

# METALTECH<sup>®</sup> Co-locating: automEX

# 15 - 18 MAY 2024

INDUSTRY 4.0 INNOVATIONS:  
POWERING MALAYSIA'S MANUFACTURING FUTURE

MITEC, KUALA LUMPUR

28TH INTERNATIONAL  
**MACHINE TOOLS,  
METALWORKING &  
AUTOMATION**  
TECHNOLOGY  
EXHIBITION



# POST SHOW REPORT

METALTECH & AUTOMEX

[www.metaltech.com.my](http://www.metaltech.com.my) | [www.automex.com.my](http://www.automex.com.my)

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# METALTECH & AUTOMEX 2024 DRIVES INDUSTRY 4.0 WITH RECORD-BREAKING SUCCESS!

## 23,293

### Total On-Floor Attendees



**1,030**

**Participating  
Companies**



**24**

**Participating  
Countries  
& Regions**



**6**

**Exhibition  
Halls**



**5**

**International Group  
Pavilions:  
China, Germany, Singapore,  
South Korea & Taiwan**

The 28th edition of METALTECH and AUTOMEX, Malaysia's premier manufacturing innovation event, shattered records and exceeded expectations from 15 – 18 May 2024 at the Malaysia International Trade and Exhibition Centre (MITEC). This year's showcase was a true global confluence, attracting 23,293 on-floor attendees from 47 countries and 1,030 participating companies from 24 nations.

Across six sprawling halls dedicated to 33 specialised product categories, the exhibition floors buzzed with the unveiling of over 5,000 cutting-edge technologies and solutions. International pavilions facilitated cross-border idea exchange, while live demonstrations and industry seminars fostered an environment of collaboration and problem-solving.

The unparalleled scale, comprehensive offerings, and high-calibre attendees holding decision-making power created unmatched opportunities for exhibitors to generate leads, forge valuable connections, and drive business growth. Attendee feedback was overwhelmingly positive, praising the event's networking potential, educational value, and role in accelerating the manufacturing industry's digital transformation.

The overwhelming success had once again solidified METALTECH & AUTOMEX's position as an unrivalled platform driving innovation, professional development and business growth across the machinery, metalworking and automation sectors.



# EXHIBITOR PROFILE STATISTICS



**1,030**  
Participating Companies



**24**  
Participating Countries & Regions

- |             |             |              |           |
|-------------|-------------|--------------|-----------|
| Austria     | Bangladesh  | Belgium      | China     |
| France      | Germany     | Hong Kong    | India     |
| Indonesia   | Italy       | Japan        | Malaysia  |
| Myanmar     | Philippines | Sierra Leone | Singapore |
| South Korea | Sweden      | Switzerland  | Taiwan    |
| Thailand    | UK          | USA          | Vietnam   |



**36.95%**  
First Time Participating Exhibitors



## EXHIBITOR'S SATISFACTION RATING



**93.10%**  
of Exhibitors are pleased with the Business Opportunities gained during the Show



**90.60%**  
of Exhibitors are Satisfied with METALTECH & AUTOMEX 2024 Visitor Quality



**81%**  
of Exhibitors are Satisfied with their Experience in METALTECH & AUTOMEX 2024



**80%**  
of Exhibitors would Exhibit again Next Year



**78.60%**  
of Exhibitors picked Brand-Building as a Reason for Participating in METALTECH & AUTOMEX 2024



# EXHIBITOR'S TESTIMONIAL

“

METALTECH & AUTOMEX has truly been a catalyst for our success. In 2021, we sold our first 12-kilowatt laser-cutting machine and last year, we achieved another milestone by selling the 24-kilowatt laser-cutting machine. Our performance has consistently doubled year after year, and we owe much of our gratitude to METALTECH & AUTOMEX for this incredible journey.

**LIU BING QUN**  
GENERAL MANAGER  
BODOR INC

”

“

METALTECH & AUTOMEX is a long-standing and well-established exhibition in Malaysia. It is widely known not only within the country, but also in neighboring regions. We have already seen a significant number of high-quality customers attend the show. The presence of many renowned and branded exhibitors further enhances the quality of the event. This allows us to connect with the right customer base that is relevant to our business.

**MR.K.C.NG**  
BUSINESS DEVELOPMENT MANAGER  
NCT TECHNOLOGIES SDN BHD

”

“

METALTECH & AUTOMEX is a very good event that brings together the leading industrial technology providers in one place. It provides an invaluable platform for us to share our expertise, knowledge, and cutting-edge solutions with customers and end users. This collaborative environment helps us to work together towards a common goal – to support the country's transition towards smart manufacturing and Industry 4.0.

