



AFRICA AUTOMATION FAIR
showcasing industrial control technologies **2017**

connected
industries

SPOTLIGHT ON THE FOURTH INDUSTRIAL REVOLUTION

@ AFRICA AUTOMATION FAIR & CONNECTED INDUSTRIES 2017

THE TRADE FAIR

Following the successful staging and record-breaking exhibitor numbers as well as visitor numbers at AFRICA AUTOMATION FAIR 2015, the **AFRICA AUTOMATION FAIR 2017** event will proudly open its doors again from **6-8 June 2017** at the **Ticketpro Dome in North Riding, Johannesburg**.

Now owned and organised by the African partner of Reed Exhibitions world-wide, Reed Exhibitions is an industry leader and one of the largest and most successful event and venue management companies of its kind in Africa, with a passion for delivering high-profile, customer-focused events in established and emerging markets, generating billions in business revenue. Trendsetters in the industry, Reed Exhibitions as a company is committed to creating market places for business to help them grow and establish their presence through trade exhibitions and conferences in growing and developing markets and pride themselves on their commitment to Corporate Social Investment and Black Economic Empowerment.

AFRICA AUTOMATION FAIR 2017 will, as always, work closely with the IIG, SAIMC, Technews Publishing and SACAC to plan and execute a focused networking platform for the Automation and Control Industry, but will now also benefit from all the resources, skills and expertise that come with an organisation such as Reed Exhibitions implementing a number of new value-added initiatives such as Match-Making, the Hosted Buyer Program, the Reed Exhibitions International Sales Group, their Focused Conference & Content Experts and not least of all – more exposure to and support from relevant Government Bodies across the African Continent.

AFRICA AUTOMATION FAIR 2015 increased its visitor numbers by 74% compared to that of 2013! In 2017 the event aims to significantly increase this number again by focusing on vital aspects in its carefully planned and powerful 12-month marketing strategy, including targeting more senior buyers from South Africa and the rest of Africa, ensuring extended visitor dwell time at the trade fair, providing more educational & training content, and drawing even more exhibitors showcasing the topmost Industrial Control & Automation Technologies.

The scope of Africa Automation Fair 2017 has evolved with the inclusion of the industrial internet of things (IIoT), an exciting outcome of the digital revolution that is changing the way we live and work. Many organisations already focus on how to benefit from it, but extracting maximum value requires a big data approach. AAF 2017 will be the platform where industrial automation and this digital revolution converge; and where operations technology and information technology blend together to become more intelligent.

With so much to offer all under one roof over 3 focused days, your company cannot afford not to participate at **AFRICA AUTOMATION FAIR 2017**. We look forward to welcoming you to the largest, most comprehensive showcase of Industrial Control Technologies of its kind in the Southern Hemisphere.

THE CONFERENCE

South Africa's key Industrial Automation and Control event, Africa Automation Fair, will this year host a high-level conference on Connected Industries in line with growing international focus on the 'The Fourth Industrial Revolution' and the advanced, connected industries of the future.

Connected Industries 2017 is the first conference of its kind in Africa, hosted at the Blue Wing Conference Centre at the Ticketpro Dome, Johannesburg on 6 and 7 June 2017, bringing together representatives from South African Government, international stakeholders with Higher Education representatives, local and international industry experts, suppliers and end-users to discuss and pave the way forward for the next Industrial Revolution.

THE REVOLUTION

The world as we know and experience it today has been shaped by three major technological revolutions. The first Industrial Revolution, beginning in Great Britain at the tail end of the 18th century and ending in the mid-19th century, represented a radical shift away from an agrarian economy to one defined by the introduction of mechanical production methods.

The second period of radical transformation – with the advent of industrial production and the birth of the factory at the start of the 20th century – was no less precipitous; ushering in as it did an age of affordable consumer products for mass consumption. In the late 1960s the use of electronics and IT in industrial processes opened the door to a new age of optimized and automated production.

Today we stand on the cusp of a fourth industrial revolution; one which promises to marry the worlds of production and network connectivity in an "Internet of Things (IoT)" and "Industrial Internet of Things (IIoT)" which makes "INDUSTRIE 4.0" a reality. "Smart production" becomes the norm in a world where intelligent ICT-based machines, systems and networks are capable of independently exchanging and responding to information to manage industrial production processes.

