

APE | Asia
Photonics
Expo

Held in:



Brought to you by:



Supported by:



APE 2026

ASIA PHOTONICS EXPO

4 - 6 FEBRUARY 2026

Sands Expo and Convention Centre (Marina Bay Sands) Level 1
Singapore

www.asiaphotonicsexpo.com

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About APE

Asia's premier platform for photonics innovation - **Asia Photonics Expo (APE)** - will return to Singapore from **4 - 6 February 2026** at the Sands Expo and Convention Centre (Marina Bay Sands), Singapore. The expo features the latest technologies and emerging applications across the entire photonics value chain—**optical communication, optics, semiconductors, quantum, lasers, sensing, displays, and infrared**. For industry professionals, APE serves as a one-stop platform to discover new products, advanced technologies, and evolving market trends.

In 2026, APE will launch its inaugural **Semiconductor Pavilion**, spotlighting cutting-edge innovations across the entire semiconductor value chain — from materials, equipment, and manufacturing to chip design and advanced packaging. This strategic integration will enable cross-technology collaborations, highlight emerging applications, and create new opportunities for global professionals to connect, innovate, and expand in these rapidly evolving sectors.

APE 2025 Facts & Figures:

Exhibition Area: **15,000 m²**

Exhibitors: **344**

Forums: **9**

Visitors: **5,149**

Delegations: **48**

Countries and Regions: **45**

Source: *APE 2025 POST SHOW REPORT*

APE 2026

15,000 m²
Exhibition
Size

400
Exhibitors
(Projected)

6,000
Visitors
(Projected)

Why Exhibit

1

Expand Your Network and Forge High-Value Partnerships in Southeast Asia

APE is the premier platform for industry professionals to explore cutting-edge technologies, build strategic partnerships, and drive business forward. By bringing together industry leaders, technical experts, investment institutions, and government representatives, APE facilitates meaningful connections and business growth.

2

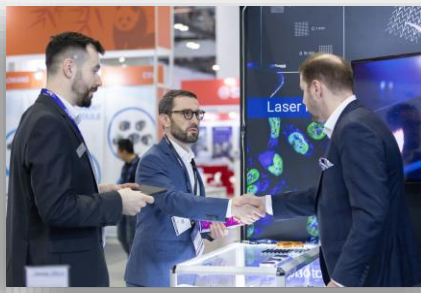
Building a Connected Photonics Ecosystem Across Southeast Asia

Centered in Singapore, APE taps into the rich photonics resources of neighboring countries — including Malaysia, Thailand, Indonesia, and Vietnam — to cultivate a robust and interconnected regional ecosystem. Covering the full spectrum from materials and components to manufacturing equipment, APE empowers enterprises to seamlessly integrate into the photonics industry supply chain and accelerate their growth across Asia.

3

Tapping into Asia's High-Tech Growth Sectors

From semiconductors and photonic integrated circuits (PICs) to quantum technology, advanced manufacturing, biomedical applications, and consumer electronics, APE empowers enterprises to seize emerging opportunities. Located at the heart of Asia's technological innovation and driven by strong local demand, APE serves as a gateway to the region's dynamic high-tech landscape.



Why Singapore

Strategically located in Asia, Singapore stands as a premier international financial hub, renowned for its stable, pro-business environment, world-class exhibition infrastructure, and exceptional service standards. It also boasts the widest network of free trade agreements in Asia, with bilateral FTAs signed with 13 countries and regions, and active participation in multiple regional trade pacts—making it an ideal gateway for global commerce and investment.

1 *Your Gateway to Southeast Asia's Thriving Markets*

2 *Singapore's Expanding Photonics Sector: Rising Demand Across Key Applications*



3 *Singapore's Thriving Photonics Research Ecosystem – Driving Commercialisation and Real-World Applications*

Quantum Technology



- Singapore has announced four major initiatives: CQT, QEP 3.0, NQPI, and NQSS
- Singapore invests close to S\$300 million in National Quantum Strategy

Life Science



- Surgery and Diagnosis e.g. endoscope, glaucoma surgery, flow cytometry, microscopy
- 8 of the top 10 life science tool companies have operations in Singapore

Semiconductor Equipment



- Front-end and Back-end processes, such as lithography
- Singapore's semiconductor equipment sector contributes to 20% of the global market

Industrial Machinery



- Material processing e.g. cutting, welding, annealing
- Advanced manufacturing, 3D printing and Machine Vision

