



Singapore Industrial Automation Association (SIAA)

Automation . IoT . Robotics

About SIAA

Incorporated since 1982, SIAA is a trade association for companies and professionals in the Automation, Internet-of-Things (IoT) and Robotics sectors (in short AIR). SIAA plays a crucial role in galvanising the Automation, IoT and Robotics (AIR) business community, through its extensive line-up of highly-valued programs and events. As SIAA spearheads the automation related initiatives, it also aims to foster industry collaboration and advancement through staging of flagship industry platforms.

SIAA's member charter is to serve as the voice of members and provide members with opportunities to increase their market presence as well as to internationalize their businesses. Our task is to open doors to business opportunities in Singapore and around the region. Through our various activities, initiatives and alliances, we promote our members to local and foreign network of alliance.

Forming alliances with various organizations locally, regionally and on the international front is also top priority for SIAA to reach out to like-minded groups who through the strategic alliances are able to come together for greater synergy in collaborations to continue to serve our respective communities more meaningfully.

Vision & Mission

Vision: To be the leading hub for knowledge in the application of Automation, IoT and Robotics (AIR) technologies, catalyzing adoption to enhance business value in the region.

Mission: To promote business through strategic alliance, application of technology and services to our members.

What We Offer

Knowledge



Provide knowledge, trending and opportunities of the AIR industry.

Network



Build connections between government, industry and institutes both local and overseas

Market Place



Create platforms for online & offline engagement.

Leadership



Guide the industry with growth & future landscape in mind.

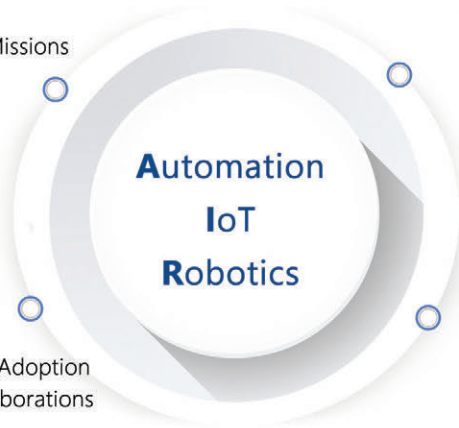
AIR Hub Initiatives

Ecosystem

- Business Matching
- Trade Exhibitions and Missions
- Inter-Association Collaborations

Engagement

- Regional Reach
- Tech Clinics
- Technology & Solution Adoption
- Member–Member Collaborations



Education

- Capability Development
- SME Outreach
- Internship
- Training & Upskill

Excellence

- Leadership
- Recognition
- Case Studies
- Standard Technical Committee & Workgroup

Membership Profile

Our profile of member companies and professionals cover a diverse spectrum of industry verticals, ecosystem roles and market regions. This enables SIAA to facilitate technology, market and geographical partnerships, exposure and resources to our members.



Smart Manufacturing



Smart Retail



Smart Cities



Logistics



Healthcare



Urban Solutions



Facility Management



Smart Service



Autonomous Vehicle



Infrastructure

Ecosystem Roles

- Product manufacturers
- Solution providers
- Consultants
- Government agencies
- Market analysts
- Academic institutions
- Research institutions
- Platform enablers

Geographies

- Singapore
- Malaysia
- Thailand
- Indonesia
- Vietnam
- South Korea
- Japan
- China
- Philippines

Internationalisation Efforts

Singapore Pavilion in 2019/2020

Part of what we offer to connect members is to assist them find and explore new markets in the region. Every year, SIAA organizes Singapore Pavilion both local & overseas for members to extend their market reach. These country pavilions are funded by Enterprise Singapore under iMAP.

