



# METALTECH<sup>®</sup> automEX VIRTUAL EXHIBITION

Malaysia's Leading Machine Tools, Metalworking and Automation Technology Exhibition

**13 - 16 OCTOBER 2021** | 10.00am - 6.00pm  
(GMT+8)

# POST EVENT REPORT

Organised by:



[WWW.METALTECHAUTOMEX-VIRTUAL.COM](http://WWW.METALTECHAUTOMEX-VIRTUAL.COM)



# METALTECH automEX VIRTUAL EXHIBITION

The second edition of the Metaltech & Automex Virtual Exhibition, the leading machine tools, metalworking and automation technology online event successfully concluded with an overall turnout of 1,179 buyers from 19 countries and regions.

## VIRTUAL EXHIBITION 2021 STATISTIC

**43**

Exhibitors



**1,179**

Unique  
Visitors



**88**

Business  
Matching  
Sessions



**2,373**

Live Webinar &  
Tech Talk Viewers

**1,524**

Business  
Activites



**4,841**

Total Booth Visit

**R M 370,000**  
estimated sales  
generated





## Visitor's Product Interest

Industrial Automation	38.9%
Machine Tools & Metalworking	30.8%
Electrical & Electronics	19.9%
Robotics Technology	18.5%
Industrial Hardware & Supplies	17.4%
3D Printing	16.3%
Precision Engineering	15.7%
Measurement Technology & Equipment	14.6%
Tools & Tooling	14.1%
Material Handling & Storage	10.2%
Bearings & Conveyor	9.4%
Fastener Products	8.8%
Welding	8.7%
Software & Prototyping Systems	8.3%
Safety Product & Equipment	8.0%
Mould & Die	7.9%
Drive Technology	7.4%
Semiconductor	7.3%
Oil & Gas	7.0%
Sheetmetal Technology	7.0%
Project Engineering Service	4.3%
Logistic	4.0%
Precision Metrology	3.6%
Metal Casting Simulation Software	2.5%

