

# AUTOMATION EXPO CONNECT

S.E.Asia's first Automation Virtual Expo  
22nd to 25th September 2021  
**BETTER AND SMARTER**



## Automation Expo Connect – Taking the Show to the Audience

Automation Expo Connect, the maiden virtual exhibition was a huge success taking the event to its target audience in the safety of their offices and homes.

The Covid-19 pandemic that hit the world in early 2020 caused much disruption globally in every sphere of life. Much has been written about it and though it appears at the moment that the worst is over, it is too early to be complacent. One of the worst affected business segments is the global events and exhibitions industry, with travel restrictions and crowd management protocols ruling out holding events on such a large scale. Automation Expo – the much awaited annual event and Asia's leading Automation & Instrumentation Exhibition – was just one of the countless events thus affected, ruling out the 2020 edition. Technology also provided a solution and in the third week of September, Automation Expo Connect 2021 was conducted in the virtual world with global access, recreating the ambience of the physical event to the extent possible. While it was fingers crossed as to how such a hugely popular show would fare in the digital space, after four days of the show, the verdict was unanimous, with all the stakeholders – the exhibitors, visitors and expert professionals participating in the various conferences and seminars – giving it a collective thumbs up!

“With the maiden effort at conducting the Automation Expo in a virtual format after 14 editions of physical events, I am very pleased to say the response exceeded our expectations,” said Dr M Arokiaswamy, the Visionary Founder and Managing Director of IED Communications, organisers of the show. “The event transcended the traditional barriers of national boundaries and time zones, connecting people across the globe. The products showcased as well as the technology presentations were well received by one and all. The efforts put into the show by the exhibitors were amazing,” he added.

Over 100 exhibitors participated in the event, with the booths spread across 4 halls. Apart from the host country India, there were four others represented at this event – USA, Canada, UK, China and Taiwan. Canada was represented through an exclusive Country Pavilion. The four Conference Halls played host to 4 conferences and 41 technical presentations as well as a dozen Industrie 4.0 presentations. TAITRA held an exclusive Taiwan Excellence Webinar. All visitors were registered and provided access, also connected with all the booth managers who received their basic contact details apart from company names. A total of 10437+ unique visitor IDs were thus recorded, and 29,871 footfalls registered. The networking chat option, made available to the Platinum, Gold and Ruby booths to interact with the visitors, was done for the first time in a virtual expo and used by over 8500 visitors.

“Automation Expo Connect 2021 provided a great opportunity to learn new innovation based technologies and new products launched by solution providers. It was a very good virtual meet after a long time,” said Dr B R Mehta, the Chairman of the Board of Governors for Automation Expo and former Sr Vice President of Reliance Industries Ltd, and a veteran of the automation industry.

One of the highlights of Automation Expo Connect the participation on Taiwan Excellence, with a campaign to bring the best Taiwan-made products to the world. This was the first time that Taiwan Excellence attended the Automation Expo, even as several companies from Taiwan have been regular participants at the show during the last two decades. At Automation Expo Connect Taiwan Excellence presented 5 award winning companies – APLEX, GMT, HIWIN, Techman Robot and TOYO – that had their booths in the “Factory Automation Zone” which showcased the latest industrial computing systems, electronic cylinders, precision robot components, collaborative robots (cobots), smart palletizing solutions, linear actuators and AGVs (automatic guided vehicles). Advantech, multi-times Taiwan Excellence Award winner, also attended the exhibition and brought the mighty “i-Factory” total solution.

Taiwan Excellence also convened a “Link to Automation” webinar during the exhibition, which was a major attraction of the first day.

**100 Booths**

**6 countries**

**4 halls**

**3000+ products**

**4 Technical conferences**

**41 Tech Presentations**

**12 Industrie 4.0 Presentations**

**Taiwan Excellence webinar**

**10437 visitors**

**29871 footfalls**

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## “ Comments from our exhibitors & visitors”

### The response exceeded our expectations’

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'A very good virtual meet after a long time'-  
Dr B R Mehta, Ex Sr VP, Reliance Industries & Chairman Board of Governors



'A new benchmark in virtual technical exhibitions'  
Dr Kirti Shah, Associate Director, Aker Solutions.



'The digital platform made interaction easy'  
Shyam Warialani, MD, Baumer Technology India.



'Extraordinary event for the Automation fraternity'  
Dr Thampy Mathew, MD, Pepperl+Fuchs (India).



'Multifold benefits to customers and suppliers'  
Dr Keyur Vora, VP/HoD (C&I), Adani Petrochemical Business.



'Ready acceptance by the exhibitor community'  
PV Sivaram, Evangelist for Industry 4.0.



