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Siemens Digital Enterprise User Conference and Exhibition

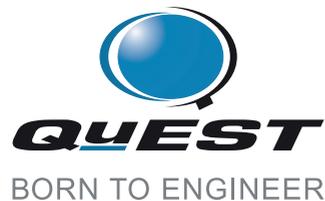
Conference Guide
16-18 October 2018, Singapore EXPO

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Raimund Klein
Executive Vice President
Divisions Digital Factory and Process Industries & Drives
Siemens ASEAN (Singapore)

Welcome distinguished guests, partners and fellow colleagues

This week is an exciting moment for us here at Siemens Singapore.

Siemens, a founding partner of Industrial Transformation - Hannover Messe Asia Pacific, is bringing our Hannover Messe set of showcase to Singapore!

As you would know, the world is undergoing a digital transformation and the manufacturing industry itself is at the crossroads of technological innovation.

And that is why today, together with my team, we are proud to discuss with you our digitalization end-to-end solutions and showcase customer proofpoints.

Under the theme "Digital Enterprise - Implement Now", Siemens' 650sqm booth will include digital twin models across all industries.

Our technical experts will talk about digitalization trends and Siemens technological innovations that will help you in your digital transformation journey.

We have also invited user speakers to share their experiences - challenges and benefits, perhaps exchange thoughts, ideas and learnings among each other.

There are five (5) Digital User Conferences to choose from our Siemens Digital Enterprise User Conference Asia Pacific.

Our very 1st MindSphere Asia Pacific Summit is also taking place this Thursday

and we have invited Technology Partners as our guest user speakers. They will address how MindSphere can be applied onto different customer applications.

SPACE ASEAN User Conference and the User Advisory Board, is running strong on its 8th year with our user convention.

PLM User Workshop has prepared hands on workshops, prepare to deep dive into our #Techtalks for advanced users.

Together with our Digitalization for Medium-Sized Businesses seminar, Siemens will help prepare SME companies and newcomers on Industrie 4.0.

We will be showcasing real game changers such as - SWYFT, ZerOne and ZerOne. Design Manufacturing Design, your Industry Service Gateway of the Future.

All of these, are tailor made for you - the customer service experience through simple innovation and seamless connection between customer and service provider.

Thank you for coming and I would like to wish you an enjoyable learning experience.

Conference

Theme: Digital Enterprise - Implement Now



18 October 2018: Digitalization for Small and Medium-sized Businesses

For this year's Solid Edge Launch, the portfolio aims to deliver Next-Generation Product Development Tools in an Integrated Portfolio. Featuring Best-in-class electrical and PCB design; fully integrated simulation analysis; the latest tools for subtractive and additive manufacturing; and many more. The portfolio will help small and medium businesses start their digitalization journey.

Key attendees: mid-management and engineers who are interested in the operations of digitalization in the discrete industries



17 October 2018: PLM User Workshop

This workshop brings together PLM users, partners and Siemens PLM employees looking to forge new connections, expand knowledge, and increase expertise. Sharing the different phases of Digitalization, through a combination of customer use cases, technical tips and tricks together with updates on advance technology. The workshop aims to provide customers with a holistic platform for digital innovation across both the lifecycle and the enterprise.

Key attendees: mid-management and engineers who are interested in the operations of digitalization in the discrete industries.



17 October 2018: Future of Engineering Seminar

This seminar will discuss virtual commissioning in the project planning and engineering phases.

Key attendees: plant operators from mid-management and engineers who are interested in the operations of digitalization in the discrete and hybrid industries. Also, highly recommended for machine builders



18 October 2018: MindSphere Asia Pacific Summit

A wide range of existing use cases, innovative partners, new tools as well as apps and functionalities around the latest version MindSphere 3.0 and its ecosystem is waiting for you to discover. Take a deep dive and listen to MindSphere experts at this summit.

Key attendees: IT Managers, System Integrators, OT, Solution Partners, Project Managers, OEM, Digital Architects, Senior Executives for Digital Transformation, Plant and Automation Engineering Leaders, Digital Consultants, Smart City / Building Architects and Academia with Digital Engineering curriculums.



16 – 18 October 2018: SPACe ASEAN User Conference

Now on its 8th year, SPACe ASEAN community will once again convene and discuss the latest technological trends, challenges, and share best SIMATIC PCS 7 application practices. Activities include technology presentations, #Techtalk sessions and networking events that attendees can choose to participate in according to their specialization and interests. Key attendees: upper, mid-management and operations engineers who are interested in the applications of digitalization in the process industries.

16 Oct (Tuesday) Conference

Time	Conference	Notes	Location
08:30-10:00	Registration	Welcome Refreshments are available at Siemens booth.	MaxAtria Gallery Lobby Siemens booth - located at Hall 1(M14) & 2 (Q18)
10:00-12:30	Industrial Transformation - Future of Manufacturing Summit Opening Ceremony Tharman Shanmugaratnam, Singapore Deputy Prime Minister Dr. Armin Bruck, Siemens Regional CEO	FREE entry for all Siemens guests. This guest pass is limited for this day only.	Plenary Hall - located at Hall 1 / Level 1
12:30 14:00	Lunch	All Siemens guests are requested to proceed at the Dining area for Lunch after Dr. Bruck's topic	Dining area - located at Hall 2 / Level 1 (next to the Siemens booth)
12:30	MindSphere Lounge Presentation: • Faster Product Design • Design on the Cloud • Additive Manufacturing Revolution	Open for all guests	MindSphere and Partners Pavilion
14:00 16:00	Siemens Digital Enterprise User Conference Opening Ceremony	The event will start at exactly 14:00hrs. Please be on time.	Theater Hall at Hall 1
16:00 18:00	Siemens User Networking Session	Open for all Siemens guests. Siemens badge is required to access the lounge and enjoy this networking experience.	Siemens booth - located at Hall 1 (M14)
16:00 17:00	Siemens Guided Tours Schedule 1: 16:00 - 17:00hrs Schedule 2: 17:00 - 18:00hrs	Please proceed to the Guided Tour Meeting Point.	Meeting Point - located at Siemens Booth Hall 1 (M14)
16:30 17:30	MindSphere Lounge Presentation: MindSphere DigiDemo	Open for all	MindSphere and Partners Pavilion

17 Oct (Wednesday) Conference

Time	Conference	Notes	Location
08:30-10:00	Registration	Welcome Refreshments are available at Siemens booth.	MaxAtria Gallery Lobby Siemens booth - located at Hall 1(M14) & 2 (Q18)
09:00 10:00	Siemens Guided Tour	Please proceed to the Guided Tour Meeting Point.	Meeting Point - located at Siemens Booth Hall 1 (M14)
10:00 16:00	PLM Workshop	All Siemens guests are requested to wear their badges. Tea Breaks will be served at Level 2.	Garnet 217-219 Level 2
	Future of Engineering		Garnet 214 Level 2
	SPACe ASEAN User Conference		Garnet 212-213 Level 2
12:00 14:00	Lunch	Lunch will be served at the Dining area.	Dining area - located at Hall 2 / Level 1 (next to the Siemens booth)
12:30	MindSphere Lounge Presentation: MindSphere	Open for all guests	MindSphere and Partners Pavilion
16:00 18:00	Siemens User Networking Session	Open for all Siemens guests. Siemens badge is required to access the lounge and enjoy this networking experience.	Siemens booth - located at Hall 1 (M14)
16:00 17:00	Siemens Guided Tours Schedule 1: 16:00 - 17:00hrs Schedule 2: 17:00 - 18:00hrs	Please proceed at the Guided Tour Meeting Point.	Meeting Point - located at Siemens Booth Hall 1 (M14)
16:30 17:30	MindSphere Lounge Presentation: MindSphere	Open for all	MindSphere and Partners Pavilion