Consumer Electronics



- Core components in many consumer electronic devices e.g. mobile phone cameras, AR/VR, smart home devices, micro speakers

Exhibit Profile

Optical Communication

- Optical Communication Chip
- Optical Communication Device
- Optical Communication Module
- Optical Communication Transmission Equipment
- Optical Fiber Materials
- Optical Fiber Cable/Fiber Sensing
- Semiconductor Materials
- Semiconductor Equipment and Manufacturing

Optics

- Optical Material & Component
- Optical Processing Equipment
- Optical Coating Material & Equipment
- Optical Lens & Camera Module
- Optical Measuring Instrument
- Machine Vision & Industrial Automation
- AR / VR

Laser

- Lasers
- Laser Material & Component
- Laser Component
- Laser Equipment

Sensing

- Industrial Sensor
- 3D Imaging & Sensing
- MEMS and Sensor
- LiDAR & Component

Display

- Display Material
- Display Panel/Module
- Display Manufacturing Equipment

Infrared

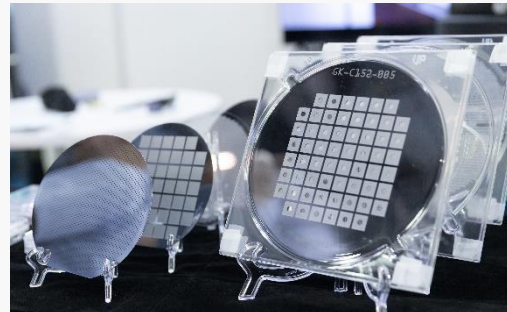
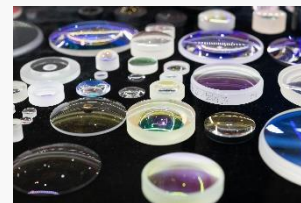
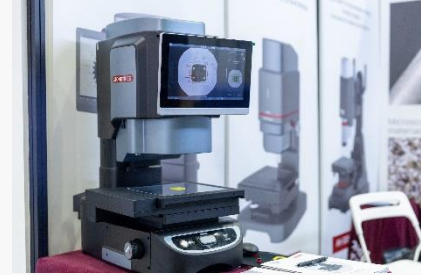
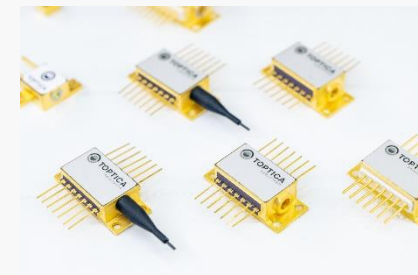
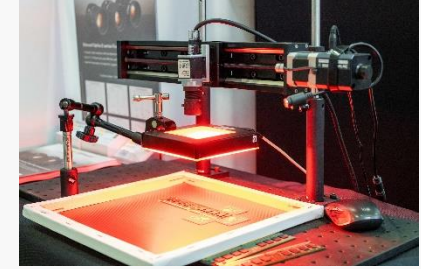
- Infrared Material
- Infrared Component
- Infrared Equipment & Imaging

Semiconductor

- Semiconductor Manufacturing and Advanced Packaging
- Chip and Chip Design
- Semiconductor Core Part
- Compound Semiconductor and Power Device

Quantum

- Quantum Computing
- Quantum Communication and Security
- Quantum Precision Measurement
- Core Upstream Components



EXHIBITOR ANALYSIS



344

exhibitors from 16 countries and regions



15

group pavilions



75.2%

rated APE as an important platform for their business



75.5%

were satisfied with this year's event



72.3%

will exhibit in APE 2026



85.1%

will recommend APE to industry peers and partners

We are very positive about the exhibition and conference. We are preparing to come back in 2026.

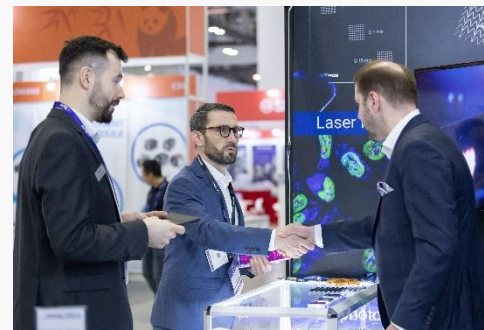
-- **Dr. Wenko Süptitz, Head of Photonics Division, Spectaris**

Looking back to APE 2025, I see a good development of the exhibition. APE is on the way to become a photonics show for all Asia. For the future I would like to see more exhibitors and visitors from other Asian countries but also from the further Asia-Pacific regions. Comparing APE 2024 with 2025, I see that the organisers are doing a great job to make this happen. I was pleased seeing more pavilions and delegations from these regions and believe that Singapore is the right place for this approach.