## Visitor's Reasons To Attend



**43.45%**

To Look for New Products/  
Technologies/ Services/  
Solutions



**25.79%**

To Obtain  
Market Information



**14.6%**

To Meet New/  
Existing Suppliers



**10.07%**

To Purchase/ Recommend  
Purchase of Products/  
Services



**4.00%**

To Evaluate Show for  
Future Participation



**2.07%**

To Establish  
New Distribution  
Channels/ Agents

## Visitor's Business Industry

### Nature of Business

12.00% Industrial Automation

7.31% Others

6.90% Electronics and Electrical Manufacturing

6.48% Mechanical & Industrial Engineering

6.21% Metal Parts and Components Manufacturing

5.66% Automotive & Supply

5.66% Trade / Agent / Distributor

4.97% Industrial Hardware & Supplies

4.41% Machining Services

3.03% Consultancy / R&D

2.62% Building and Construction

2.62% Steel Manufacturing

2.62% Software

2.21% Plastic & Rubber Products Manufacturing

1.52% Trade Association / Embassy / Government Agency

1.38% Chemicals & Process Engineering

1.38% Metrology

1.38% Mould and Die Manufacturing

1.38% Oil & Gas

1.38% Semiconductor Industry

1.38% Training Institutions / College / University

1.24% Agriculture

1.24% Furniture Manufacturing

1.24% Industrial Consumables

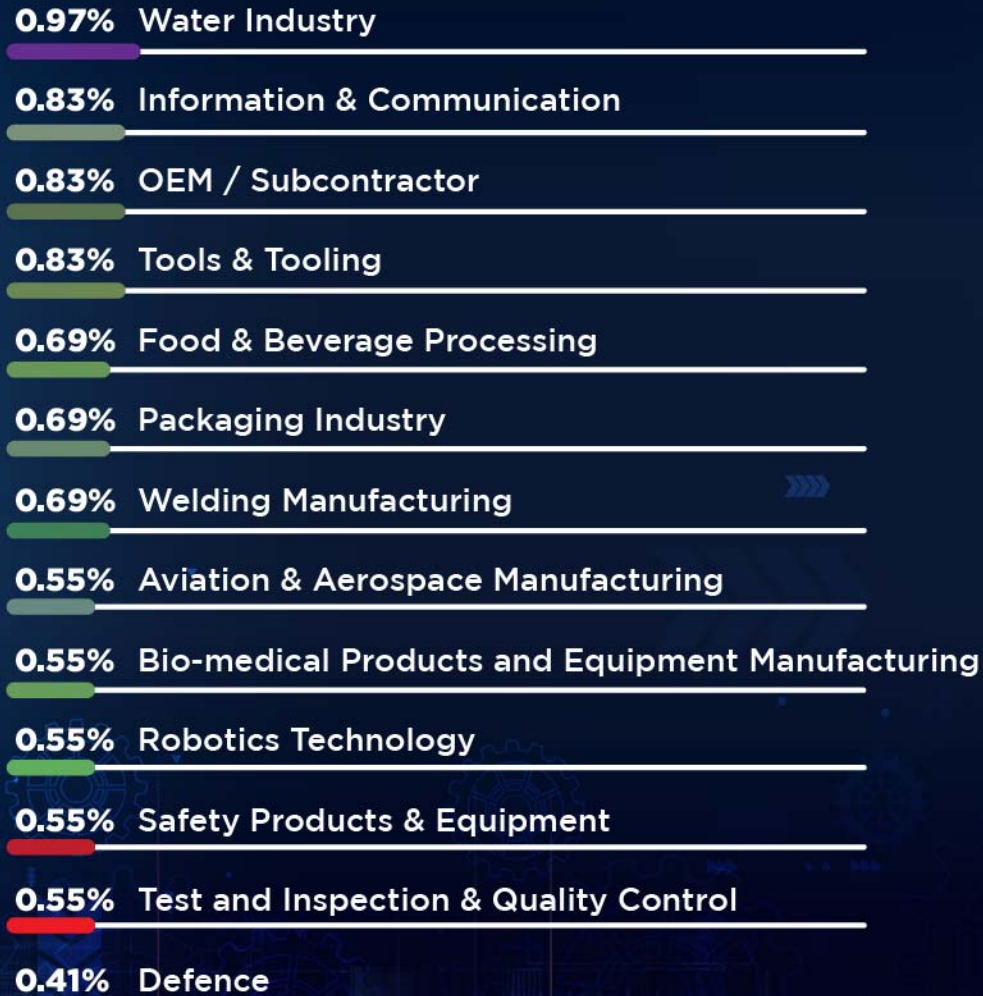
1.24% Precision Engineering

1.10% HVAC / Fan Ventilation / Air Compressor



## Visitor's Business Industry

### Nature of Business





# Visitor's Job Function



**24.28%**

Sales & Marketing



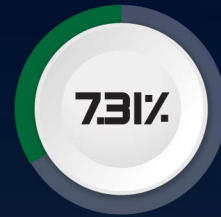
**19.03%**

Engineering/  
Technical  
Management



**8.55%**

Business  
Development



**7.31%**

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



**7.17%**

Distributor / Agent /  
Importer / Trader



**5.38%**

Design / R&D



**4.41%**

Operations /  
Productions



**4.00%**

Others



**3.45%**

Administration



**2.90%**

Purchasing / Specifying /  
Procurement & Sourcing



**2.34%**

Maintenance /  
Factory Management



**2.07%**

Academia / Lecturer  