18 Oct (Thursday) Conference

Time	Conference	Notes	Location
08:30-10:00	Registration	Welcome Refreshments are available at Siemens booth.	MaxAtria Gallery Lobby Siemens booth - located at Hall 1(M14) & 2 (Q18)
09:00 10:00	Siemens Guided Tour	Please proceed at the Guided Tour Meeting Point.	Meeting Point - located at Siemens Booth Hall 1 (M14)
10:00 16:00	Digitalization for Small and Medium Businesses	All Siemens guests are requested to wear their badges. Tea Breaks will be served at Level 2.	Garnet 214-215 Level 2
	MindSphere Asia Pacific Summit		Garnet 212-213 Level 2
	SPACe ASEAN User #TechTalks		Garnet 219-221 Level 2
12:00 14:00	Lunch	Lunch will be served at the Dining area.	Dining area - located at Hall 2 / Level 1 (next to the Siemens booth)
12:30	MindSphere Lounge Presentation: MindSphere	Open for all guests	MindSphere and Partners Pavilion
16:00 18:00	Siemens User Networking Session	Open for all Siemens guests. Siemens badge is required to access the lounge and enjoy this networking experience.	Siemens booth - located at Hall 1 (M14)
16:00 17:00	Siemens Guided Tours Schedule 1: 16:00 - 17:00hrs Schedule 2: 17:00 - 18:00hrs	Please proceed at the Guided Tour Meeting Point.	Meeting Point - located at Siemens Booth Hall 1 (M14)
16:30 17:30	MindSphere Lounge Presentation: MindSphere	Open for all	MindSphere and Partners Pavilion

19 Oct (Friday) Siemens DigiHub Tour

Time	Siemens Tour	Notes	Location
	ITAP Participants	Please contact ITAP for more details	
09:00	Siemens participants Register at Siemens counters and look for Amanda Foo (Exhibitor) and Hazel Ang (Registration)	Assembly at Siemens Center Address: The Siemens Center 60 Macpherson Road Singapore 348615	
Siemens Guided Tour			
10:00	Arrival, Welcome, Siemens Overview	Bisheng Liu, Vice President Siemens Digital Industry Services Segment ASEAN	Auditorium
	Split into 2 groups		
	Group 1 (max 20 pax) <i>Coordinator: Hazel Ang</i>	Group 2 (max 20 pax) <i>Coordinator: Amanda Foo</i>	
10:30-11:40	City of the Future and Building Technologies by Ronnie Gan, Strategy and Business Excellence	Remote Analytics Hub, SWYFT and ZerOne. Deslgn by Claire Ang, Digital Marketing Manager	
	Building Technologies Remote Operations virtual Reality Room by Daryl Wilfred, BT Marketing	City of the Future and Building Technologies by Ronnie Gan, Strategy and Business Excellence	
	UrbanMac by Byron Heath, Vice President Siemens MindSphere for ASEAN Region	Building Technologies Remote Operations virtual Reality Room by Daryl Wilfred, BT Marketing	
	Remote Analytics Hub, SWYFT and ZerOne.Deslgn by Claire Ang, Digital Marketing Manager	UrbanMac by Byron Heath, Vice President Siemens MindSphere for ASEAN Region	
	Lunch		

Digitalization in Small & Medium-sized Businesses (18 October)

Location: Garnet 214-215 MaxAtria L2

Time	Topic	Speaker
10:00	Welcome Address	Alex Teo Country Manager, Siemens
10:15	Keynote 1: Digital Transformation in Product Design and Development: The Opportunity for Small and Midsize Manufacturers	John Fox Vice President Marketing, Siemens
10:45	Keynote 2: Greenpower Program: Advancing education in the subjects of engineering and technology for young people	Er. Chia Soo Ping Course Manager, Singapore Polytechnic
11:15	Bringing next generation product development to today's engineers: <ul style="list-style-type: none"> Generative design with 3Dscan & 3DPrint Integrated Electrical Wire, Harness, PCB Front-loading Structural and CFD Analysis 	Sean Seneviratne Regional Technical Manager, Siemens Anburajan Natesan Senior Application Engineer, TAE (S) Pte Ltd
12:00	Customer Success Story: Rurok Halcon – Generatively Designed Performance Mountain Bike	PJ Tolentino Engineer, MSc Rurok Industries
12:20	Speed Design Competition: First-hand experience to transform your designs into great products-profitably!	
13:00	Lunch and Guided Tours	Lunch will be served at the Dining area. Dining area - located at Hall 2 / Level 1 (next to the Siemens booth)
14:00	#TechTalk 1 at Garnet 214	Duraisamy Sriraghavan Kevin Moran Sean Seneviratne Siemens
14:00	#TechTalk 2 at Garnet 215	WONG Voon Hon Anshuman Prakash Siemens
15:30	Lucky Draw	Zach Lee, Siemens
16:00	Siemens Networking Session and Guided Tours	Siemens booth - located at Hall 1 (M14)

#TechTalk 1	
Time	Topic
14:00	CAM Pro feature-based machining - Bring your ideas to life, in full color
	Build world class products accurately and efficiently. This session focus on how solid edge manufacturing solution helps efficiently program your CNC machine tools, from simple NC programming to high-speed and multi-axis machining to improve customization and setup time.
14:30	Wiring and Harness Design - ECAD/MCAD Integration
	Model your design in 3D - Engineer the electrical details. Overcome electrical design challenges early in the design cycle to meet market demands and maintain the level of quality customers expect. This session focus on a digital product model whose characteristics can be understood and optimized early in the design cycle can make all the difference; how best to integrate the mechanical, electrical and electronic aspects of their design, reducing effort and minimizing the risk of costly errors. A smart electrical design environment, which can validate and provide automation as you proceed.
15:00	Modular Plant Design - P&ID and Piping Design
	Ensuring that your products are designed right—the first time, and every time. This session focus on P&ID and piping solutions for modular plant design include support for P&ID creation, linked 3D piping and Isogen® output; how the Solid Edge modular plant design solution and equipment layout allow for fast, easy planning of complex piping systems and plant designs.
#TechTalk 2	
14:00	Simulation_FloEFD for Solid Edge - Complex design validation just got easier
	Embedded CFD simulation for fluid flow and heat transfer analysis. The session focus on the powerful computational fluid dynamic (CFD) analysis tool which enables to frontload CFD by moving simulation early into the design process where it can help design engineers examine trends and eliminate less desirable design options; more cost effective and enhance productivity by x2 to x40.
14:30	Managing CAD data & collaboration - Take control of your data, including your requirements
	Meet compliance standards through complete traceability. This session focus on managing and sharing product data, assessing 3D models and 2D drawings to a single source of data for access by the teams; enabling them to improve the quality of the product development process.
15:00	Supercharging your documentation process - Clear communication. Clearly better
	Easily create attractive illustrations and interactive technical documents. The ability to clearly communicate the correct manufacturing, installation and maintenance procedures for designs is essential to the performance of products and the success of your business.