The question now is how to bring this technology shift to South Africa, how it will benefit the South African economy by improving its competitiveness in a global market situation and therefore will be creating more job opportunities. And how can Sub-Saharan Africa benefit by making South Africa the knowledge hub supporting the further economic development in Sub-Saharan Africa.

What is smart industry and what does “Industrial Internet of Things” or “INDUSTRIE 4.0” mean exactly? Smart industry refers to the technological evolution from embedded systems to cyber-physical systems. Put simply, IIoT and INDUSTRIE 4.0 represents the coming fourth industrial revolution on the way to an Internet of Things, Data and Services. Decentralized intelligence helps create intelligent object networking and independent process management, with the interaction of the real and virtual worlds representing a crucial new aspect of the manufacturing and production process. IIoT and INDUSTRIE 4.0 represents a paradigm shift from “centralized” to “decentralized” production – made possible by technological advances which constitute a reversal of conventional production process logic. Simply put, this means that industrial production machinery no longer simply “processes” the product, but that the product communicates with the machinery to tell it exactly what to do.

Connected Industries 2017 is the first conference of its kind in Africa bringing together representatives from South African Government, international stakeholders with Higher Education representatives, local and international industry experts, suppliers and end-users to discuss and pave the way forward for the next Industrial Revolution. The conference will also be hosted in both East- and West Africa in 2018.

THE FORMAT

- Day 1 - **WHY IIoT / INDUSTRIE 4.0?**
“The global economic impact of the Fourth Industrial Revolution (Industrie 4.0 / IIoT) on South – and Sub-Saharan Africa”
- Day 2 – **HOW WILL IIoT / INDUSTRIE 4.0 HAVE AN IMPACT ON THE CONTROL & AUTOMATION INDUSTRY?**
“The technology behind the Fourth Industrial Revolution and how the implementation Industrie 4.0 / IIoT will have an impact on efficiency and quality as well as on infrastructural requirements (quality of the Internet)”
- Day 3 – **WHO WILL DRIVE IIoT / INDUSTRIE 4.0?**
Supplier / Vendor solution presentations at Africa Automation Fair Theatres

THE CONFERENCE PROGRAMME

Day 1 – Tuesday, 6 June 2017

07:30 – 09:00	Registration
09:00 – 10:00	<p>Welcome</p> <p>Des Burrows – MD – Rascals Automation – (<i>Master of Ceremonies</i>)</p> <p>Oratile Sematle – President – SAIMC</p> <p>Rob Wright – Chairman - IIG</p> <p>Hanli Goncalves – Portfolio Director – Reed Exhibitions</p> <p>Digitisation – A fundamental change of Industry and Society</p> <p>Michael Zieseimer – Chairperson – ZVEI</p> <p>Dr Gunther Kegel – Board Member – ZVEI</p> <p><i>Questions & Answers</i></p>
10:00 – 10:30	Tea
10:30 – 12:30	<p>The Role of South African Government supporting Private and Public Sectors moving into the Fourth Industrial Revolution</p> <p>Marc Van Pelt – Board Member – European Chamber of Commerce and Industry and MD – Pepperl + Fuchs (<i>Moderator / Setting the Scene</i>)</p> <p>Nigel Gwynne-Evans – Chief Director – Africa Industrial Development - The DTI</p> <p>Langa Manqele – Chairman – Gauteng – The Black Management Forum</p> <p>Stefan Sakoschek – Regional Director and Secretary General – The European Chamber of Commerce and Industry</p> <p>Massimo De Luca – Counselor - Head of Trade and Economics – The European Embassy</p> <p>Frank Aletter – Deputy CEO – Business Development – SA German Chamber of Commerce and Industry</p> <p>Dr Falk Bömeke – Head of Division for Economic Affairs and Energy – The German Embassy</p> <p><i>Interactive Panel Discussion</i></p>
12:30 – 14:00	Lunch
14:00 – 15:30	How the Fourth Industrial Revolution will Power Smart Manufacturing in Africa

Dave Wibberley – MD – Adroit Technologies – (*Moderator / Setting the Scene*)

Beeuwen Geryts – Chief Director – Technology Localisation, Beneficiation and Advanced Manufacturing – The Department of Science and Technology

