the trade show floor

 **LEARN** from a first-class convention and collaborative workshops, delivered by informative speakers

 **CONNECT** with industry peers across the Asia region

 **FORGE** new partnerships and renew existing relationships



# UNDERGO TRANSFORMATION AT SIRE 2017



Themed, "Robotics: Optimising Solutions & Accelerating Transformation", SIRE Convention brings together industry players, international organisations, academia as well as government authorities to drive the current wave of industry transformation, obtain insights on how to optimise the technology and automation for their business operations. Gain two full days of industry ideas, best practices and key market trends that are transforming the robotics industry.



## IMPRESSIVE IDEAS & ACHIEVEMENTS SHARED BY SPEAKERS



An Xing Hui, Nursing Informatics,  
National University Hospital, Singapore



## IT IS A GOOD PLATFORM FOR **BUSINESS ASSOCIATES** TO NETWORK



Eileen Chong, Vice President,  
DBS, Singapore



For further enquiries or indicate your interest to attend, please email us at [registration@sire.com.sg](mailto:registration@sire.com.sg)

## WHY SPONSOR

Sponsoring the Singapore International Robo Expo 2017 presents an incredible opportunity to enhance your company's profile in the industry. In scale and seniority, there is no better place to invest your sales and marketing budget if you want to seek exceptional new leads. The benefits of partnering with us and sponsoring the event include:

- Establish a national and international presence
- Profile your brand and stay ahead of competition
- Win new businesses and stay salient to your customers
- Create new partnerships and alliances
- Strengthen your position as a market leader within the robotics industry



**VIBRANT BOTH SCIENTIFICALLY AND CULTURALLY,  
PEOPLE FROM VARIOUS PARTS OF THE GLOBE  
GATHERED HERE AND PROVIDED US WITH A LOT OF  
OPPORTUNITIES TO SET OUT FURTHER INTO THE WORLD**

Jinwoo Ahn, Deputy General Manager,  
Future Robot Co Ltd, Korea

## PARTICIPATE WITH US

### Sponsorship Packages

Categories	Rates
Title Sponsor	S\$100,000
Patron Sponsor	S\$50,000
Platinum Sponsor	S\$35,000
Gold Sponsor	S\$20,000
Corporate Sponsor	S\$5,000 to S\$12,000



### Expo Rates

Booth Types	Rates*
Raw Space (Min 18sqm)	S\$470/ sqm
Standard Shell (Min 9sqm)	S\$550/ sqm
Singapore Pavilion (Min 9sqm)	S\$660/ sqm
*Returning exhibitors will enjoy a 20% discount	

For more information about exhibition and sponsorship, please contact our sales representative Karen Tan, [karentan@experiaevents.com](mailto:karentan@experiaevents.com), +65 9691 4622.

## CO-ORGANISED BY:



## HELD IN:



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Enterprise  
Singapore



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