PLM User Workshop (17 October)

Location: Garnet 217-219 MaxAtria L2

#TechTalk 1: Next Generation Product Design - Create and Deliver Better Products Faster

Deliver greater innovation in product design and deliver the products "right to market, first time". This session focuses on how to leverage virtual product models for better design and quality; and how additive manufacturing has provided the ability to manufacture products that are previously impossible.

Time	Topic	Speaker
10:00	NX for Everything	Rocky Lau, Director Cutter Technologies Pte Ltd
10:15	Reverse Engineering made easy with Convergence Technology	Wee Chan, Technology Director - Dream Technology Singapore
10:45	Digitalizing Manufacturing - Maximize efficiency of machining	Stanley Yap Poh Peng, Technical Product Specialist - Hitachi Sunway Information Systems (S) Pte Ltd
11:15	Case Study - Digitalization of Additive Manufacturing	Andreas Graichen, Group Manager - Additive Manufacturing Center of Competence Siemens AG
13:00	Lunch and Guided Tours	Lunch will be served at the Dining area. Dining area - located at Hall 2 / Level 1 (next to the Siemens booth)

#TechTalk 2: Author Manufacturing Process Plans More Efficiently

Digitalize manufacturing and the process of transforming innovative ideas and raw materials into real products. This session focus on how to achieve synchronization between product engineering, manufacturing engineering, production and service operations to maximize your production efficiency and realize innovation.

Time	Topic	Speaker
10:00	Role of Discrete Event Simulation in a Smart Factory	Humza Akhtar, Scientist - Advanced Remanufacturing and Technology Center, A*Star, Singapore
10:45	Integrated Manufacturing Planning	Vivek, Presales Engineer - Siemens PLM
11:30	Manufacturing Process Verification using Digital Twin	Panduranga Shettigara, Presales Engineer - Siemens PLM

#TechTalk 3: Leveraging Performance Engineering to Predict Real World Behavior of Products Throughout the Product Lifecycle

Engineer innovations faster and with greater confidence, by effectively handling the complex nature of today's products during design, and by closing the loop with product use. This session focuses on using the product digital twin combined with multidisciplinary design exploration, engineering simulation and test with intelligent reporting and data analytics to help you predict real product behavior throughout the entire product lifecycle.

Time	Topic	Speaker
10:00	Welcome and introduction to Siemens Simcenter portfolio.	Jan Smolders, Portfolio Development Manager - Siemens PLM
10:15	Predict performance of 3D digital models	Winston Vigil, Regional Manager Simulation and Test Solution, SE Asia - Siemens PLM
10:45	CFD focused multi-physics simulation with STAR-CCM+	Kynan Maley, CFD Engineer - Siemens PLM
11:15	Leveraging HEEDS Design Space Exploration to Drive Product Innovation	Domenic Barsotti, Applications Engineer - Siemens PLM
12:30	Lunch and Guided Tours	Lunch will be served at the Dining area. Dining area - located at Hall 2 / Level 1 (next to the Siemens booth)
13:00	Improving the reliability of electronics through thermal simulations	Hon Wong, Senior Application Engineer - Siemens PLM
14:30	Driving innovation without compromise by optimizing the performance of mechatronic systems with system simulation	Sophie Vellutini, PreSales Consultant - Siemens PLM
15:15	Thermally test, measure and characterize semiconductor devices, TIMs and even complete electronic systems.	Alvin Hsu
15:45	Closing & Q&A	Jan Smolders

PLM User Workshop (17 October)

Location: Garnet 217-219 MaxAtria L2

#TechTalk 4: Connecting Processes Across Functional Silos with a Digital Thread for Innovation

Collaboration for Lifecycle Management. This session focuses on managing product data and process-related information in a single, central system. This information includes computer-aided design (CAD) data, models, parts information, manufacturing instructions, requirements, notes and documents.

Time	Topic	Speaker
13:30	Mutli Discipline Data Management	Teh Tiack Ein, Business Consultant - Siemens PLM
14:15	Teamcenter Service lifecycle management	Sentil Kumar PLM Business Consultant - Siemens Industry Software, Asia Pacific Zone
15:00	Case Study - Vertical Integration for Discrete Manufacturing	Nhy Nguyen Le, Senior Systems Analyst - Univac Precision Engineering Pte Ltd Chong Pei Ling, Senior Application Engineer - Hitachi Sunway Information Systems (S) Pte Ltd
15:45	Case Study - Digitalization of Additive Manufacturing	Andreas Graichen, Group Manager- Additive Manufacturing Center of Competence Siemens AG

#TechTalk 5: Optimizing Manufacturing Operations for Closed Loop Manufacturing

Drive operational excellence, with a focus on improving production efficiency, flexibility and time-to-market. This session focuses on enabling a broad spectrum of production-related functions, including advanced planning and scheduling, manufacturing execution, quality management as well as enterprise manufacturing intelligence; equipping manufacturers with the ability to rapidly respond to market changes and disruptive innovation.

Time	Topic	Speaker
14:00	Using sustainable product development to deliver your brand	Jai Samtani Director, Consumer Products & Retail Industry Asia Pacific - Siemens PLM
14:45	Template Based MOM Deployments	Titu Mukherjee, PMP ManuTechs Pte Ltd
15:30	Production Optimization with Advanced Planning and Scheduling	Tay Ming Hui, Managing Director - PD Solutions Pte Ltd

Future of Engineering (17 October)

Location: Garnet 214 MaxAtria L2

Time	Topic	Speaker
10:00	Future of Automation	Timo Muehlhausen, Head of Marketing Promotion, Digital Enterprise, Siemens AG, Germany
10:15	Digital Workflow with TIA Portal – Open, virtual and connected <ul style="list-style-type: none"> Implementation of Virtual Commissioning Digitalization Scenarios with TIA Portal 	Bernd Lieberth Jorey Guzman Uwe Schumann Sivanu Subbiah
12:30	Lunch and Guided Tours	Lunch will be served at the Dining area. Dining area - located at Hall 2 / Level 1 (next to the Siemens booth)
13:00	Efficient Engineering – Shorten your time to market <ul style="list-style-type: none"> Automated engineering Engineering Flexibility through code generation Implementing Standardization 	Bernd Lieberth Jorey Guzman Uwe Schumann Sivanu Subbiah
15:45	Lucky Draw	Jorey Guzman
16:00	Siemens Networking Session and Guided Tours	Siemens booth - located at Hall 1 (M14)



MindSphere Asia Pacific Summit (18 October)

