

INDUSTRY 4.0 SHARING SESSION ON

“Business Model Design for Industry 4.0: The Experience of Fraunhofer IEM, Paderborn, Germany”

Organised by: Consulting Engineering Special Interest Group, IEM

BEM Approved CPD/PDP Hours: 2

Ref No: IEM18/HQ/024/T

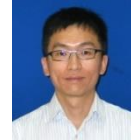
Date : 12th February 2018 (Monday)
Time : 5.30 pm – 7.30 pm (*Refreshments will be served at 5.00 pm*)
Venue : Malakoff Auditorium, Ground Floor, Wisma IEM, Petaling Jaya, Selangor
Speakers : Ir. Dr. Low Cheng Yee, Ir. Dr. Tan Chee Fai, Martin Rabe and Laban Asmar

SYNOPSIS

The digitalization of the industry is currently leading to a profound change in value creation and enables fascinating but almost unmanageable opportunities to drive innovation. New markets can be open up with new products, services and business models. This applies both to establish companies that can adapt their business models to Industry 4.0 and to start-ups that align their business models with the increasing digitization of Industry 4.0. The Fraunhofer IEM from Paderborn, Germany will present and share current trends, backgrounds, examples and methods on how to leverage the potential of the digitalization of the industry for companies.

BIODATA OF SPEAKER

Ir. Dr. Low Cheng Yee studied mechanical engineering at Universiti Teknologi Malaysia and mechatronics at King’s College London. Afterwards, he worked as a research associate at the Chair for Product Engineering at the Heinz Nixdorf Institute of the University of Paderborn. During this time, he was awarded a fellowship by the International Graduate School “Dynamic Intelligent Systems”. In 2009, he received his Ph.D. degree in the field of design methodology for mechatronic systems under the supervision of Prof. Jürgen Gausemeier. At the moment, he works closely with Fraunhofer IEM and serves as a coordinator for the “Research Alliance for Intelligent Systems in Medical Technology in Malaysia” (RAISE-MED) funded by the German Federal Ministry of Education & Research. He is a Corporate Member of the Institution of Engineers Malaysia (MIEM).



Ir. Dr. Tan Chee Fai has more than 18 years of working experience in mechanical and manufacturing projects. He is actively involved in strategic and technical consultation as well as research, design and development activities. Currently, he is the Director of Perunding IBS Sdn Bhd. and Chief Technical Director of Robolab Technology Sdn. Bhd. Ir. Dr. Tan and his partner are actively consult and conducting small and medium manufacturing facilities audit and upgrading towards Industry 4.0. He has led various Industries, University and Malaysia Government funded projects as well as International Funded Projects. He is the Keynote Speaker in various important international engineering events such as World Intelligent Manufacturing Summit at Nanjing, China and ICE-IEM Future Engineers Conference. Based on his contribution to engineering community, Ir. Dr. Tan was awarded as the JCI Ten Outstanding Young Malaysian Award Honoree in 2014.



Martin Rabe graduated with industrial engineering and management with major in mechanical engineering at the University of Paderborn, Germany (2013) and San Diego State University (USA). He is a research associate at the Fraunhofer-Institute for Mechatronic Systems Design IEM in the department for product and production management. His focus is the strategic planning of IoT-applications and the implementation of service-oriented business models. Mr. Rabe is also active in the technology network “Intelligent Technical Systems Ostwestfalen-Lippe (it’s OWL)” as a project manager in the field of strategy and R&D.



Laban Asmar graduated with business engineering specialized in mechanical engineering at the University of Paderborn, Germany (2017), California State University Eastbay, USA and at the Beihang University, Beijing, China. He was a Founder of a German IT-Start Up and is now a research associate and PhD candidate at the Fraunhofer-Institute for Mechatronic Systems Design IEM in the department for product and production management. His focus is innovation management, Industry 4.0 business model design and the matchmaking between corporate and start ups.



Ir. Dr. Ng Kok Chiang
 Chairman 2017/2018
 Consulting Engineering Special Interest Group, IEM

ANNOUNCEMENT TO NOTE FEES
 (Effective 1st October 2017)

Members

Registration Fee : FOC
 Administrative Fee :
Online RM15
Walk In RM20

Non-Members

Registration Fee : RM50
 Administrative Fee : RM20

- Limited seats are available on a "first come first served" basis (maximum 100 participants).
- To secure your seat, kindly register online at www.myiem.org.my

PERSONAL DATA PROTECTION

ACTI have read and understood IEM’s Personal Data Protection Notice published on IEM’s website at www.myiem.org.my and I agree to IEM’s use and processing of my personal data

TENTATIVE PROGRAMME

5.00pm-5.30pm	Registration
5.30pm-6.00pm	Introduction of Fraunhofer IEM by Ir. Dr. Low Cheng Yee
6.00pm-6.30pm	Industrie 4.0 – The begin of New Industrial Revolution by Ir. Dr. Tan Chee Fai
6.30pm - 7.30pm	Business Model Design for Industry 4.0 by Martin Rabe and Laban Asmar
7.30pm	Q&A End of Talk