**TYREAL TAI**  
SALES DIRECTOR  
MONITOR ERP SYSTEM SDN BHD

”

“

As a longstanding participant in this exhibition, we have developed a strong sense of confidence in it. Overall, METALTECH & AUTOMEX exhibition attracts high-quality customers, particularly those who are highly relevant to our industry. Next year, we may want a better booth location!

**CAO YUAN ZHENG**  
SALES MANAGER  
GWEIKE TECH CO., LTD

”



# VISITOR PROFILE STATISTICS



53%

of Visitors are Attending  
**METALTECH & AUTOMEX**  
For the First Time

## Top 5 Visitor's Job Function



Engineering /  
Technical Management



Sales &  
Marketing



Business  
Development



Corporate Management – C-Level/Director/  
Owner/Managing Director/ General Manager



Design / R&D

## Top 15 Countries & Regions of International Visitors



Australia



China



Hong Kong



India



Indonesia



Japan



Philippines



Saudi Arabia



Singapore



South Korea



Sri Lanka



Taiwan



Thailand



UK



Vietnam

## Top 15 Visitor by Industry Classification

Automotive & Supply

Mechanical & Industrial  
Engineering

Electronics and Electrical  
Manufacturing

Industrial Automation

Metal Parts And Components  
Manufacturing

Building and Construction

Industrial Hardware  
& Supplies

Machining Services

Trade / Agent / Distributor

Steel Manufacturing

Oil & Gas

Consultancy / R&D

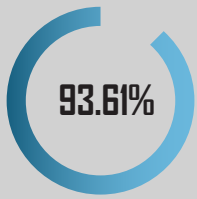
Plastic & Rubber Products  
Manufacturing

Precision Engineering

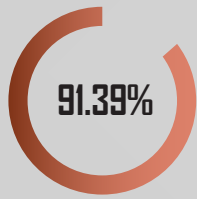
Agriculture

# VISITOR SURVEY ANALYSIS

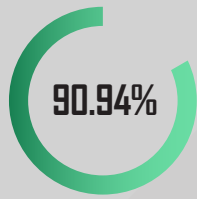
## Visitor's Objective Of Visit



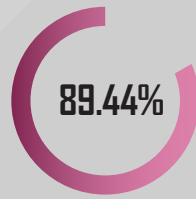
To Collect Market Information



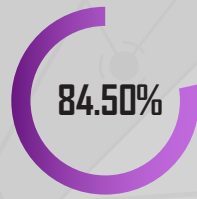
To Source New Products



To Consolidate Contacts with Suppliers of Business Partners



To Find New Suppliers



To Seek Franchisors/Principles

## Top 15 Most Sought After Products & Services



Service Supplier - Consultant, Training & Workshop



Industrial 4.0 Automation & Communication Technology



Cutting Tools, CBN, End Mills Mould & Die



CAD/CAM/CAE/PLM Software



3D/Laser Scanner



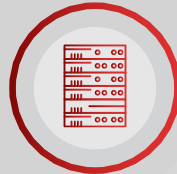
Robotics



Measurement Technology



Bending & Folding Machine



Electronic Components & Equipment



3D Printing



Process Automation & Control System Technology



3D Co-ordinate Measuring



Integrated Assembly Solution & Automation Handling Systems



Clamping & Gripping Tools



Grinding & Polishing Machines

## Visitor's Satisfaction Rating

### SATISFIED WITH OVERALL VISITING EXPERIENCE



### MOST LIKELY TO VISIT AGAIN TO METALTECH & AUTOMEX



### MOST LIKELY TO RECOMMEND METALTECH & AUTOMEX TO THEIR COLLEAGUES AND FRIENDS :



# VISITOR'S TESTIMONIAL

“

Staying up-to-date with the latest technology is essential. I studied engineering in 2010, and now it's 2024, so technology has advanced significantly. To keep up with the latest developments, I came to METALTECH & AUTOMEX to learn about the newest technologies in the industry. This is the event I will always attend to see the latest innovations.

**NAJURUL AMRY BIN BORHAN**

ENGINEER  
VAUXAIRE INDUSTRIES SDN BHD

”

“

METALTECH & AUTOMEX is an excellent platform to discover the latest trends in the Malaysian market, especially with the shift towards Industry 4.0 and automation. These exhibitions provide a valuable opportunity to see innovations from both Malaysian and international exhibitors. Finding comprehensive information on automation and digitalization can be challenging, but METALTECH & AUTOMEX brings a wide range of suppliers and technologies together. It's a great opportunity to explore new market offerings and understand how to advance in technological adoption.