Location: Garnet 212-213 MaxAtria L2

18 October		
Time	Topic	Speaker
10:00	Welcome / Opening remarks Siemens MindSphere – Partnership Opportunity. Find your role in the MindSphere Ecosystem. Drive new revenue streams from applications and professional services across industry verticals. MindSphere Partner Program is designed to support a diverse IOT ecosystem of partners. The Partner Program provides a comprehensive set of technical, marketing and financial benefits to help partners accelerate their application or service on the MindSphere platform. We'll discuss more about the program and invite you to join the MindSphere Partner Eco-system	Sachin Rathi Vice President Ecosystem and Partnership APAC - Siemens Industry Software Pte. Ltd.
	10:20	
11:00	Morning Break	All
11:30	IoT for Manufacturing Excellence	Sanjeev Srivastav, PhD, SVP & GM, IoT & Industrial Systems - Persistent Systems, Inc.,
12:00	Bridging the Industrial and Digital worlds – a QuEST Perspective	Dr. Ramesh TC, Head of Technology - QuEST Global
12:30	#TechTalk Panel Discussion • Mr. Sharad Mohan, Executive Director, Deloitte Tohmatsu Consulting • Ms. Shirley Strachan, General Manager IoT Device Experience Sales, APAC, Microsoft Corporation • Ms. Marita Vavoulioti Managing Director, Digital, Accenture • Mr. Raimund Klein, Executive Vice President, Digital Factory and Process Industries & Drives ASEAN, Siemens Pte. Ltd.	*All Siemens guests are requested to proceed at the Dining area for Lunch
	13:15 14:00	
14:00	Guest Speaker: The Singapore Smart Industry Readiness Index – Translating Industry 4.0 into Value	Yinghui XU, Head, Infocomms and Media and Advanced Manufacturing - Singapore Economic Development Board

18 October		
Time	Topic	Speaker
14:30	Enabling Business Improvement with Siemens MindSphere	Paul Albada Jelgersma, SVP IoT Services - ATOS
15:00	Afternoon Break	All
15:30	Ham-LET IoT - Instrumentation Solutions for Industry 4.0	Alan Lee, R&D Director, IoT - Ham-LET Group
16:00	The Journey Toward Smart Manufacturing Case Studies and Roadmap	Tom Ho, President - BISTel America
16:30	Closing Remarks: Introduction to the new MindSphere Asia Pacific Sales Operation	Boris Marrone, Sales Director - MindSphere IoT - Siemens Industry Software, Asia Pacific
17:00 18:00	Siemens Networking Session and Guided Tours	Siemens booth - located at Hall 1 (M14)

MindSphere Technology Partners





PERSISTENT



SPACe ASEAN User Conference (16 October) Location: Exhibition Hall L1

16 October			
Time		Topic	Speaker
10:00	Plenary Hall	Speech by Deputy Prime Minister of Singapore and Coordinating Minister for Economic and Social Policies, Tharman Shanmugaratnam	Tharman Shanmugaratnam, Singapore Deputy Prime Minister
10:50		From Acceleration to Take-Off: What Industry 4.0 Really Means for Opportunities in ASEAN	Panel Discussion
11:30		Technological Provocations & Why It Is Different This Time	Iain McLaughlin, President ASEAN Business - CocaCola Singapore
11:50		Inspiring Leadership in the Digital Age	Dr Armin Bruck, Regional CEO - Siemens
12:10 14:00		Lunch Location: Dining area Level 1 (next to Siemens booth)	*All Siemens guests are requested to proceed at the Dining area for Lunch after Dr. Bruck's topic
14:00	Theater Hall	Welcome and Opening Remarks	Raimund Klein, Executive Vice President(DF&PD) - Siemens ASEAN
14:30		Siemens as your partner in this digital transformation	Dr. Hartmut Klocker, Senior Vice President - Siemens AG
15:00		MindSphere: MindSphere is our open IoT platform	Sachin Rathi, Director MindSphere - Siemens Industry Software, Asia Pacific
15:30		ZerOne.Deslgn & SWYFT: Industry Gateway of the Future	Bisheng Liu, Vice President, Industry Services Siemens ASEAN
16:00		XHQ Operations Intelligence – Discover what Secrets your Data can reveal	Tobias Botzenhardt, Vice President, XHQ- Siemens Industry Software, Asia Pacific
16:30		Siemens Networking Session and Guided Tours	*Siemens booth - located at Hall 1 (M14)

SPACe ASEAN User Conference (17 October) Location: Garnet 212-213

17 October			
Time		Topic	Speaker
10:00		Welcome: SPACe ASEAN – Chairman, Siemens	Adnan Abdul Rahman, General Manager of Automation and Engineering Vertical Sub Segment - Siemens Pte Ltd, Singapore
10:05		Keynote 1 and Siemens Technological Innovations: Digitalization in the Process Industry & SIMATIC PCS 7 Roadmap	Dr. Hartmut Klocker, Vice President, Segment Automation & Engineering Systems - Siemens AG
10:35		Morning Break	All
11:00		Key Note 2: Digitalization in the Chemical Industry With focus on: DULUX Industry 4.0 digital transformation journey Siemens end-to-end digital solutions at DULUX Digitalization challenges, benefits and opportunities	Kevin. P. Worrell, Project Director, DULUX Hung Chan, Operations Manager, MESCADA
11:30		#TechTalk: Driving Digital Enterprise in Asia-Pacific	Panel Speakers
12:00 14:00		Lunch and Guided Tours Location: Dining area Level 1 (next to Siemens booth)	*All Siemens guests are requested to proceed at the Dining area for Lunch
14:00		Key Note 3: SPACe ASEAN User Advisory Board – Chairman, User	David Ong, Managing Director, Excel Marco Pte Ltd.
14:30		Advanced Operations of Process Plants using SIMATIC PCS 7	Thomas Heinzerling, Executive Vice President - Linde Advanced Operations Services
15:00		Afternoon Break	All
15:30		Digitization Made Real	Ben Chew, General Manager, Marketing - SWTS Pte. Ltd.
16:00		Maynilad digitalization drives in Water and Waste Water industry	Norbel L. Galeon, Head, Automation - Industrial Automation/ITS - Maynilad Water Services
16:00 18:00		Siemens Networking Session and Guided Tours	Siemens booth - located at Hall 1 (M14)

SPACe ASEAN User Conference (18 October)

Location: Garnet 216-219 MaxAtria L2

18 October		
#TechTalk 1: Safety Instrumented System (SIS)		
A Safety Instrumented System (SIS) is an independent system composed of sensors, logic solvers (e.g. controllers), and final control elements for the purpose of taking the process to a safe state when pre-determined conditions are violated. For more than 25 years, Siemens has been a reliable industry partner providing first-class automation solutions for process safety in a wide range of applications, such as, Emergency and Process Shutdown systems (ESD/PSD), Burner Management systems (BMS) and Fire & Gas applications (F&G).		
Time	Topic	Speaker
09:45	Opening Speech	Chung Hong Hong, CFSE, Process Safety Consultant of Siemens Pte. Ltd
10:00	Understanding the basics of IEC 61511:2016 - Functional Safety for Process Industries	Desmond Lee, CFSE, Managing Director of exida Asia Pacific Pte. Ltd.
10:45	Morning Break	All
11:00	Introduction to the basics and applications of SIMATIC SIS (S7 F-Systems)	Chung Hong Hong, CFSE, Process Safety Consultant of Siemens Pte. Ltd
12:00 13:00	Lunch & Guided Tours Location: Dining area Level 1 (next to Siemens booth)	*All Siemens guests are requested to proceed at the Dining area for Lunch
13:00	Comparing OREDA and FMEDA Failure Data for SIL Verification	Desmond Lee, CFSE, Managing Director of exida Asia Pacific Pte. Ltd.
13:30	Understanding the basics of Lightning and Surge Protection for the Process Plants	Darren Poh, Managing Director of DEHN (SEA) Pte. Ltd.
14:30	Afternoon Break	
15:00	Live demonstration of the SIMATIC SIS (S7 F-Systems + SAFETY MATRIX)	Chung Hong Hong, CFSE, Process Safety Consultant of Siemens Pte. Ltd.
16:00 18:00	Siemens Networking Session and Guided Tours	Siemens booth - located at Hall 1 (M14)

