

# SUCCESS STORIES

@ SINGAPORE EXPO



**Industrial Transformation ASIA-PACIFIC**  
HANNOVER MESSE event

**22-24 NOVEMBER**  
PHYSICAL EXHIBITION @ SINGAPORE EXPO  
ONLINE EVENT @ ITAP CONNECTED

HYBRID EVENT

**STEPPING UP CAPABILITIES WITH INDUSTRY 4.0**

## INDUSTRIAL TRANSFORMATION ASIA-PACIFIC - A HANNOVER MESSE EVENT (ITAP) 2021

22 - 24 November 2021

Industrial Transformation ASIA-PACIFIC – a HANNOVER MESSE event (ITAP) is a strategic platform that evolves with the industry and is shaped by the leaders and experts in support of their transformative initiatives; a journey that is necessary and made possible by the process of digitalisation by Industry 4.0.

Designed and curated to help companies in Asia-Pacific to start, scale, and sustain their adoption of Industry 4.0 processes and solutions, ITAP brings together the ecosystem of players and stakeholders across the value chain to learn, share, collaborate, network, and do business with each other.

**KEY EVENT COMPONENTS**

- Over **1000** In-person attendees/ delegates
- Over **190** exhibitors
- Bespoke Services
- Studio & Audio Visual Services
- Broadcasting/Streaming services
- Visual Services
- Industry Guided Tour (in-hall) & Site Tour (Off-site tour)
- Gateway to Industry 4.0
- International Connect, Innovation & Experience Zone
- Open Stage
- Customised F&B Services

“Running the event in Singapore EXPO was a great experience as the venue provides world-class services in terms of exhibiting space, venue facilities, F&B and supporting team. Many of our attendees have expressed their satisfaction towards their exhibit experience at Singapore EXPO.”

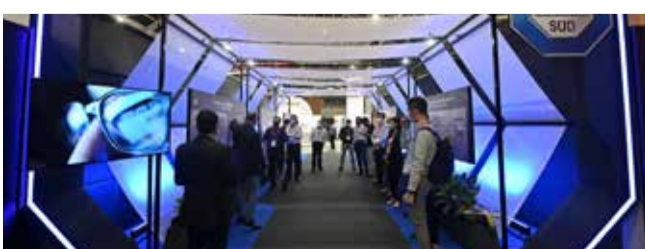
- Darren Seah, Business Director, Industrial Transformation ASIA-PACIFIC

### Studio & Audio-Visual Service

The studio and audio-visual services are at a professional level where we are able to run seamless onsite events such as live conferences, streaming to digital platforms and an onsite open stage. We had ITAP 2021 Opening Ceremony at Apex for the first time and it was a great experience working with a professional AV team at Singapore EXPO.

### Collaborative Partnership Approach

The team of Singapore EXPO is experienced in their respective fields and are able to provide timely advice, especially during crunch time.



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