**MIMI SIN**

MARKETING MANAGER  
SKB SHUTTERS CORPORATION BERHAD

“

METALTECH & AUTOMEX has always been a good hunting ground for those looking for products, to gather and exchange ideas and knowledge. As someone with a very long history with the show, I can attest to its pivotal role in driving the progress and transformation of our sector over the years. In many ways, this event has been instrumental in shaping the trajectory of our industry, and it remains an indispensable event that we anticipate each year.

**PROF DATIN LORELA CHIA**

VICE PRESIDENT 1  
MACHINERY & ENGINEERING INDUSTRIES  
FEDERATION (MEIF)

”

“

Every year we will attend METALTECH & AUTOMEX because we believe that it is crucial for us to expand our knowledge and widen our horizons within the industry. After being here for couple of hours, it is clear why these shows remain essential for us. We were exposed to many new technological products and solutions in the industry.

**STEVEN FOONG**

DIRECTOR  
HUNG LEE PRECISION SDN BHD

”



# HIGHLIGHTS OF METALTECH & AUTOMEX 2024

## OFFICIAL OPENING CEREMONY



## METALTECH & AUTOMEX 2024 ROARS TO LIFE, POWERING MALAYSIA'S MANUFACTURING FUTURE

The opening ceremony of METALTECH & AUTOMEX 2024 kicked off on 16 May 2024 at MITEC, emanating electrifying energy from industry leaders and exhibitors. The atmosphere crackled with conversations as attendees networked, forging connections and sparking deals.

Distinguished guests, led by YBhg. Datuk Hanafi Sakri, Deputy Secretary General (Industry) of MITI, graced the event amidst this vibrant buzz. They were joined by YBhg. Tan Sri Dato Sri Dr Hj Mohd Nasir Bin Mohd Ashraf, Organising Chairman of Informa Markets Malaysia, YBhg. Dato Dr Tan Chin Huat, Chairman of METALTECH & AUTOMEX, and Mr. Gerard Leeuwenburgh, Country General Manager of Informa Markets Malaysia.

The ceremony commenced with a warm welcome, followed by an inspiring speech from the chairman, painting a clear vision for the future. Datuk Hanafi Sakri then took the stage, delivering a keynote address highlighting the Malaysian manufacturing sector's impressive RM152.0 billion investments in 2023. This 80.3% surge was attributed to robust investor confidence and economic resilience.



"This year's theme aligns perfectly with Malaysia's industrial development vision outlined in NIMP 2030," stated Datuk Hanafi, emphasising adopting advanced technologies and digitalisation across sectors, with METALTECH & AUTOMEX serving as a crucial enabler.

The ribbon-cutting ceremony solidified the event's position as a powerhouse for Malaysia's manufacturing sector. Officials then embarked on an exhibition tour, meeting enthusiastic exhibitors showcasing groundbreaking products, leaving attendees buzzing with optimism about the future of Malaysian manufacturing.





# TECH TALK

## TRANSFORMING BUSINESSES WITH CUTTING-EDGE TECH INSIGHTS



METALTECH & AUTOMEX 2024 supercharged businesses with 21 intensive tech seminars! Aligned with the theme "Industry 4.0 Innovations: Powering Malaysia's Manufacturing Future," these sessions explored practical applications of AI, robotics, IoT, and data analytics across manufacturing. From design to post-production, attendees learned how these advancements transform every stage. This knowledge exchange empowers Malaysian manufacturers to embrace Industry 4.0, unlocking its potential for efficiency, productivity, and competitiveness.



# PRODUCT LAUNCHES

## UNVEILING INDUSTRY CHANGING INNOVATIONS

METALTECH & AUTOMEX 2024 solidified its position as the go-to event for groundbreaking advancements as leading manufacturers, Aliran Tenaga Technology Sdn. Bhd. and LVD (Malaysia) Sdn. Bhd. along with numerous other brands have chosen this platform to launch their products, showcasing cutting-edge technologies, from advanced machinery to digital solutions. Attendees witnessed firsthand how these innovations will transform manufacturing, optimising design, production, and propelling businesses towards greater efficiency and competitiveness.