18 October		
#TechTalk 2: Strength in Cyber Security: Holistic Security Concept for Production based on IEC 62443		
Time	Topic	Speaker
10:00 12:00	<ul style="list-style-type: none"> Why do we have to talk about Cybersecurity? We will show some threads which have occurred to get his awareness What are the challenges? Balance between protecting the assets, costs for security and regulations Security as a cycle (assess, implement, manage) Defense in depth (Examples) IEC 62443 addressing the Defense in Depth concept Parts of IEC 62443 Protection Levels are evaluated with Security Levels and Maturity Levels Security functionalities, security processes, protection levels 	Philip Taylor, Manager Industrial Communications ASEAN - Siemens Thailand
12:00 14:00	Lunch & Guided Tours Location: Dining area Level 1 (next to Siemens booth)	*All Siemens guests are requested to proceed at the Dining area for Lunch
14:00 16:00	<ul style="list-style-type: none"> Introduction to IEC 62443-3-3 Security Lifecycle Certification: IEC 62443 with TUV-SUV IEC 62443 Products -4-2 and Systems -3-3 Explaining our internal Siemens approach Singapore law –newest developments Open discussion with the audience (1 hour) Open discussion with Customers and their position regarding Cybersecurity Siemens approach Charter of Trust 	Philip Taylor, Manager Industrial Communications ASEAN - Siemens Thailand
16:00 18:00	Siemens Networking Session and Guided Tours	Siemens booth - located at Hall 1 (M14)

SPACe ASEAN User Conference (18 October)

Location: Garnet 216-219 MaxAtria L2

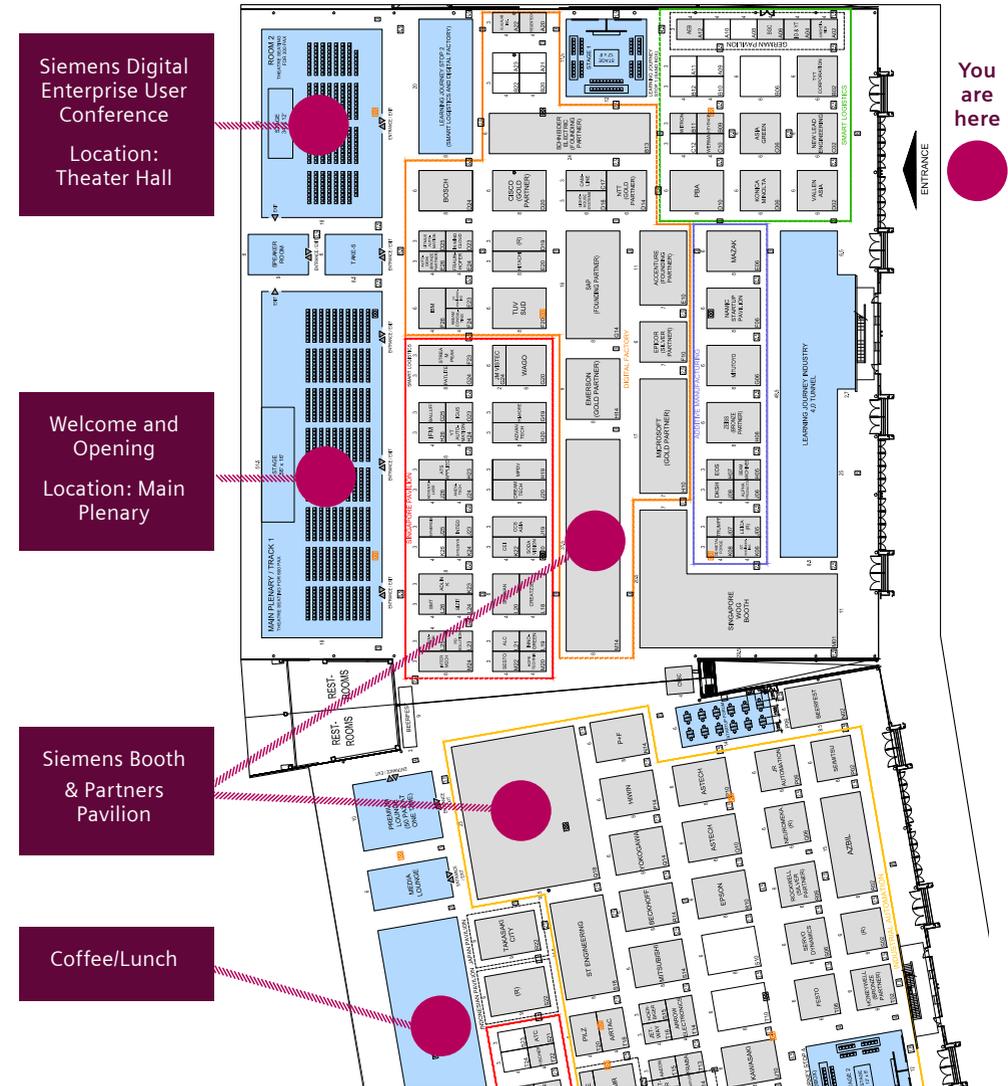
18 October		
#TechTalk 3: The Future of Manufacturing in Consumer Good Production		
Time	Topic	Notes
10:00	The Future of Manufacturing – From Standardization to Digitalization. Digitalization offers many possibilities, but how can it support the consumer goods business? As Digitalization is not like a project with defined cornerstones, it needs to be broken down to the requirements of fast moving consumer goods in order to achieve a competitive advantage with innovative products which attract customers, together with an increased transparency within the production.	
10:45	Morning Break	
11:15	The Digital Twin of the plant. To meet the requirements of mass customization and the increasing usage of e-commerce, production becomes more complex. To reduce complexity and speed up the design and engineering of production facilities, a digital twin is the right approach.	
12:00 13:00	Lunch & Guided Tours Location: Dining area Level 1 (next to Siemens booth)	*All Siemens guests are requested to proceed at the Dining area for Lunch
13:00	The Engineering for Intelligent production. TIA Portal – Gateway to the Automation in Digital Enterprise. Machine builders and systems integrators face the challenge of reducing time-to-market with increasing individualization whilst meeting growing quality demands. The TIA Portal engineering framework grants perfect access to automation in the Digital Enterprise. The new version V15 of TIA Portal expands its application options and further increases engineering efficiency with a seamless integration to other tools like simulation software.	
13:30	Afternoon Break	
14:00	Technology Trend: Convergent Modeling and 3D Printing. Convergent Modeling a new technology developed by Siemens that greatly simplifies working on geometry consist of facets, surfaces and solid models. This generative design method helps engineers optimize part design for 3D Printing and speed up the overall process. NX AM is the only System in the market that provide One Integrated End-to-End Solution for Industrial 3D Printing.	
16:00 18:00	Siemens Networking Session and Guided Tours	Siemens booth - located at Hall 1 (M14)

