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HKPC to Make its Debut at GITEX Global 2024 Sheds Light on Industrial AI and Smart Manufacturing Showcases New Trends in "Future Manufacturing" Smart Solutions

(Hong Kong, 8 October 2024) The 44th Gulf Information Technology Exhibition (GITEX Global 2024) will be held from October 14 to 18 in Dubai, United Arab Emirates (UAE). This exhibition focuses on the latest technologies in areas such as **artificial intelligence (AI), cyber security, mobility and sustainability**, attracting over 6,700 top-notch tech companies and startups from more than 180 countries and regions, including 270 institutions from the Mainland and 46 from Hong Kong. As one of the largest and most influential technology events globally, the Hong Kong Productivity Council (HKPC) has been actively exploring the Middle Eastern market and international cooperation through GITEX Global. This year, HKPC makes its debut at this global platform, showcasing AI-powered "Microfactory" solutions, together with high-end smart production technologies to realise highly flexible production mode, and boost the emerging industries while transforming and upgrading the traditional.

Developed economies around the world are actively laying out national-level industrialisation strategies, and a new wave of technological innovation is providing opportunities for the transformation and upgrading of the manufacturing industry. The latest survey conducted by HKPC on Hong Kong manufacturing industries development ¹ has found that 69% of the surveyed enterprises recognised the trend of "lots of variety in fewer quantities"; while 67% have received or expect to receive requests from customers to incorporate sustainable development standards into their manufacturing processes. This indicates that customisation and green manufacturing have become the new normal in the global manufacturing industry.

Focusing on "Microfactory" Smart Solutions and Showcasing New Trends in "Future Manufacturing"

HKPC's first presence at GITEX Global would be located at the Dubai World Trade Centre Hall 24 (**H24-A20**). Featuring "Future Manufacturing," the booth will showcase the innovative concept of "Microfactory" empowered by AI. This not only aligns with the theme on AI of GITEX Global this year, but also allows attendees to gain insights into the latest trends in the manufacturing industry. HKPC will highlight how advanced technologies can be utilised to establish smart production lines within limited spaces, enhancing production flexibility and efficient use of space, thereby enabling companies to perform high value functions in the industrial value chain.

These smart solutions integrate diverse advanced technologies to achieve smart, automated, and efficient production processes, helping companies to optimise factory operations, improve equipment maintenance, and reduce production costs. This includes utilising the **Industrial Internet-of-Things (IIoT)** for real-time production tracking and automatic positioning systems, enhancing the operational efficiency and resource management of "Microfactory," and improving production efficiency and safety. Additionally, **digital twin** scenes are constructed to simulate production order and standardise scheduling, identify bottlenecks, and predict the lead time. **Extended reality (XR) technologies** are also leveraged to create immersive 1:1 3D modeling of products and machines in the virtual space, thereby improving design accuracy and factory layout planning. The introduction of **humanoid robots** offers revolutionary efficiency and production flexibility, enhancing productivity, product quality, and overall competitiveness. Furthermore, adapting more sustainable technologies and methods in research and development (R&D) of **new materials** allow extensions on product lifecycles, carbon emissions reduction, and meeting growing customers' demand for green products and significantly improving operational efficiency for enterprises.

Meanwhile, HKPC will share 1,300 successful upgrading and transformation cases of Hong Kong enterprises,

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demonstrating how they leveraged “Microfactory” smart solutions to capitalise on characteristics such as customisation, small batch production, and quick response to the market. This allows them to turn new trends in customisation and sustainability into opportunities and develop new manufacturing models, at the same time, while promoting the concept and technology of “Microfactory” to a broader range of applications, taking the manufacturing industry onboard for transformation and upgrading.

Opening New Avenues for International Cooperation through Hong Kong's I&T Policies and Incentives

During the exhibition, HKPC will introduce the relevant policies and I&T incentives of the HKSAR Government to overseas companies which are interested in expanding their businesses to Hong Kong. This includes the “New Industrialisation Funding Scheme” (NIFS) and **HK\$10 billion “New Industrialisation Acceleration Scheme” (NIAS)** that just launched in September.

