



Championing Automation, IoT and Robotics in Asia

Association Profile



Incorporated since 1982, SIAA is a professional association for companies and professionals in the Automation, Internet-of-Things (IoT) and Robotics sectors. To date, SIAA has about 500 active member companies and professionals, representing different industry verticals such as smart cities, buildings, logistics, retail, transportation, tourism, healthcare, and manufacturing.

Thought Leadership and Activities



SIAA plays a crucial role in galvanizing the Automation, IoT and Robotics business community, through its extensive line-up of highly-valued programs and events, namely:

1. **Flagship events.** Since 2014, SIAA has co-founded two marquee events – IoT Asia (www.internetofthingsasia.com) and Singapore International Robo Expo (www.sire.com.sg).
2. **Thought leadership sharing sessions** on retail, tourism, smart cities, manufacturing, healthcare and robotics, with the Institute for Infocomm Research (I²R), Employment and Employability Institute (e2i), Singapore Chinese Chamber of Commerce and Industry (SCCCI), National Robotics R&D Programme Office and Advanced Remanufacturing and Technology Centre (ARTC)
3. **Study missions** to France, Taiwan, Japan, Korea, Malaysia, Thailand and the Netherlands.
4. **Regional collaborations.** SIAA has signed MOUs with various regional partners to facilitate exploration of business opportunities in the regional markets. Our partners include Institute for Information Industry (Taiwan), Digital Transformation Association of Taiwan (DTA), Malaysian Robotics & Automation Society (MyRAS) and Korea Association of Robot Industry (KAR).
5. **Trade collaborations.** SIAA collaborates with various trade associations to aggregate demand-side opportunities for our members. Our association partners include Singapore Manufacturing Federation, Waste Management & Recycle Association of Singapore (WMRAS), Association of

Electronic Industries in Singapore (AEIS) and Singapore Chinese Chamber of Commerce and Industry (SCCCI).

6. **Exploring overseas market.** SIAA organizes the Singapore Pavilion for exhibitions under IMAP from International Enterprise Singapore, allowing members to participate in regional trade shows to establish their brand overseas.

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.

Industry Verticals



- Smart cities
- Smart buildings
- Smart logistics
- Smart retail
- Smart transport
- Smart tourism
- Smart healthcare
- Smart manufacturing
- Smart services

Ecosystem Roles



- Product manufacturers
- Solution providers
- Consultants
- Government
- Market analysts
- Academic institutions
- Research institutions
- Customers/end-users
- Platform enablers

Geographies



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

SIAA Strategic Partners



**NATIONAL ROBOTICS R&D
PROGRAMME OFFICE**

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 Robotics sectors. **Join us now!**

To learn more, visit www.siaa.org/membership or contact us at secretariat@siaa.org