18 October		
#TechTalk 4: Integrated Engineering to Integrated Operation		
Time	Topic	Notes
10:00	Integrated Engineering - The next step toward the digital process plant. Integrated Engineering realizes a fully integrated solution for the planning and documentation of plant projects, user benefits from a consistent engineering without system breaks between the automation planning and the control system.	
10:30	Innovation PCS 7. Plants in the process industries have to satisfy increasingly stringent demands in terms of flexibility, scalability, availability, safety and security while still offering maximum protection of investment for life cycles that may exceed 30 years. SIMATIC PCS 7 V9.0 provides the smart answer to these complex and competing demands.	
11:00	Morning Break	
11:15	SIPAT	
11:45	Smart Apps for Process Industries	
12:15 13:00	Lunch & Guided Tours Location: Dining area Level 1 (next to Siemens booth)	*All Siemens guests are requested to proceed at the Dining area for Lunch
13:00	The reality has no reset button. The simulation platform SIMIT enables comprehensive tests of automation applications and provides a realistic training environment for operator even before the real startup	
13:45	Let's move to Green. PROFINET - the leading Industrial Ethernet Standard, now it brings real-time communication down to the field level into process plant.	
14:30	Afternoon Break	
15:00	eBR-Maximum production performance. Linking automated and manual operations for true Paperless Manufacturing, promote total quality and reduce cost by eliminating errors, reducing scrap and avoiding process delays	
16:00 18:00	Siemens Networking Session and Guided Tours	Siemens booth - located at Hall 1 (M14)

SPACe ASEAN User Conference (18 Oct) Location: Topaz 220-221

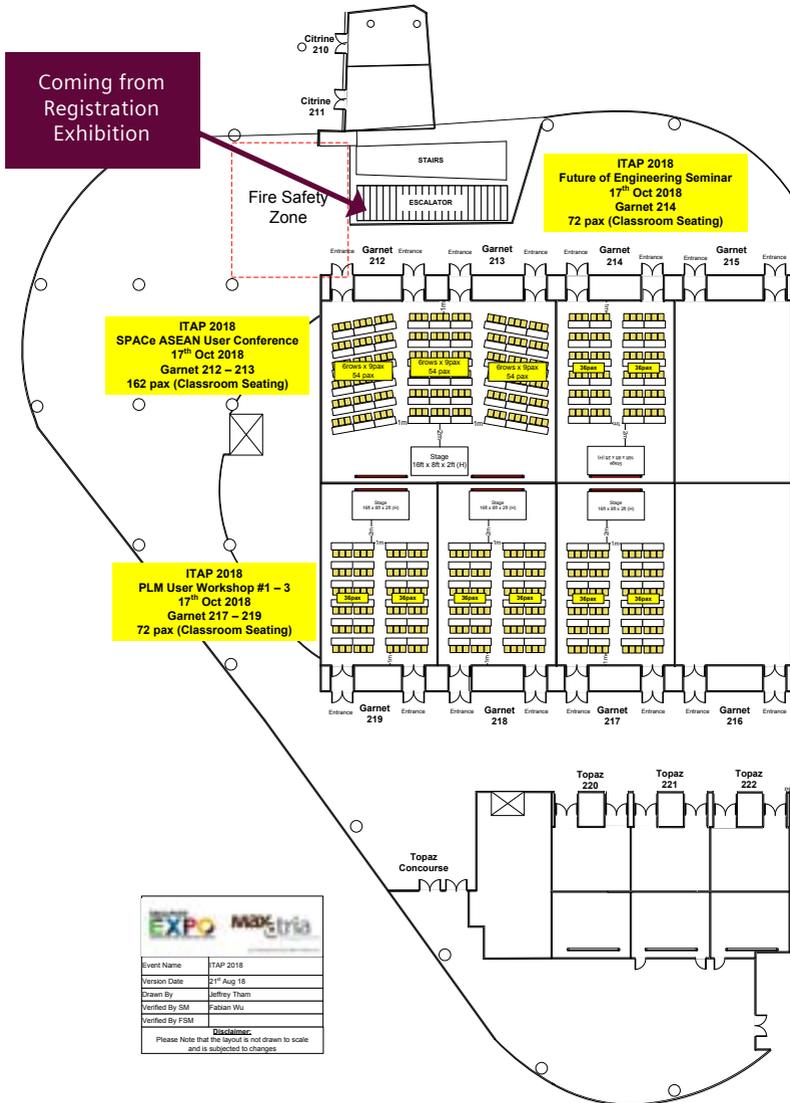
18 October		
#TechTalk 5: Leadership in Manufacturing Steering Industry 4.0 Transformation		
Time	Topic	Notes
10:00	Organizational view on digitalization <ul style="list-style-type: none"> Global Disruptive and game changing case studies in Manufacturing Need for leadership in Digitalization Greenfield vs Brownfield adoption Need to look at organization in multiple layers 	
11:00	Break	
11:15	Digitalization frameworks <ul style="list-style-type: none"> ISA95 model and the view of the future RAMI 4.0 EDBs SSIRI matrix System level views 	
12:15 13:15	Lunch & Guided Tours Location: Dining area Level 1 (next to Siemens booth)	*All Siemens guests are requested to proceed at the Dining area for Lunch
14:15	Technologies <ul style="list-style-type: none"> Protocols Sytems – IoT, MoM, sensor technologies, analytical engines, visualization Tools to analyzer multiple layers 	
14:30	Adoption of Digitalization <ul style="list-style-type: none"> Customer journey and engagement points Siemens ZerOne.design approach Success stories 	
15:30	Assessment workshop	
16:00 18:00	Siemens Networking Session and Guided Tours	Siemens booth - located at Hall 1 (M14)