Martin Sanne – Executive Director – CSIR

Reshaad Sha – CEO – Dark Fibre Africa

Interactive Panel Discussion

15:30 – 16:00

Tea

16:00 – 17:30

The Importance of Education within the Fourth Industrial Revolution

Rob MacKenzie – Ambassador Education – SAIMC and MD – Endress + Hauser – (*Moderator / Setting the Scene*)

Oratile Sematle – President – SAIMC

Prof Marwala – DVC- UJ

ECSA

Interactive Panel Discussion

17:30 – 18:00

Cocktails & Networking

18:00 – 22:00

Connected Industries Gala Dinner

Day 2 - Wednesday, 7 June 2017

07:30 – 09:00

Registration

09:00 – 10:30

Welcome

Des Burrows – MD – Rascals Automation – (*Master of Ceremonies*)

Marc Van Pelt – MD – Pepperl & Fuchs (*Platinum Sponsor*)

Barry Elliott – MD – Rockwell Automation (*Platinum Sponsor*)

John Groom – Group Director – Africa Region - Vega (*Platinum Sponsor*)

Dan Moodley – MD – Siemens Automation (*Platinum Sponsor*)

Digitalization of mould-making at LEGO. This session will explore the technology decision-making process and data management choices as well as the use of data to benefit the future of LEGO mould

making and will share deep insight on how mainly traditional industries can take performance to next level rethinking the knows and unknowns using of the off-the-shelf technologies

Jesper Toubøl – Vice President – LEGO Elements and Moulds

Questions & Answers

10:30 – 11:00

Tea

11:00 – 12:30

The Technology behind the Fourth Industrial Revolution and how the implementation of Industrie 4.0 and IIoT will have an impact on efficiency and quality

Martin Sanne – Executive Director – CSIR - *(Moderator / Setting the Scene)*

Stefan Huelsenberg – Director – BMW Rosslyn

Barry MacColl – General Manager – Research, Testing and Development, Eskom

Frik Fourie – Anglo Platinum

Interactive Panel Discussion

12:30 – 14:00

Lunch

14:00 – 15:30

Infrastructure – Is South Africa ready to advance into the Fourth Industrial Revolution to compete in Global Markets?

Jesper Toubøl - Vice President – LEGO Elements and Moulds - *(Moderator / Setting the Scene)*

Tony Smallwood – Executive Head – IOT – Vodacom

Melao Mashale – Senior Manager – Enterprise IoT Solutions – MTN

Chetan Goshalia – Executive – Sqwidnet

Interactive Panel Discussion

15:30 – 16:00

Tea

16:00 – 17:30

Smart Manufacturing needs Smart BUS Technologies

Kenneth McPherson – MD – Beckhoff Automation - *(Moderator / Setting the Scene)*

Matthew Dulcey – Global Sales Manager – PROCENEC / PROFIBUS International

Ted Masters – President and CEO - FieldComm Group

Martin Rostan – Executive Director – EtherCat Technology Group

Thomas Burke – President and Executive Director – OPC Foundation

Interactive Panel Discussion

17:30 – 19:00

Beckhoff Automation Cocktail Function

Day 3 – Thursday, 8 June 2017

Visit any of the 3 x Automation Theatres at Africa Automation Fair to benefit from over 40 x cutting-edge presentations on Fourth Industrial Revolution Technology throughout the day, and stand a chance to win a 3-day all-expenses paid trip to Cape Town for 2 people.

For more information visit www.africaautomationfair.com

THE DELEGATE FEES

Delegate packages to attend Connected Industries: R4500 excl VAT per delegate per day (6 or 7 June), or R8500 excl VAT per delegate to attend both days (6 and 7 June). Delegate fees include:

- Plated breakfast (invitation to the SAIMC 60th Celebrations breakfast function on Day 1)
- Tea / Coffee / Juice / Water on arrival and during tea breaks
- Lunch at Africa Automation Fair VIP Area
- Snacks & Cocktails at Africa Automation Fair VIP Cocktail & Beer Garden

THE GALA DINNER

A gala dinner will be hosted on Tuesday, 6 June at the Ticketpro Dome where Minister Dr Rob Davies – Minister of Trade & Industry, EU Ambassador Mr Marcus Cornaro and Mr. Matthias Machnig – State Secretary of the German Federal Ministry for Economic Affairs & Energy have been invited to deliver key note addresses on the way forward for the Fourth Industrial Revolution in South- and Sub-Saharan Africa, as discussed at the WEF (World Economic Forum 2017). Organisations will have the opportunity to book 10-seater tables to host colleagues and customers at this prestigious 5-star event. Table are sold at R17, 500 excl VAT per table.