-- **Georg Draude, General Manager, Chroma Technology GmbH**

We have exhibited last year, this year we have more participation, more crowd in this year. We are hopeful we can grow together with the industry as a whole.

-- **Keigo Tang, Vice President, Opto Precision Pte Ltd**



TOP 20 PRODUCT AREAS OF INTEREST AMONG ATTENDEES

System and Equipment

- Optical Communication Transmission Equipment
- Semiconductor Equipment and Manufacturing
- Lasers
- Laser Equipment
- Optical Imaging System
- Optical Processing Equipment
- Machine Vision and Industrial Automation
- LiDAR
- Testing and Manufacturing Equipment
- Infrared Equipment and Imaging

80.1%

were satisfied
with APE 2025

80.7%

will attend this
event in 2026

81.5%

will recommend
APE to colleagues

Material, Module and Device

- Optical Communication Chip
- Optical Communication Device
- Optical Communication Module
- Optical Fiber Cable / Fiber Sensing
- Semiconductor Material
- Optical Lens
- Optical Material
- Optical Coating Material
- Laser Material and Component
- Industrial Sensor

VISITOR ANALYSIS

Breakdown by Industry

Optical Communication, Information Processing & Storage	24.9%
Semiconductor Processing / Manufacturing	21.4%
Advanced Manufacturing	15.5%
University/ Research Institutes	10.7%
Sensing, Measurement	8.4%
Consumer Electronics & Entertainment	6.3%
Medical	4.5%
Energy	3.0%
Surveillance / Security	2.9%
Lighting & Displays	2.2%

Breakdown by Job Function

Top Management	26.9%
R&D	24.3%
Manufacturing / Processing	12.7%
Purchasing / Supply Chain Management	12.1%
Sales	9.1%
Marketing	6.6%
Quality Management	6.1%
Others	2.2%

Breakdown by Company Type

Manufacturer	48.6%
Distributor / Trader / Agent	14.2%
Service Provider	12.5%
Scientific Institutions / Universities	8.0%
Integrator	5.9%
Government Bodies	2.8%
Investment & Financing Institutions	2.7%
Contractor	2.2%
Media	1.3%
Associations / Societies / Chamber of Commerce / Industry Alliance	1.0%
Others	0.8%

Breakdown by Company Size

< 50 people	39.4%
> 500 people	29.3%
50 - 100 people	14.6%
100 - 300 people	12.0%
300 - 500 people	4.7%

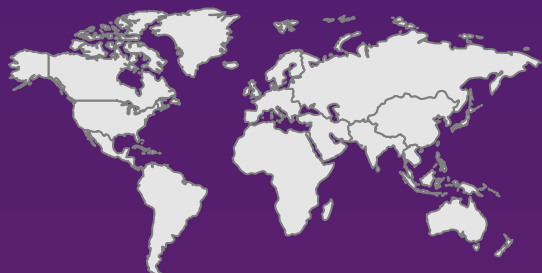
Purpose of Visiting APE

Looking for New Products and Technologies	27.6%
Collecting Information	26.8%
Maintain / Explore Business Relationship	14.5%
Looking for Agents and other Cooperation Opportunities	12.3%
Purchasing	11.6%
Attending Conferences	4.2%
Preparing for the Participation of APE 2026	2.4%
Others	0.6%

Breakdown by Purchasing Role

Influencer / Recommender	47.7%
Decision Maker	30.4%
Not Involved in Purchasing	21.9%

Source: [APE 2025 POST SHOW REPORT](#)