Conference Location 16 October



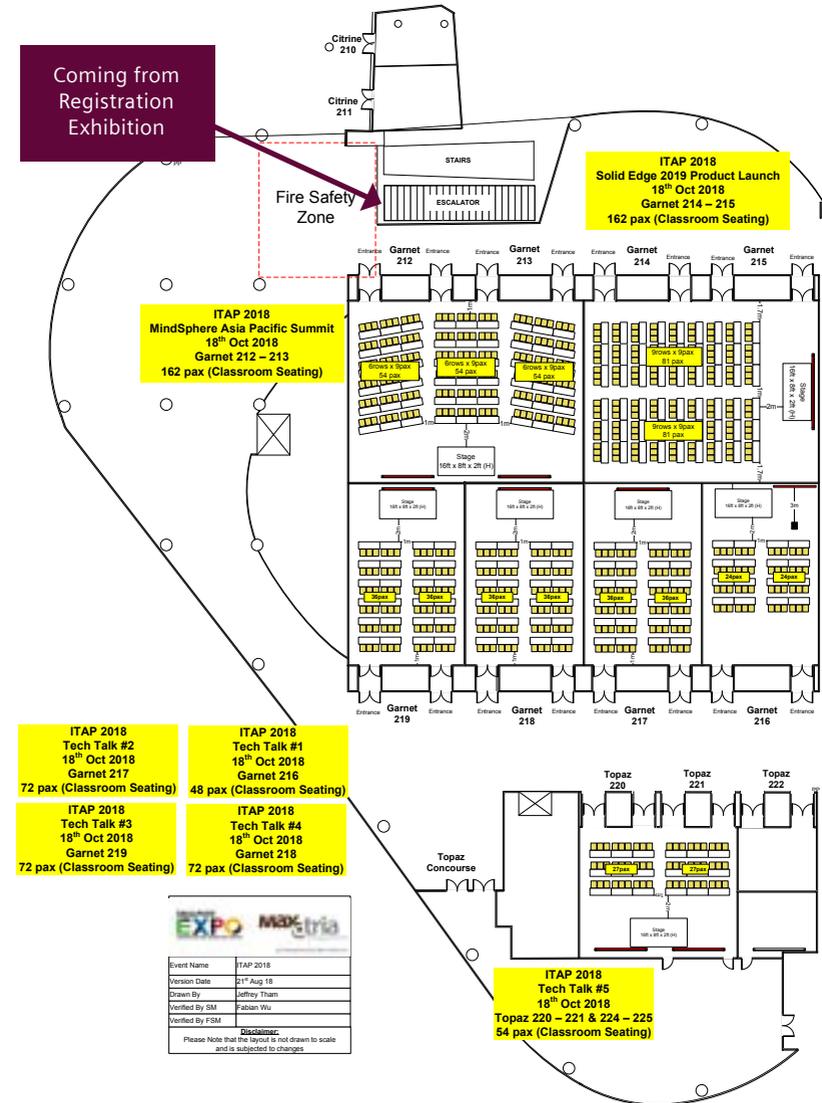
Conference Location 17 October

Coming from
Registration
Exhibition



Conference Location 18 October

Coming from
Registration
Exhibition



Showcase Location



1. Information and Bar Counter
2. Siemens Event Schedule
3. Guided Tours
4. #Futuremakers IoT2040 Champions
5. Additive Manufacturing
6. Apps for Industries
7. Cybersecurity, Industrial Communications and Charter of Trust
8. COMOS
9. Digitalization in DULUX Australia (Case Study)
10. Digitalization in Food and Beverage
11. Digitalization in Small and Medium-sized Businesses
12. Digitalization for Discrete Industries
13. Future of Automation with Field PG Digital Twin Demo

14. Future of Engineering with Assembly Machine Demo
15. Leadership in Industrie 4.0 ZerOne.Design
16. Next Level of Process Automation - reTHINK Process Automation
17. Partners' and MindSphere Pavilion
18. Process Automation World
19. Siemens ASEAN Certified Partners Program
20. SIMATIC PCS 7
21. SIMIT, e-BR MES
22. SIRT 4.0 Industrie 4.0 Training Academy
23. SWTS – Siemens Solution Partner
24. SWYFT – Industry Service Gateway of the Future
25. XHQ

#Future Makers - Make the Future Yours

Powered by SIMATIC IoT2040



Exhibition

Theme: Digital Enterprise - Implement Now

Booth	Topic
Additive Manufacturing	<p>Industrialize Additive Manufacturing with the unique, seamless end-to-end solution from Siemens</p> <p>Exemplified by the manufacturing of a burner front for Siemens gas turbines, we explain and demonstrate how digitalization enables an industrialized Additive Manufacturing from product design to services. Furthermore we present our new Part Manufacturing Market Place and how we leverage the power of connected ecosystems to expedite the AM industrialization even further.</p>
BISTel	<p>BISTel is a strategic solution partner focused on manufacturing intelligence of high-tech manufacturing verticals. BISTel's proven set of applications (in semiconductor & display manufacturing for last 20 years with solid customer base – all Major semiconductor manufacturer including Samsung, SK Hynix, Toshiba) on the industry leading MindSphere platform will be able to deliver a broader range of intelligent applications and solutions for industry 4.0 for both existing and new customers. More immediately, Siemens-BISTel partnership aims to leverage BISTel's industry expertise in High-tech manufacturing and MindSphere Cloud potentialities to provide existing and future customers a more powerful approach for efficient manufacturing data acquisition & utilization, advanced analytics, and potentials for even more optimization & improvement in manufacturing landscape.</p> <p>Showcase:</p> <p>Health Monitoring & Prediction / HMP(A specialized application for Predictive Maintenance and production asset monitoring)</p> <p>eDataLyzer / eDL(An advanced analytics suite, for intelligent data mining, pattern analysis, and root cause analysis of production data)</p>
Process optimization through Digital Twin over the entire lifecycle	<p>The Digital Enterprise is built around the automatic bidirectional data exchange between automation system and the digital twin in engineering system. Thus we help reducing time to market, increase flexibility, quality, efficiency and create competitive value. With MindSphere we furthermore enable our customers to connect their machines and physical infrastructure to the digital world and exploit the advantages of cloud-based data analysis and process optimization. Based on the customer example of DULUX, the first Digital Paint Plant, we show how we already implemented use cases from integrated engineering to integrated operations.</p> <p>Showcase</p> <ul style="list-style-type: none"> • Life connection to PAW • Digital Twin Paint Plant and implemented use cases • Simulation, Paperless Manufacturing • Integrated Operations • Apps for Process Industries • Modular Production

Booth	Topic
PAW Control Room: COMOS, SIMIT, eBR, MES, MS	<p>From integrated engineering to integrated operation: Process optimization through as-is Digital Twin of a plant</p> <p>Thus we demonstrate how to optimize time-to-market, quality, flexibility and productivity.</p> <p>Showcase</p> <ul style="list-style-type: none"> • Integrated Operation • Integrated Operation means a constant data exchange and high transparency throughout the plant and the process. • With COMOS, COMOS MRO and SIMATIC PCS 7 both operation and maintenance works can be optimized significantly. In the case of maintenance all relevant data can be provided to the maintenance personnel within seconds. Doing so, maintenance can be resolved quickly and data configuration is instantly updated via the engineering system. • See here how Dulux is using the advantages of Integrated Operation to their benefit
Digitalization for Small Medium-sized Business	<p>Helping small and medium-sized businesses harness the power of Visitors can experience the power of digital transformation through a virtual tour of the product development process – a digital journey from concept to design to manufacture. Explore all aspects of the product development process: mechanical design, electrical design, simulation, manufacturing, technical publications, data management, and more. Learn how you can adopt digital technologies that act as “innovation accelerators,” such as generative design, 3D printing, and cloud-based collaboration. Products showcased in the virtual tour will also be on display.</p> <p>7 Dialogue stations:</p> <p>Mechanical Design, Electrical Design, Simulation, Manufacturing, Technical Publications, Data Management, Cloud-based collaboration</p>
Digitalization for Food and Beverage	<p>Food and beverage manufacturers must consider many factors: a consistently high level of product quality, maximum plant availability, optimum resource efficiency and the greatest possible flexibility in order to meet more and more individual customer requirements. Mastering all these challenges today and in the future is possible only with digitalization. We offer the products and solutions you need to fully or gradually integrate and digitalize your entire value chain</p> <p>Showcase: Interactive Applications to discover concepts & products covering the complete Product Lifecycle within the Food & Beverage Industry</p>