THE SPONSORSHIP OPPORTUNITIES

The following Connected Industries Conference sponsorship opportunities are available:

- 4 x Platinum Sponsorships @ R75 000 excl VAT (*Sold out*)
- 4 x Gold Sponsorships @ R40 000 excl VAT (*Sold out*)
- 5 x Silver Sponsorships @ R20 000 excl VAT

THE SPONSORSHIPS AND ENDORSEMENTS:

PLATINUM SPONSORS



Pepperl+Fuchs is known around the world as a pioneer and innovator in electrical explosion protection and sensor technology. Our main focus is always on your individual requirements. We understand the demands of your markets, developing specific solutions, and integrating them into your processes.



For over 60 years, VEGA has provided industry-leading products for the measurement of level, density, weight and pressure.

As the inventor of the modern radiation-based measurement system and the first to introduce a two-wire loop powered radar, VEGA has a strong tradition of product development and improvement. VEGA recently added optional Bluetooth technology to PLICSCOM, a detachable display and adjustment module.



The Sub-Saharan Africa team are the leading supplier of automation and information solutions across the Sub-Saharan Region. We have a strong focus on extractive industries and infrastructure as well as consumer facing industries plus the ability to deliver cost effective solutions to our customers throughout the region.

GOLD SPONSORS



We are a leading supplier of products, solutions and services for industrial process measurement and automation. We offer comprehensive process solutions for flow, level, pressure, analysis, temperature, recording and digital communications across a wide range of industries, optimising processes with regards to economic efficiency, safety and environmental protection.



Omron Electronics is the South African subsidiary of Omron Corporation, a global leader in the field of automation. Omron has operations in over 35 countries working to provide products and services to customers in a variety of fields including, industrial automation, electronic component industries and healthcare.



ifm is a world leader in industrial factory automation with the following products which include position and process sensors, sensors for motion control, industrial communication and imaging, safety technology, identification systems, condition monitoring systems as well as systems for mobile machines, connection technology and various ifm accessories.

ENDORSED BY



The organisation was originally founded in 1957 as The Instrument and Control Society of Southern Africa. The name was further changed in 2009 at a Special General Meeting with unanimous approval to “**The Society for Automation, Instrumentation, Measurement and Control**” to embody the international nature of the Society. Our vision is to be the Society of choice, serving the needs of its members and stakeholders in the development of the measurement and control industry. Our mission is to advance the standards of theory and practice in the fields of measurement and control.



[The Black Management Forum](#) (the BMF) has been in existence for over 40 years. It is a non-racial thought-leadership organisation with the main purpose of influencing socio-economic transformation in South Africa, in pursuit of socio-economic justice, fairness and equity. The BMF stands for the development and empowerment of managerial leadership, primarily amongst black people, and the creation of managerial structures and processes that reflect the demographics, and values of the wider society.



science
& technology

Department:
Science and Technology
REPUBLIC OF SOUTH AFRICA

The vision of the [Department of Science and Technology](#) is an increased well-being and prosperity through science, technology and innovation. Our Mission: To provide leadership, an enabling environment, and resources for science, technology and innovation in support of South Africa's development.



the dti

Department:
Trade and Industry
REPUBLIC OF SOUTH AFRICA

The vision of [the dti](#) is "A dynamic industrial, globally competitive South African economy, characterised by inclusive growth and development, decent employment and equity, built on the full potential of all citizens". Our mission is to: Promote structural transformation, towards a dynamic industrial and globally competitive economy; Provide a predictable, competitive, equitable and socially responsible environment, conducive to investment, trade and enterprise development; Broaden participation in the economy to strengthen economic development; and Continually improve the skills and capabilities of the dti to effectively deliver on its mandate and respond to the needs of South Africa's economic citizens.