

## TECHINNOVATION 2012 Attracted Leading Int'l Technology Providers to Singapore

16 Oct 2012

IPI successfully held its inaugural TECHINNOVATION 2012 conference and exhibition on 16 October at the Marina Bay Sands Expo and Convention Centre, Singapore.



TECHINNOVATION 2012 was an industry-technology matching event which brought together international and Singaporean technology providers to offer solutions that meet the needs of the industry and to explore new business opportunities. Focusing on emerging and ready-to-market technologies in info-communications, electronics, materials, manufacturing, healthcare, energy and environment, this technology marketplace featured one of the initiatives by IPI to catalyse and enhance the innovation capacity of Singapore enterprises. Opening this year's event was Guest-of-Honour, Mr S. Iswaran, Minister, Prime Minister's Office and Second Minister for Home Affairs and Trade & Industry.

This year's event attracted an overwhelming response of over 500 local and international delegates and exhibitors to the event. Exhibitors included prominent research organizations, universities and intermediaries from Singapore, Australia, Canada, Finland, Israel, Korea, Turkey, UK and USA.

*"We were encouraged by the very strong level of interest shown and the high number of delegates registered for the event. This showed that Singapore enterprises are seriously and actively seeking out innovative technologies and new business opportunities to be more competitive in the global markets,"* said Dr Lim Khiang Wee, Executive Director of IPI.

During the plenary, notable speakers shared valuable experiences in developing innovation processes in their organisations to capture business opportunities. Mr Alberto Prado, Vice President of Philips Consumer Lifestyle illustrated how the company engaged partners through open innovation. Dr Ignatius Rasiah, Vice President for Breakthrough Platforms provided insights into design thinking and innovation process at Covidien while Mr George Poh, Chief Operating Officer of Unisteel Technology highlighted the importance of managing intellectual properties and licensing to grow the business.

More than 200 ready-to-market technologies from 23 leading technology organisations were presented and showcased. Some of the technologies which received high level of interest from the enterprises include:

- On-line electric vehicle that can be charged wirelessly on the road from Korea Advanced Institute of Science & Technology (KAIST);
- Meme analytics for solving real world optimisation problems in the field of logistics scheduling and planning, games and animation from Nanyang Technological University (NTU), Singapore;
- Energy storage using aqueous formate salts in fuel cells from Hebrew University, Israel.

The delegates found TECHINNOVATION beneficial and were inspired to explore opportunities to create viable commercial products from the showcased technologies. Said Mr Lewis Wu, CEO of ZanDen Innovations Private Limited, *“The event was useful as it facilitated a connection between the researchers' world and the entrepreneurs' world. It has a rich mix of ideas and innovations from diverse industries and will play a strong role to create an 'ecosystem' to get things started and moving.”*

A distinctive feature of TECHINNOVATION 2012 was the technology needs presentations by leading global organisations such as Philips, Reckitt Benckiser, Evonik Industries, PolyOne Corporation, Pidilite Innovation Centre and Forefront Medical Technologies. They shared their technology needs in the spirit of open innovation and invite enterprises to collaborate with them and be part of their value chains.

The technology marketplace is on track to become the preferred platform for matching enabling technologies to enterprises' needs. Prior to the event, more than 30 meeting requests from enterprises seeking industry collaborations with the technology organisations were received and facilitated by IPI. *“It was unique in the way IPI had directed the companies that were seeking technologies to specific research projects that we had to offer. Every single meeting that I had during the exhibition was focused even before it began,”* said Ms Dana Gavish-Fridman, Director of Marketing, Yissum Technology Transfer of Hebrew University of Jerusalem, Israel.

*“The conference and exhibition were well-organised and surpassed our expectations. We were happy with the turnout from the audience which came from a wide range of industry. We were able to generate more than 30 leads within one day,”* said Mr Harri Airaksinen, VP of VTT Technical Research Centre of Finland.

*“The high quality of the technologies showcased by the participating organisations also demonstrated that TECHINNOVATION was seen as an important platform for them to reach out and market their technologies to the sophisticated high-tech industry in Singapore from where they can tap on the emerging Asia markets,”* Dr Lim added.

*“We were very pleased with the genuine interests shown by the companies in our technology offers and services. It confirmed that we have made the right decision to set up an office in Singapore,”* said Dr Phyl Speser, CEO of Foresight Science and Technology.

Delegates and exhibitors who are interested to participate in TechInnovation 2013, please contact us at [techscout@ipi-singapore.org](mailto:techscout@ipi-singapore.org) for more information!