/ Trainer



**2.07%**

Contractor /  
Subcontractor



**1.52%**

Machinist /  
Operator



**1.24%**

Assemblers &  
Fabricators



**1.24%**

Quality Control / Assurance /  
Testing & Inspection



**0.83%**

Government Official /  
Trade Officer



**0.83%**

Mechatronic  
Engineer



**0.55%**

Brazer / Welder



**0.28%**

Architect



**0.28%**

Programmers

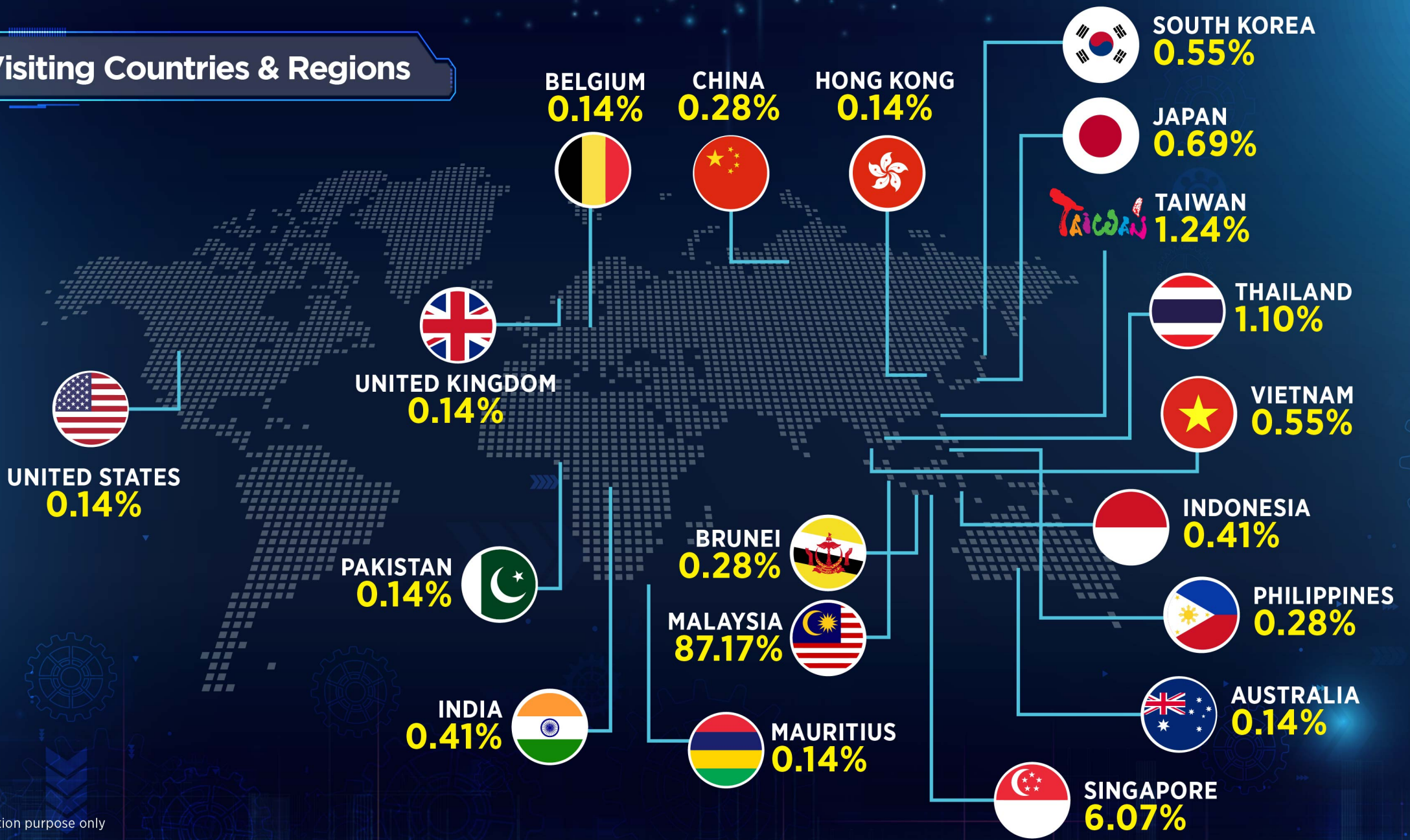


**0.28%**

Robotics Engineer



# Visiting Countries & Regions



\*Illustration purpose only



## Live Webinar

**2373**  
Total Viewers

**23**  
Prominent  
Speakers

**29**  
Live Webinar  
& Tech Talk  
Sessions

## List of Tech Talk

13th OCTOBER

TIME	SPEAKER	TECH TALK TOPIC
10:30am - 11:30am	<b>Low Hong Kian</b> Field Product Marketing Manager COGNEX MALAYSIA SDN BHD	<b>Smart Manufacturing with Cognex Deep Learning Solution</b>
1:30pm - 2:00pm	<b>Ken Foong</b> Business Development Manager IME TECHNOLOGY SDN BHD	<b>Bring your Design and Manufacturing to the Next Level through MBE Assessment</b>
2:00pm - 2:30pm	<b>MONITOR ERP SYSTEM SDN BHD</b> <b>Anders Ryberg</b> Consultant Director	<b>Remotely monitoring your machines with MONITOR Machine Integration (MI)</b>
2:30pm - 3:00pm	<b>Greg Sesny</b> Senior Sales Manager GVS FILTRATION SDN BHD	<b>Respiratory Protection for Welding &amp; Steel Works</b>
3:00pm - 3:30pm	<b>FAULHABER MALAYSIA SDN BHD</b> <b>Dan Jen</b> Sales & Application Engineer <b>Kelvin Tan</b> Area Sales Manager/MC Support <b>CL Cheah</b> Area Sales Manager	<b>Introduction, Solutions for Robotics Applications and New Products</b>
3:30pm - 4:00pm	<b>Amin</b> Sales and Technical Manager FICTRON INDUSTRIAL SUPPLIES SDN BHD	<b>Industrial Automation Supplies, Repair and Training</b>
4:00pm - 4:30pm	<b>FINSOFT CONSULTING SDN BHD</b>	<b>How to Make your Factory Work Smarter</b>
4:30pm - 5:00pm	<b>MAL-AUTONICS SENSOR SDN BHD</b> <b>Mr. JY Leong</b> Sales Engineer <b>Mr. Jason Ng</b> Project Engineer	<b>Autonics Safety Products</b>