**12-14
JUN2019**

VIETNAM

Vietnam Industrial & Manufacturing Fair 2019 (VIMF 2019)



Industrial Automation,
Machinery, Safety
Equipment

**18-20
JUN2019**

PHILIPPINES

PHILMARINE 2019



Marine automation,
Machinery, Ships, Docks,
Safety equipment, Logistics

**01-03
AUG2019**

MYANMAR

**POWEREX MYANMAR
2019**



Industrial Automation,
Machinery, Metrology,
Industrial Supply

**20-22
AUG2019**

INDONESIA

Indonesia Marine & Offshore Expo 2019



Shipbuilding, Maritime
and Offshore Industry
Updates and Networking

**21-22
AUG2019**

BRUNEI

**Brunei International
Oil & Gas Technology
& Equipment
Exhibition 2019**



Oil & Gas Technology

**19-21
SEP2019**

DHAKA, BANGLADESH

BIMOX 2019



Shipbuilding industry
Shipbuilding and Maritime
Innovations

**10-12
OCT2019**

PHILIPPINES, MANILA

**Manufacturing
Technology World
2019**



Machinery, Materials, Tools
Product and Process
Automation

**21-22
MAR2020**

SINGAPORE

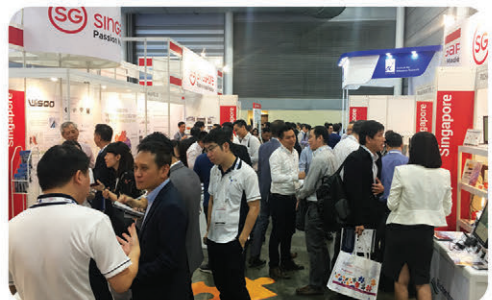
IoT Asia 2020



Internet Of Things,
Automation, Industry 4.0,
Information Technology,
Disruptive Solutions

Singapore Pavilion in 2018

In 2018, SIAA organized 9 Singapore Pavilions in trade fairs covering different countries in ASEAN : Malaysia, Myanmar, Philippines, Singapore, Thailand & Vietnam. Through this, we helped 93 companies achieve an expected sales of over SGD 38 Million.



Members Visits

SIAA constantly organises membership visits to worthwhile organisations. Through the association, we open the doors to otherwise inaccessible organisations. These organizations include ABB Customer Innovation Centre, YCH Supply Chain City, SIMTech, iTrust Laboratory, IoT Centre of Excellence, National Supercomputing Centre etc. Join us a member to participate in these visits to gain insights on the application of technologies and explore partnership with the hosts!



Member Events & Business Matching Session

On a regular basis, SIAA organise seminars for members to be updated on the latest market trend, popular & interesting industry topics, opportunities in the region as well as landscape of the partnering associations and programme and scheme of the different government agencies. We aim to keep members abreast of the developments both in Singapore and the region. We will also work with the different country trade offices on delegation visits and sectoral departments of the agencies eg: IMDA for business matching session. Through these activities, members get to meet collaborators and potential customers.



Alliance & Partnership

In line with SIAA's efforts to help members form strategic alliances with different organizations, SIAA has signed Memorandum of Understanding (MOU) with partners to facilitate the possibility of business opportunities in the regional markets among both parties' members.



MOU Partners



Singaporean-German Chamber of Industry and Commerce
Deutsch-Singapurische Industrie- und Handelskammer



Institute of Technical Education



Global Robotics Cluster



Our Network



Join Us Today

Participate in our extensive programs today and leverage on SIAA as a powerful regional platform to expand your networks and increase market opportunities in the Automation, IoT and Robotic sectors. To learn more, visit www.siaa.org/membership or contact us at secretariat@siaa.org.



Become A Member

Corporate Membership

For companies/organizations who are in the Automation, Robotics and Internet of Things (IoT) industry.

Benefits:

- Boost the profile of your company
- Receive privileged industry and market information
- Be part of the AIR ecosystem for collaborations and business
- Participate in Singapore Pavilion to enjoy up to 50% subsidy
- Enjoy preferential rates to conferences and workshops
- Attend members seminars and visits
- Networking opportunities with members, visiting foreign delegates and other trade association members
- Leverage on the network of SIAA to reach out to overseas

Professional Membership

Individual who wish to be updated with the industry for technology, key trending and be connected with the network.

Benefits:

- Enjoy preferential rates to conferences and workshops and
- Receive invites to SIAA events and on circulation of our newsletter

Associate Membership

Automation, IoT & Robotics stakeholders in the value chain.

Benefits:

- Be on circulation of SIAA newsletter



Singapore Industrial Automation Association (SIAA)



Singapore Industrial Automation Association (SIAA)

9, Jurong Town Hall Road, #02-23,

Trade Association Hub, Singapore 609431

Tel: (65) 6749 1822 Email: secretariat@siaa.org Website: www.siaa.org