

# automEX

PENANG

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MALAYSIA'S GATEWAY TO  
**AUTOMATION TECHNOLOGY  
& SMART MANUFACTURING  
SOLUTIONS**

# 4-6

**NOV 2025**

SETIA SPICE  
CONVENTION  
CENTRE  
PENANG

# POST SHOW REPORT

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# autoMEX PENANG

*at a glance*



**5,019** Trade Visitors  
from **24** Countries



**177** Participating  
Brands and  
Companies



**8** Participating  
Countries & Regions

Thank you to all our exhibitors, partners, and visitors who contributed to this milestone. Together, we have successfully launched a new chapter in Malaysia's automation journey, right here in Penang.

# AUTOMEX PENANG 2025: A Landmark Debut Driving Malaysia's Automation Future

## automEX PENANG

AUTOMEX Penang 2025 marked an exciting milestone as Malaysia's premier automation and manufacturing showcase expanded beyond Kuala Lumpur for the first time. Hosted in the nation's northern technology hub, the three-day event transformed the city into a dynamic centre for automation, robotics, smart manufacturing, and semiconductor innovation.

The inaugural edition shattered expectations, generating significant business momentum with **5,019 trade visitors** from **24 countries** and **177 participating brands and companies** representing **8 countries and regions**. The halls buzzed ceaselessly with high-level technical discussions, successful deal-making, and compelling live demonstrations.

Visitor interest was so robust that closing hours on Days 2 and 3 were extended to accommodate attendees who continued exploring technologies and engaging with exhibitors until the final moments!

## More than just a technology showcase

AUTOMEX Penang 2025 firmly positioned the state as a strategic nucleus in Malaysia's industrial evolution. It decisively demonstrated Penang's capacity to host and manage world-class events while driving meaningful industry collaboration. The event served as a vital platform for the entire automation and manufacturing community to connect, exchange critical insights, and accelerate Malaysia's regional competitiveness.

The overwhelming response highlighted the event's relevance and impact. This successful debut lays a strong foundation for future editions – promising broader showcases, deeper collaboration, and continued innovation.



# EXHIBITOR PROFILE STATISTICS



**96%** of Exhibitors are Satisfied with their Experience at AUTOMEX Penang 2025

**96%** of Exhibitors are Pleased with the Business Opportunities Gained during AUTOMEX Penang 2025

**96%** of Exhibitors would Exhibit again Next Year

**98%** of Exhibitors are Satisfied with AUTOMEX Penang's Visitor Quality

**98%** of Exhibitors are Likely to Recommend AUTOMEX Penang to an Industry Friend or Colleague



# EXHIBITOR'S TESTIMONIAL



**Ricky Yap**  
CCO  
DF Automation & Robotics

We're glad to see AUTOMEX expanding to Penang – it's a strategic market for us with many of our customers based here. The show exceeded our expectations with a great crowd, high-quality visitors, and excellent opportunities to connect with manufacturers, suppliers, and partners. It's a wonderful platform to showcase new technologies and strengthen the automation ecosystem. We look forward to joining again next year!



**Lee Kok Soong**  
*Business Development  
Director*  
ViTrox Technologies Sdn Bhd

This is our first time participating in AUTOMEX Penang, and we're very impressed with the show. The turnout has been strong, and the quality of visitors exceeded our expectations. Penang is a key hub for the E&E and semiconductor industries, making it the perfect location for an automation-focused exhibition. AUTOMEX Penang provides an excellent platform to showcase innovation, connect with industry professionals, and strengthen collaborations within Malaysia's growing automation ecosystem.