# List of Tech Talk

## 14th OCTOBER

TIME	SPEAKER	TECH TALK TOPIC
1:00pm - 1:30pm	<b>Chua Kee Huat</b> General Manager <b>DREAM TECHNOLOGY SDN BHD</b>	<b>Digitalization Towards Next-Generation Manufacturing &amp; Industry 4.0</b>
1:30pm - 2:00pm	<b>IME CNC MACHINING</b> <b>TC Chuah</b> Sales Manager <b>Jeff Lim</b> Solutions Consultant	<b>Precision Manufacturing Work Flow and the challenge in Industry 4.0</b>
2:00pm - 2:30pm	<b>Ms. Luciana Stuewe</b> Technical Director <b>MAGMA ENGINEERING ASIA-PACIFIC PTE LTD</b>	<b>How to Analyze and Solve Casting Defects for High Pressure Die Casting Process with MAGMASOFT</b>
2:30pm - 3:00pm	<b>HANS TOOL INDUSTRIAL CO.,LTD</b> <b>Mr. Chuck Chang</b> <b>Mr. Mu -Han Chang</b> <b>Mr. Nokia Chang</b>	<b>Hans Tools- Practice makes perfect, perfect practice make Taiwan excellent</b>
3:00pm - 3:30pm	<b>MAGTECH MAGNETIC PRODUCTS CORP</b>	<b>Specialized in the production of magnets, magnetic tools</b>
3:30pm - 4:00pm	<b>Simon Oliver</b> Technical Marketing Specialist <b>COGNEX MALAYSIA SDN BHD</b>	<b>Introduction to VIDI EL (AutoLearn) on In-Sight D900</b>
4:00pm - 4:30pm	<b>IME 3D Printing</b>	<b>Cloud-Based Addictive Manufacturing Solution for Workplace Digitization</b>
4:30pm - 5:00pm	<b>Jonathan Tan</b> Product Manager <b>DRAWBRIDGE TECHNOLOGIES (M) SDN BHD</b>	<b>Future of Manufacturing: Role of 3D Technology in Digital Transformation</b>

## 15th OCTOBER

TIME	SPEAKER	TECH TALK TOPIC
1:00pm - 1:30pm	<b>Yap Chung Yao</b> Technical Specialist Executive <b>ORIENTAL MOTOR (MALAYSIA) SDN BHD</b>	<b>Growing your motion , to meet the "Movement of needs" anytime anywhere</b>
1:30pm - 2:00pm	<b>Lim Jun Kee</b> Sales & Service Engineer (Technical Department) <b>SCHAEFFLER BEARINGS (MALAYSIA) SDN BHD</b>	<b>Optimizing your production with Schaeffler Solutions</b>
2:00pm - 2:30pm	<b>Mr Kurt Van Collie</b> International Product Manager - Laser <b>LVD (MALAYSIA) SDN BHD</b>	<b>New Concept in XXL Fiber Laser Cutting</b>
2:30pm - 3:00pm	<b>Jamie Markey</b> 3D Design Account Manager <b>MAWEA INDUSTRIES SDN BHD</b>	<b>Reverse Engineering Workflow: Development of a Scuba Mask for Use as a Protective Apparatus</b>
3:00pm - 3:30pm	<b>Yew Kian Seng</b> Technical Business Consultant <b>TEKSOFT (SEA) SDN BHD</b>	<b>Pandemic Made Manufacturing Stronger</b>
3:30pm - 4:00pm	<b>SIRIM BERHAD</b> <b>Mohd Nazrol Hisham Bin Musalim</b> Senior Engineer, IC Innovation in Smart Manufacturing <b>Ir. Rohaizat Omar</b> Head Machine Design Section	<b>Smart Manufacturing Connecting Business</b>  <b>Towards Smart Manufacturing in Machinery Development</b>



