

**WELCOME ADDRESS BY MR LECK CHET LAM  
MANAGING DIRECTOR, EXPERIA EVENTS  
SINGAPORE INTERNATIONAL ROBO EXPO OPENING CEREMONY  
MARINA BAY SANDS  
1 NOVEMBER 2016**

Our Guest-of-Honour, Mr S Iswaran, Minister for Trade and Industry (Industry) and Deputy Chairman for the Committee on the Future Committee

My Co-organiser, Mr Oliver Tian, President, Singapore Industrial Automation Association

Your Excellencies

Distinguished Guests

Members of the Media

Ladies and Gentlemen

**Good morning.**

1. Welcome to the opening ceremony of the first edition of the Singapore International Robo Expo, and to our guests who have travelled to join us at this inaugural event, a very warm welcome to Singapore.

This is an exciting time for Experia Events as we chart new territory in the field of robotics, which has been earmarked as a global growth sector in tandem with Industry 4.0.

2. Together with the support of our co-organisers, the Singapore Industrial Automation Association, SIRE was conceived to cultivate the commercial adoption of robotics and to support the building of a competitive and differentiated robotics ecosystem.

I would like to take this opportunity to thank Oliver and his team for this collaboration.

3. I am also heartened to have received encouraging support from our friends in the industry who have placed their confidence in and commitment to this inaugural show.

Besides the support from both local and international players in the industry, SIRE has also attracted strong interest from institutes of higher learning and research institutes.

4. We are honoured to have a diversity of companies participating in SIRE with some 30 exhibitors including established and emerging exhibitors.

ST Kinetics joins us as Title Sponsor and is one of our key exhibitors, together with other industry leaders such as ABB, Murata, Panasonic Systems Solutions, SICK Pte Ltd and Tech Avenue amongst others.

Emerging local SMEs such as H3 Dynamics, Design Tech Technologies, SMP Robotics and HutCabb will also be showcasing their technology and innovations at SIRE.

5. We have also set aside specialized zones within SIRE for participants to maximize their experience at the event.

Attendees will also be able to get up close to and catch the latest robotics innovations in action in the Demo Zone.

6. Key highlights include live demonstrations of the world's only autonomous outdoor security robot – the SMP S5 PTZ – developed by SMP Robotics – together with other models from its S5-Rover series of security robots, which is being presented in Asia Pacific for the first time.

As well as ABB's award winning collaborative robot, the Yumi.

7. Institutes of Higher Learning (IHL) and research institutions will also have a platform to showcase their research and projects at the *IHL Zone*.

8. The Singapore and Republic of South Korea Pavilions will be a showcase of domestically developed robotics and automation solutions that have achieved success.

9. We will also host the France-Singapore Innovation Days organised by Business France.

A delegation of French and international companies will be in attendance for a series of conferences, and also network with participating exhibitors at SIRE.

10. Besides a good showing of successful and emerging robotics solutions, we are also committed to supporting companies by giving them a leverage in the field of robotics and automation.

Our networking platforms allows companies in this industry to make connections and forge partnerships.

Our conference segment, the SIRE Convention, was also carefully conceptualised and developed to ensure that attendees are able to better understand the potential, challenges, best practices and support available for a successful transformation into robotics and the future economy.

11. Mr Haryanto Tan from EDB Singapore will also be sharing more details about the National Robotics Programme and how companies can seek guidance in their transition to adopting robotic technologies.

12. As with all our shows, we are keen to help build the talent pipeline through engaging and inspiring our next generation to venture into emerging fields such as robotics.

We will be hosting students from IHLs to foster a deeper appreciation of robotics and automation.

They will have the opportunity to tour the exhibition and meet the movers and shakers of the robotics industry, come up close with the latest technology and innovations, and get a better understanding of the industry landscape, career options and successfully commercialised solutions.

13. In summary, SIRE will over the next 2 days, bring together a complete robotics eco system – with the presence of leading industry players, academia, a thought leadership convention program, trade visitors from around the world, trade delegations from Korea and France, a demonstration zone to showcase the latest robotics technologies, business networking sessions and not forgetting the Education Day for the students, who will in future take on leadership roles in this growing robotics industry.

14. We are honoured to be able to help elevate the robotics industry through SIRE and this is made possible with the belief and strong support from the government agencies, supporting organisations, speakers, delegates and exhibitors. Thank you all and may you have a fruitful and rewarding experience at SIRE 2016.

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