# VISITOR PROFILE STATISTICS

## Top 5 Visitor's Job Function



**Engineering /  
Technical Management**



**Corporate Management -  
CEO/ Director / Owner /  
Managing Director /  
General Manager**



**Business  
Development**



**Design / R&D**



**Sales / Marketing**

## Top 15 Visitor by Industry Classification

Automation Manufacturing  
Electronics and Electrical Manufacturing  
Semiconductor & Precision Engineering Industry  
Automotive & Supply Industries  
Trade / Agent / Distributor  
Medical Devices  
Engineering / Oil & Gas  
Information & Communication Industry

Food & Beverage Processing  
Building and Construction  
Plastic & Rubber Products Manufacturing  
Test, Inspection & Quality Control  
Industrial Consumables  
Consultancy / R&D  
Bio-medical Products and Equipment Manufacturing

# VISITOR PROFILE STATISTICS

## Visiting Countries & Regions



Malaysia



Singapore



China



India



Thailand



Hong Kong



Taiwan (R.O.C)



Germany



Indonesia



Philippines



USA



South Korea



Sri Lanka



Vietnam



Afghanistan



Bangladesh



Switzerland



UK



Australia



Belgium



Italy



Japan



Nigeria



Spain

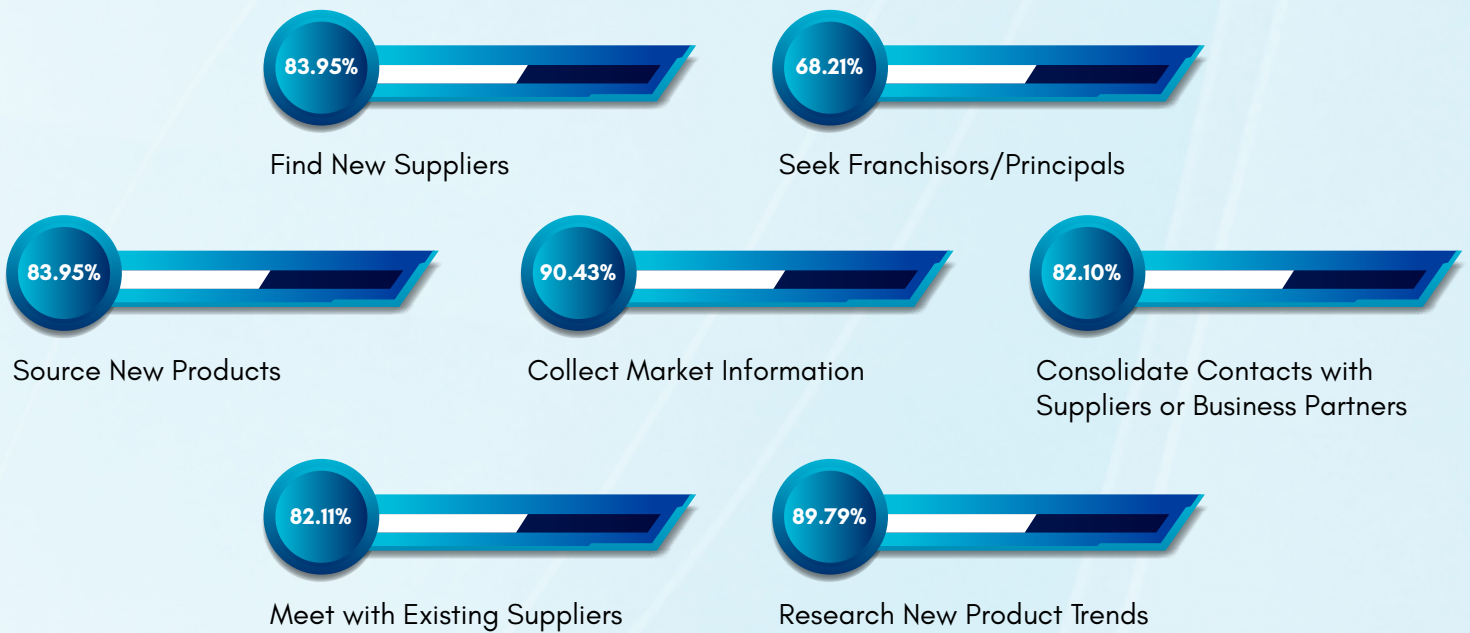


Sweden



# VISITOR SURVEY ANALYSIS

## Visitor's Objective of Visit



## Top 15 Most Sought-After Product & Services

- Electronics Manufacturers
- Electronic Manufacturing Service (EMS) Providers
- Industrial Automation
- Automation Manufacturing
- Electronics and Electrical Manufacturing
- Research and Development
- Smart Manufacturing
- Robot Technology