# EXHIBITORS' APPRECIATION NIGHT

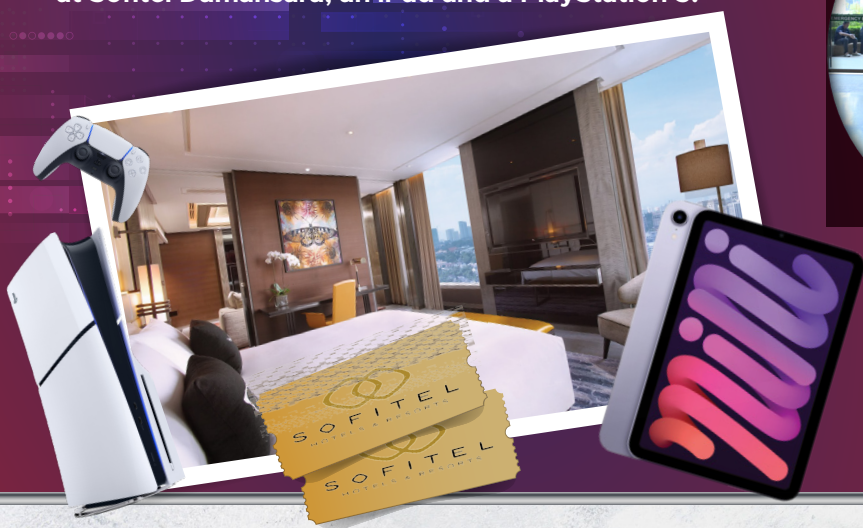
## RAISING A TOAST TO THE STARS OF METALTECH & AUTOMEX 2024

The momentum from a successful first two days continued at the Exhibitors' Appreciation Night - a high-energy celebration of dazzling lights, pumping music, and buzzing connections. Thank you to all who attended the event. We hope the new connections and relationships formed during METALTECH & AUTOMEX will lead to exciting future collaborations and opportunities!

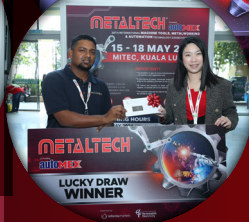
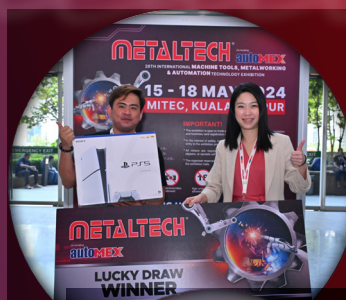


# Congratulations

As a token of appreciation to our visitors, METALTECH & AUTOMEX 2024 gave away not one, but **TWO 3D2N Stays at Sofitel Damansara, an iPad and a PlayStation 5.**



## TO ALL LUCKY DRAW WINNERS!



## EXCLUSIVE WELLNESS EXPERIENCES

In partnership with renowned wellness chain HealthLand, METALTECH & AUTOMEX 2024 offered exclusive relaxation experiences. VIPs enjoyed soothing neck & shoulder massages, while everyone had the chance to win RM50 HealthLand vouchers!

# HealthLand

Family Wellness Centre



# CELEBRATING MANUFACTURING EXCELLENCE WITH A RESOUNDING SUCCESS

## Record-Breaking

# 23,293

Total On-Floor  
Attendees

# 28% Increase

from 2023

# LARGEST EDITION

with 6 Expansive  
Exhibition Halls



Our deepest gratitude goes to all valued exhibitors and visitors who contributed to this remarkable record-breaking success. We also extend our appreciation to our esteemed sponsors for their continued support and trust in our platform.

The tremendous response from industry leaders, experts, buyers, and professionals at METALTECH & AUTOMEX 2024 solidified its position as the premier event for the manufacturing industry. We're thrilled to celebrate this success as we approach three decades of fostering innovation within the sector.

As we look forward, our commitment to growing METALTECH & AUTOMEX remains stronger than ever. Thank you for making this edition an incredible success, we look forward to shaping the future of manufacturing with you again in the next edition!

# METALTECH<sup>®</sup> Co-locating: automEX

29TH INTERNATIONAL  
**MACHINE TOOLS, METALWORKING & AUTOMATION**  
TECHNOLOGY EXHIBITION

# BOOK A

# SPACE

# 14-17 MAY 2025

## MITEC, KUALA LUMPUR

### GET IN TOUCH WITH OUR TEAM

Informa Markets Malaysia Sdn Bhd  
Suite 5-01, Level 5, Sunway VISIO Tower, Lingkaran SV, Sunway Velocity, 55100 Kuala Lumpur, Malaysia  
Tel: +603 9771 2688 | Fax: +603 9771 2799

#### METALTECH

##### MACHINE TOOLS & METALWORKING

Ms. Geonice Chong | Email: geonice.chong@informa.com

##### MACHINE TOOLS & METALWORKING, PRECISION METROLOGY

Ms. Kelly Liau | Email: kelly.liau@informa.com

##### INDUSTRIAL HARDWARE & SUPPLIES

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#### REST OF THE WORLD

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METALTECH & AUTOMEX

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