NIAS subsidises enterprises engaging in strategic industries, specifically, life and health technology, AI and data science, advanced manufacturing and new energy technology, to establish smart production facilities in Hong Kong. Each enterprise may have a maximum of two projects approved, receiving up to HK\$200 million in total. HKPC is dedicated to help companies establish smart production lines in Hong Kong and promote new industrialisation locally. The HKPC Government Funding Scheme Management Centre operates as the implementer for the HKSAR Government's funding schemes, assisting 2 policy bureaux and 4 Government departments in managing 10 Government funding schemes. HKPC is eager to encourage and help enterprises interested in setting up smart production lines in Hong Kong to effectively utilise Government funding to navigate the ever-changing market environment.

The Hon Sunny TAN, Chairman of HKPC, said, “We are thrilled about HKPC’s debut in GITEX Global which will showcase Hong Kong’s strengths in AI & robotics, smart manufacturing and Industry 4.0. We are looking forward to promoting Hong Kong’s smart solutions and attract the attention of global tech companies, investors and tech enthusiasts to Hong Kong’s I&T ecosystem. We hope to strengthen the collaborations with global research partners and bring more opportunities to Hong Kong, extending to the Guangdong-Hong Kong-Macao Greater Bay Area (GBA) and the Mainland.”

He added that Hong Kong has the distinctive advantages of enjoying strong support of the Motherland and being closely connected to the world. While Hong Kong serves as an important connection to the Mainland, Dubai is a gateway to the Middle East and Africa, both play a key role under the Belt and Road Initiative. With the UAE being the largest trading partner of Hong Kong in the Middle East, HKPC looks to explore more cooperation opportunities in the region and internationally through GITEX Global, particularly with enterprises and investors who are interested in AI and robotics, logistics, and smart manufacturing, and considering establishing smart production lines in Hong Kong and the GBA. This aims to strengthen the connectivity network of the Belt and Road Initiative and promote technological and economic exchanges between Hong Kong and the Middle East.

HKPC cordially invites all participants of GITEX Global to visit our booth (**H24-A20**) and experience Hong Kong’s technological achievement and innovative solutions, participants may also learn more of the I&T excellence of Hong Kong through interactive demonstrations, consultations and discussions with experts.

For more information about HKPC’s booth in GITEX Global, please visit <https://exhibitors.gitex.com/gitex-global-2024/Exhibitor/ExbDetails/hong-kong-productivity-council>

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¹“Hong Kong Manufacturing Industries Development Study Report” conducted by HKPC:
<https://www.hkpc.org/en/about-us/media-centre/press-releases/2024/hong-kong-manufacturing-industries-development-study-report#:~:text=The%20study%20examines%20Hong%20Kong's%20manufacturing%20industry,%20analysing%20its%20current>

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1. The Hong Kong Productivity Council is making its debut in GITEX Global 2024, which will showcase its latest R&D achievement and smart manufacturing solutions, including AI-powered “Microfactory”, IIoT, digital twin, to explore the Middle Eastern market and international cooperation.

About Hong Kong Productivity Council

The Hong Kong Productivity Council (HKPC) is a multi-disciplinary organisation established by statute in 1967, to promote productivity excellence through relentless drive of world-class advanced technologies and innovative service offerings to support Hong Kong enterprises. As a nationwide leader in innovative, market-driven research and development (R&D), specialising in leading technologies and all-rounded manufacturing services, HKPC promotes new industrialisation in Hong Kong and the Greater Bay Area and facilitates the development of new productive forces, leveraging innovation and technology (I&T), as well as bolstering Hong Kong to be an international innovation and technology centre and a smart city. The Council offers comprehensive innovative solutions for Hong Kong industries and enterprises, enabling them to achieve resources and productivity utilisation, effectiveness and cost reduction, and enhance competitiveness in both local and overseas marketplace. The Council partners and collaborates with local industries and enterprises and world-class R&D institutes to develop applied technology solutions for value creation. It also benefits a variety of sectors through product innovation, technology transfer, and commercialisation, bringing enormous business opportunities ahead. HKPC’s world-class R&D achievements have been widely recognised over the years, winning an array of local and overseas accolades.

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In addition, HKPC offers SMEs and startups immediate and timely assistance in coping with the ever-changing business environment, and strengthens talent nurturing and Hong Kong's competitiveness with FutureSkills training for enterprises and academia to enhance digital capabilities and STEM competencies.

For more information, please visit HKPC's website: www.hkpc.org/en.

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