- Automated Storage and Retrieval System
- Cable and Conductors
- Electronic Components & Equipment
- Semiconductor & Precision Engineering Industry
- Automated Guided Vehicles
- Semiconductor
- Environmental and Sustainability Solution Providers

## Visitor's Satisfaction Rating



# VISITOR'S TESTIMONIAL



**Kanna Kaliappan**  
*Business Manager*  
SMA Components (M) Sdn Bhd

It was my first time attending the exhibition, and honestly, it turned out to be a really great experience. A few colleagues and friends encouraged me to check it out, and I'm glad I decided to come. It's a fantastic one-stop centre where all the suppliers are gathered in one place – it makes meeting people, sharing ideas, and exploring potential collaborations so much easier without having to visit each supplier separately.

I also think it's a great platform for fresh graduates to get exposure and understand what's happening in the industry. I'm definitely looking forward to coming again, and I'll be encouraging more newcomers to join next time.



**Mohammad Safwan**  
**Mohammad Hanif**  
*Senior Engineer*  
RFAL Technology Sdn Bhd

We attended the exhibition to support our long-term supplier and explore new opportunities related to our laboratory. It's been a great experience – we found potential business partners, discovered new products, and even identified ways to promote our company. Events like this are very convenient for networking, as everything and everyone you need is gathered in one place. Definitely a valuable platform for business growth.



# HIGHLIGHTS OF AUTOMEX PENANG 2025



## A GRAND OPENING: SETTING THE TONE FOR TRANSFORMATION

The official opening ceremony was a powerful demonstration of unified commitment. Graced by YB En. Jagdeep Singh Deo, Deputy Chief Minister II of Penang, together with Dato' Seri Wong Siew Hai, President of the Malaysia Semiconductor Industry Association (MSIA), and Gerard Leeuwenburgh, Country General Manager of Informa Markets, the launch underscored the event's direct alignment with the state's economic blueprint.

In his keynote address, YB En. Jagdeep Singh Deo emphasised AUTOMEX Penang 2025 as a bold catalyst in elevating "Made in Malaysia" into a globally recognised mark of intelligence-driven manufacturing excellence.

He highlighted how platforms like AUTOMEX Penang not only fuel innovation but also strengthen Penang's industrial ecosystem - enhancing regional competitiveness, accelerating technological advancements, and attracting high-value foreign direct investment (FDI).

The ceremony concluded with palpable excitement as industry leaders, innovators, and government representatives came together under a shared vision: to shape the future of Malaysian manufacturing from Penang, the nation's northern engine of technology and innovation.

# PRESS CONFERENCE: AUTOMEX PENANG OFFICIALLY LAUNCHED, STRENGTHENING MALAYSIA'S ADVANCED MANUFACTURING ECOSYSTEM



The official launch of AUTOMEX Penang 2025 was announced during a press conference held on 28 August 2025 at the Deputy Chief Minister's Office, Penang.

The press conference brought together key government representatives and industry leaders, including YB En. Jagdeep Singh Deo, Penang Deputy Chief Minister II; Dato' Seri Wong Siew Hai, President of the Malaysia Semiconductor Industry Association (MSIA); Ir. Johnson Tan, President of the Malaysia Automation Technology Association (MATA); Geonice Chong, Deputy Event Director of AUTOMEX Penang; and representatives from the Penang Convention & Exhibition Bureau (PCEB).

Discussions centred on Penang's role as Malaysia's "Silicon Valley of the East" and the strategic importance of AUTOMEX Penang in advancing automation, semiconductor collaboration, and Industry 4.0 adoption in the northern region. The session underscored strong cross-sector support for the exhibition and set the stage for AUTOMEX Penang 2025 as a key catalyst for industrial growth, technology integration, and global supply chain engagement.





# SILICON MALAYSIA CONFERENCE: ENGINEERING THE FUTURE OF SEMICONDUCTORS

The Silicon Malaysia Conference 2025, organised by MSIA, brought together Malaysia's top semiconductor and automation innovators under the theme "Transform Silicon Malaysia by 2030: Innovate and Lead."