Exhibition

Theme: Digital Enterprise - Implement Now

Booth	Topic
Future of Engineering	<p>Digitalization affects industry as much as end customers. Innovative digital services raise productivity and flexibility, allowing much faster response times to individual needs. To succeed in the future, we need to seize the opportunities of digitalization today.</p> <p>Showcase</p> <ol style="list-style-type: none"> 1. Experience Digitalization at the assembly automation concept model and the 3 TIA Portal Dialog Stations 2. Digital Workflow Simulation and Virtual Commissioning 3. Integrated Engineering Planning and Automated Engineering 4. Transparent Operation Data Analytics and Energy Transparency
Ham-Let Group	<p>Ham-Let Group delivers Industry 4.0 innovation with Siemens' MindSphere.</p> <p>Ham-Let IIoT valves can sense the matter that passes through them, as well as various environmental conditions such as a temperature, pressure, vibration, humidity, acoustics, and more. Using a combination of machine learning, edge computing and the cloud, connected Industrial IoT valves provide customer with accurate and cost effective measurement and monitoring capabilities. With Siemens, Ham-Let built a comprehensive industrial solution that includes valve and gateway device management from the cloud. Ham-Let can display parameters and historical data for each valve.</p> <p>Showcase: Monitor displaying our Valve monitoring Portal running on MindSphere.</p>
Kaspersky Lab	<p>Helping small and medium-sized businesses harness the power of Cyber attacks on the industrial control systems are not just on the increase, but have transitioned from speculative to indisputable. Three in four industrial companies, say they believe they will experience an Industrial Cyber Security (ICS) cyber attack. Business and supply chain interruption has ranked as number one risk concern globally for the past six years. For businesses operating industrial or critical infrastructure system, the risks have never been greater. Considering all this Siemens and Kaspersky Lab have together brought forward Industrial Cybersecurity Solutions to help provide Clients with holistic protection for the missing critical industrial control systems</p> <p>Showcase: Live Demo on Industrial Cybersecurity; Showcasing Kaspersky Industrial Cybersecurity Solutions; Demo will show how Operation Technology layer is holistically protected using latest technology developments</p>

Booth	Topic
Persistent Systems	<p>Persistent Systems is in the business of software product and solution development. We focus on Industrial IoT to drive profitability and efficiency in manufacturing. Smart Manufacturing, including integration with PLM and factory automation solutions, with Siemens MindSphere and MindConnect provides collective intelligence for actionable insights.</p> <p>Showcase</p> <ol style="list-style-type: none"> 1. Smart Factory Solutions 2. Telecom Tower Monitoring 3. Water Quality Management
QuEST Global	<p>QuEST provides comprehensive engineering solutions in mechanical, electronics, software and digital technologies (IoT, AR/VR, Deep Learning, AI) to our customers to improve efficiency, increase quality, create new products and open new markets</p> <p>Experience the power of disruptive technologies such as Augmented Reality, Digital manufacturing, 3D Printing and Deep Learning, transforming the future of global industries with innovative solutions that automate, accelerate and optimize.</p> <p>Showcase:</p> <ol style="list-style-type: none"> 1. Augmented Reality 2. Digital Manufacturing 3. 3D printed parts 4. Deep Learning for healthcare
SWYFT – The Industry Service Gateway of the Future	<p>Connecting customers with industry services partners for a seamless digitalized workflow.</p> <p>The new SWYFT app provides customers with: One touch service request, Digital service report, Digital Acknowledgement and Satisfaction Ratings, Live service tracking, Dashboard overview, Ability to track spendings</p> <p>The new SWYFT app provides service partners with: Efficient management of resources, Digital timesheets and service reports, Live tracking of engineers' location and job progress, Dashboard overview, Ability to track earnings</p>
ZerOne	<p>Siemens ZerOne.DesIgn™, Manufacturing Design Consultancy, especially catered to manufacturers in Singapore and the overall Southeast Asia region</p> <p>Showcase:</p> <ol style="list-style-type: none"> 1. Digital Architecture – Where we help the customer to design their digitalization roadmap 2. Digitalization Core Services – Where we provide expert services for customers who already know their needs and requirements 3. Vertical Digital solutions – for specific industries (Harbour, Pharma etc) 4. Highlight the Assessment tool

Useful Information

By Bus

Service numbers 12, 24 and 38 stop at EXPO Halls 1/2/3 (Bus stop no. 96029) and EXPO Halls 4/5/6 (Bus stop no. 96039), while service numbers 35, 47 and 118 stop behind Singapore EXPO (Bus stop no. 96229).

By Car

Singapore EXPO is a 15-minute drive from the CBD and a 5-minute ride to Changi International Airport. Parking is available in Singapore EXPO at the following rates:

Cars and light good vehicles: First two hours: \$3.20, subsequent 30 minutes, \$1.50, maximum daily charge: \$20.

By Taxi

The taxi fare from the airport to Singapore EXPO is a 15-minute drive from the CBD and a 5-minute ride to Changi International Airport

SMS Taxi: 71222

Dial Cab: 6342 5222 (6-DIAL-CAB)

Comfort & CityCab – 6552 1111

Premier Taxis – 6363 6888

Prime Taxi – 6778 0808

SMRT Taxis – 6555 8888

By Train

East-West Line "EXPO" station is located next to Hall 6, which is also an interchange station, part of the Changi

Airport branch line of the East-West Line and Downtown Line. Trains arrive every 5 minutes from Changi International Airport and Tanah Merah MRT station. A direct, more convenient way to arrive at Singapore EXPO is through the Downtown Line. It now takes only 30 minutes from CBD areas such as Clarke Quay, Marina Bay and River Valley.

Other food and beverage options

Changi City Point is located 5-minutes by foot from Singapore EXPO Hall 1. The shopping mall houses a wide variety of cafes, restaurants and a food court.

Useful Contacts

Police (Emergency): 999

Police (Non-Emergency): 1800 255 0000

Emergency Ambulance: 995

Non-Emergency Ambulance: 1777

Traffic Police: 6547 0000

Singapore Tourism Board: 67366622

Flight Information (Changi Airport): 65424422

Immigration Matters (ICA): 63916100

Scan for
SingEXPO
map



Goodwood Park Hotel

Goodwood Park Hotel is Singapore's distinguished heritage hotel. Housed in a uniquely designed building dating back to 1900, our 5-star hotel is an endearing pioneer of the Singapore tourism industry. Much of her original beauty has been faithfully restored, with the Grand Tower gazetted a national monument in 1989.

Conveniently situated in the city centre and surrounded by lush landscaped gardens, the hotel provides a quiet retreat for discerning guests with the hustle and bustle of the city at its doorstep. Goodwood Park Hotel is

conveniently located within the proximity of Singapore's shopping and entertainment hub - Orchard Road and is a 10 minutes drive to the Central Business District.

Daily Shuttle transfer to SingEXPO is available for hotel guests from 16-18 October

**Shuttle from GoodwoodPark
Hotel to Singapore EXPO**

Daily 16-18 October

08:00AM

Your Siemens Singapore Contact
also available in whatsapp and Viber

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