## Participating Companies



AM MACHINERY  
AM MACHINERY SDN BHD

**BALLUFF**

BALLUFF AUTOMATION  
MALAYSIA SDN BHD

**COGNEX**

COGNEX MALAYSIA SDN BHD

drawβbridge

DRAWBRIDGE TECHNOLOGIES  
(M) SDN BHD



Dream  
TECHNOLOGY  
System

DREAM TECHNOLOGY SDN BHD



EA MAX SOLUTION SDN BHD



Emax Control Sdn Bhd  
EMAX CONTROL SDN BHD

**FAULHABER**

FAULHABER MALAYSIA  
SDN BHD



FICTRON INDUSTRIAL SUPPLIES  
Saving Industrial Needs

FICTRON INDUSTRIAL  
SUPPLIES SDN BHD

**FINSOFT**  
CONSULTING  
EXCELLENCE · GROWTH · RESULTS

FINSOFT CONSULTING SDN BHD



FILTER TECHNOLOGY

GVS FILTRATION SDN BHD



HANS TOOL INDUSTRIAL CO.,LTD



HASIL KARYA  
SINCE 1983

HASIL KARYA SDN BHD



**HEXAGON**

HEXAGON MEASUREMENT  
TECHNOLOGIES SDN BHD

**HITACHI**  
Inspire the Next

Hitachi Sunway Information Systems

HITACHI SUNWAY INFORMATION  
SYSTEMS SDN BHD



IKA AUTOMATION SDN BHD



I-LINEAR AUTOMATION  
SDN BHD



IME 3D PRINTING  
RAPID MODEL DEVELOPMENT  
SDN BHD



IME CNC MACHINING  
IME TECHNOLOGY (PENANG)  
SDN BHD



IME TECHNOLOGY SDN BHD  
IME TECHNOLOGY SDN BHD



## Participating Companies



INFORTECH MACHINERY  
TRADING SDN BHD

**Iwatani**  
Iwatani Malaysia Sdn. Bhd.  
IWATANI MALAYSIA SDN BHD

 **LVD**  
LVD (MALAYSIA) SDN BHD

**MAGMA**  
Committed to Casting Excellence  
MAGMA ENGINEERING  
ASIA-PACIFIC PTE LTD

**MAGTECH**  
MAGTECH MAGNETIC PRODUCTS CORP.  
www.magtech.com.tw  
MAGTECH MAGNETIC  
PRODUCTS CORP

**Autonics**  
MAL-AUTONICS SENSOR  
SDN BHD

**MPC**  
MALAYSIA PRODUCTIVITY  
CORPORATION (MPC)

**MSTMA**  
MALAYSIAN SPECIAL  
TOOLING AND MACHINING  
ASSOCIATION (MSTMA)

 **MAWEA**  
INDUSTRIES  
Enabling Digitalisation  
MAWEA INDUSTRIES SDN BHD

**Mitutoyo**  
MITUTOYO (MALAYSIA)  
SDN BHD

**monitor**  
ERP SYSTEM  
MONITOR ERP SYSTEM  
SDN BHD

**Orientalmotor**  
ORIENTAL MOTOR  
(MALAYSIA) SDN BHD

**PMC**  
Precision Machinery  
Research & Development Center  
PRECISION MACHINERY  
RESEARCH DEVELOPMENT  
CENTER

 **REVOLUCION**  
Technology Group  
REVOLUCION TECHNOLOGY  
SDN BHD

 **Ringier Trade Media Ltd.**  
RINGIER TRADE MEDIA LIMITED

**SCHAEFFLER**  
SCHAEFFLER BEARINGS  
(MALAYSIA) SDN BHD

**SR**  
Hoist & Winch Specialist  
SEA-RAY ENGINEERING  
(M) SDN BHD

 **SIRIM**  
SIRIM BERHAD

**SP systems**  
SP SYSTEMS CO.,LTD

**TEKSOFT**  
TEKSOFT (SEA) SDN BHD



## Participating Companies



Ultra Air

ULTRA AIR ENGINEERING  
SDN BHD



UNIVERSAL ROBOTS

UNIVERSAL ROBOTS  
(SINGAPORE) PTE LTD



WEM MOTION CONTROL  
SDN BHD





## Contact Us

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If you are interested to exhibit in **METALTECH & AUTOMEX Virtual Exhibition**,  
send a meeting request to our sales specialist in different exhibitor profiles:

### METALTECH

*MACHINE TOOLS & METALWORKING*

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# METALTECH<sup>®</sup>

Co-locating:

# automEX<sup>®</sup>

## HYBRID EXHIBITION

### 22 - 25 JUNE 2022

MALAYSIA INTERNATIONAL TRADE & EXHIBITION CENTRE  
(MITEC) KUALA LUMPUR, MALAYSIA

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