The conference highlighted Malaysia's shift from "Made in Malaysia" to "Made by Malaysia," anchored on five strategic pillars: Innovation & Scale, Resilience, AI Transformation, IP as the New Currency, and Building Malaysia's "Brainport."

Industry leaders from ViTrox, SkyeChip, Jabil, Inari Amertron, Dell, EY, Intel, IBM, and Lam Research shared forward-looking insights on IP creation, localisation, and AI-driven manufacturing - reinforcing Penang's position as a regional hub for semiconductor innovation and Malaysia's role in engineering the future of advanced manufacturing.



# TECHTALK: DECODING THE FUTURE OF SMART MANUFACTURING

The TECHTALK sessions at AUTOMEX Penang 2025 brought together leading experts from VITROX Technologies, PSDC, OCTASPACE, Omdia by Informa TechTarget, Epicor, Monitor ERP, Mitsubishi Electric, and MyAIRA to explore AI-driven production, robotics, industrial digitalisation, and sustainable manufacturing strategies.

Attendees gained practical insights on precision AI, humanoid robotics, connected ecosystems, and ASEAN innovation networks, equipping them with actionable strategies to boost efficiency, drive growth, and accelerate Industry 4.0 adoption. Highly interactive and solution-focused, TECHTALK empowered engineers, technology leaders, and manufacturers to tackle real-world challenges and future-proof their operations, making it an essential platform for innovation and industry advancement.



## POWER HOUR: CELEBRATING SUCCESS, FORGING CONNECTIONS

Power Hour: Exhibitors' Meet & Mingle, hosted by Informa Markets and MSIA, turned networking into a celebration. In a relaxed and energised atmosphere, exhibitors and partners connected beyond business cards - sharing insights, laughter, and genuine gratitude.

The evening toasted the driving force behind AUTOMEX Penang 2025's success: people. Not just transactions, but relationships. Not just partnerships, but community. This was Malaysia's automation ecosystem at its finest - collaborative, dynamic, and built on the conviction that together, we innovate better.



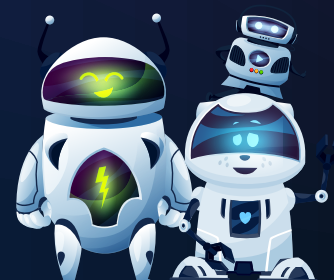
## REGISTER & WIN LUCKY DRAW WINNERS

The Register & Win Lucky Draw sparked nonstop excitement, as visitors eagerly participated for top prizes - three Apple HomePod Minis, a Xiaomi Robot Vacuum H40, and an Airwheel SE3S. Cheers and celebrations filled the show floor, creating memorable moments, energising attendees, and enhancing engagement throughout AUTOMEX Penang 2025.



## AUTOQUEST: TURNING DISCOVERY INTO ADVENTURE

AUTOQUEST: Stamp and Redeem transformed the exhibition into an interactive treasure hunt. Visitors collected stamps at participating booths, unlocking exclusive rewards at the Informa Markets Booth. This gamified experience sparked genuine conversations, deepened engagement with automation innovations, and turned floor exploration into an exciting, purposeful adventure.



**autoMEX** PENANG

**WILL RETURN**

**3 – 5 November 2026**

AUTOMEX Penang 2025 made a spectacular debut, exceeding all expectations and uniting visitors, exhibitors, and partners in a vibrant showcase of Malaysia's manufacturing and automation excellence.

This is just the beginning. The next edition will be bigger, bolder, and more innovative, with expanded exhibits and a stronger international presence. Stay tuned as we unveil the details of our next edition!

Stay connected and ready - Malaysia's automation and manufacturing journey continues, and you're invited to be part of it.

*See You Next Year*

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## **Book A Space**

### **Contact Us**

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

### **Exhibiting & Sponsorship**

Siew Wei Peng  
Email: [weipeng.siew@informa.com](mailto:weipeng.siew@informa.com)

### **Visitor & Media Partnership**

James Yap  
Email: [boonwye.yap@informa.com](mailto:boonwye.yap@informa.com)