'A seamless experience for speakers as well audience'  
Dr V P Raman, Consultant, Tecton Engineering, UAE.



'Convenience of visiting booths even late at night'  
Neeraj Agrawal, ED (E&I), NPCIL.



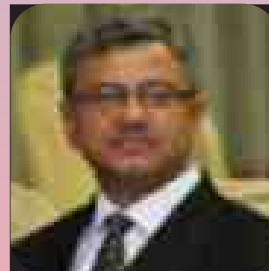
'Beautiful event with fantastic technical presentations'  
PSP Rao, Jt MD, Tecnimont (Maire Tecnimont Group).



'The response was better than regular exhibitions'  
V B Srikar, Co-Chairman, Nagman Instruments Consortium.



'It was as good as a physical event'  
G Ganapathiraman, VP & GM (India & SE Asia), ARC.



'Instant connect through email and WhatsApp'  
Dr Firdous Ansari, Group Head - VP, Techport-



As the Event Partner we had a wonderful experience at the expo'  
Joseph Cherian, Sales Director, Automation Combine.

'Looking forward to the next edition in 2022' - Sahir Chopdar, Head of Sales & Marketing, Messung Systems.'  
Right and relevant themes, excellent choice of speakers'- Ramesh Bhorania, VP - Robotics & FA, Prama Hikvision.  
A very novel and truly rewarding experience'- Ranjit Kambil, Director, Orbital Mekatronik Systems.



**Tech Presentations**  
**Industrie 4.0 Presentations**  
**Taiwan Excellence Webinar**  
**Experts talk on future of Automation Speakers**

Dr B. R. Mehta, Sr Vice President (Retd), Reliance Industries Limited  
 Mr. Dharmender Singhal, Head of Department | Technology Digitalization, Haldor Topsoe India Pvt. Ltd  
 Mr. P. V. Sivaram, Evangelist for Industry 4.0, Digital Transformation, Industrial Automation  
 Mrs. Prema Suresh, Director (COO), Mumbai Operations, Technip Energies  
 Dr Keyur Vora, Vice President / HOD ( C & I), Adani - Petrochemical Business, Ex. VP C & I ( RIL)  
 Dr. Thampy Mathew, Managing Director, Pepperl+Fuchs (India) Pvt. Ltd.  
 Moderator -Dr. V. P. Raman, Consultant, Tecton Engineering & Construction LLC - UAE

Expert talk by attended by 313 delegates

**Day 2**

**Tech Presentations**  
**Industrie 4.0 Presentations**  
**Conference on IIoT Speakers**

Mr. Stephen Mellor, CTO, Industrial Internet Consortium  
 Mr. Sunil David, Regional Director – IOT, India and ASEAN, AT&T Global Network Services India  
 Mr. Jonathan Hou, Pleora Technologies  
 Mr Murali Chandrahasan, Senior Director at Caggemini Invent  
 Moderator Mr Ganapatiraman, Vice President and GM ( India and South East Asian Operations), ARC Advisory Group  
**IIoT conference by attended by 232 delegates**



**Day 3**

**Tech Presentations**  
**Industrie 4.0 Presentations**  
**Cybersecurity Conference Speakers**

Mr. Altaf Halde, Sr. Vice President, Network Intelligence (I) Pvt. Ltd.  
 Mr. Kirankumar Vyas, Head of Business Development Process Automation, Business (India), Schneider Electric  
 Mr. Ninad Deshpande, Product Manager – Cyber Security, B&R Industrial Automation Pvt. Ltd  
 Dr. Sudhir Pai, CFSE, CACS – Country Head India  
 Moderator -Dr. V. P. Raman, Consultant, Tecton Engineering & Construction LLC - UAE  
**Cybersecurity conference by attended by 201 delegates**

**Day 4**

**Tech Presentations**  
**Industrie 4.0 Presentations**  
**Factory Automation Conclave Speakers**

Mr P V. Sivaram, Evangelist for Industry 4.0 Digital transformation, Industrial Automation  
 Mr John Broadbent, Industry 4 Educator-Smart Factory Specialist, Advisory Board Member of Realise Potential  
 Mr. Sreekanta Aradhya, B, Head of Business Industry 4.0, Robert Bosch Engg and Business Solutions  
 Mr. Venkat Krishna, CEO at PQSI  
 Mr Shinto Joseph, Director – South East Asia Operations, LDRA India  
 Mr Sharad Joshi, 4.0 Roll out leader South Asia, S.E. Asia, East Asia and Australia & NZ, BASF Chemicals India Pvt Ltd  
**Factory Automation Conclave by attended by 189 delegates**



For participating in AUTOMATION EXPO 2022 please contact

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