Top 10 Visitor Countries



Singapore



China



Malaysia



India



Japan



Korea



Indonesia



Germany



United States



Thailand

Key Visiting Companies

Source: APE 2025 POST SHOW REPORT

A*STAR	CIENA	JABIL CIRCUIT SINGAPORE	OHARA
AAC TECHNOLOGIES	COHERENT	KAIST	OPTOSIGMA
ADVANCED MICRO FOUNDRY	CORNING	KIOM	PANASONIC
AEROTECH AUTOMATION	DCH AURIGA	KRISS	PENTAMASTER
ALLIED VISION	DELTA ELECTRONICS	LEGO	PLASMA-THERM
AMAZON LAB126	DYSON	LEICA	QUANTEL
AMD SINGAPORE	EXCELITAS	LENOVO	RAITH ASIA
AMS OSRAM	FICONTEC	LGE	RESMED
ANRITSU	FRAUNHOFER EMI	LITE-ON	SABIC HPP
APPLE	FUJIKURA FIBER OPTICS	MACNIA	SAMSUNG
APPLIED MATERIALS	GASTRON	MARVELL	SANTEC
ASELSAN	HELLMA	MATTSON TECHNOLOGY	SCHOTT
AUO	HENSOLDT	MEIBAN	SERVO DYNAMICS
AVNET	HIOKI	MENARINI APAC	SICK
BAUMER	HITACHI HIGH-TECH	META	SMC
BIOTRONIK	HOYA	MICRON	SOITEC
BITSILICA	HP	MIPOX ASIA	SONY
BOSTON SCIENTIFIC	HUAWEI	MITSUBISHI ELECTRIC	STMICROELCTRONICS
BROADCOM	IBM	MOLEX	SUTD
BYTEDANCE	II-VI	NCS	TE CONNECTIVITY
CALIBER INTERCONNECT SOLUTIONS	ILLUMINA	NEC APAC	TESLA
CANON	IMRE	NOVO NORDISK	THERMO FISHER SCIENTIFIC
CATSA	INFINEON	NTT AT	VISCOM MACHINE VISION
CCS ASIA	INTEL	NTU	WINTECH NANO-TECHNOLOGY SERVICE
CHINA TELECOM	IPG PHOTONICS	NUS	YAMAICHI ELECTRONICS

* List in alphabetical order.

Gala Dinner

The APE 2025 Gala Dinner, held at Singapore's iconic CÉ LA VI, brought together 140+ global industry players, including **association leaders, chamber representatives, university and institute professors, and corporate executives** from Singapore, Malaysia, Thailand, the United States, Germany, Hong Kong, China, and other countries/regions.

Set against the breathtaking Singapore skyline, the event provided a unique platform for fostering strategic partnerships, knowledge exchange, and collaboration across the photonics ecosystem. Through gourmet dining and live entertainment, guests engaged in meaningful networking that catalysed new business opportunities, strengthened regional ties, and accelerated innovation within the industry.



Attending Companies and Organizations:

- Agency for Science, Technology and Research (A*STAR)
- Advanced Micro Foundry
- Association of Electronic Industries in Singapore (AEIS)
- Amazon
- ams OSRAM
- Applied Materials
- Archer OpTx
- Dyson
- Economic Development Board (EDB)
- Intel
- LUX Photonics Consortium
- Malaysian Federation of Manufacturers of Machinery and Engineering Industries (MEIF)
- National Semiconductor Translation and Innovation Centre (NSTIC)
- Nanyang Technological University (NTU)
- National University of Singapore (NUS)
- Optics and Photonics Society of Singapore (OPSS)
- Photonteck
- Raytron
- Singapore Institute of Technology
- Singapore Manufacturing Federation (SMF)
- Singapore Precision Engineering & Technology Association (SPETA)
- Semiconductor Industry Association (SSIA)
- Strong Laser
- US Conec

* List in alphabetical order.

Happy Hour

Over 120 exhibitors, visitors, and buyers from various industries gathered in the VIP lounge to participate in exclusive on-site activities. The lively and relaxed atmosphere fostered dynamic interactions, with exhibitors and attendees engaging in vibrant discussions that filled the space with energy and laughter, adding a lively flair to the event.



Business Matchmaking

During the show, over 35 buyer matchmaking sessions facilitated efficient and highly targeted one-on-one connections between buyers and sellers. This personalised approach significantly increased the potential for successful partnerships by aligning specific needs and offerings. Strong buyer participation enhanced the efficiency of visits and procurement processes, while effectively establishing a robust communication bridge that fostered trust and collaboration between industry buyers and suppliers.



Key Buyer Companies:

- Airboard
- Broadcom
- Coherent
- Corning
- Excelitas
- Focuslight
- Fusion Safety Management
- Moveon
- National Semiconductor Transformation and Innovation Center (NSTIC)
- National University of Singapore (NUS)
- Pepperl-Fuchs
- SICK
- Singapore University of Technology and Design (SUTD)
- TOKIMEKU

* List in alphabetical order.

Site Tour

The exclusive site visit allowed participants to explore state-of-the-art labs and leading companies in Singapore. Over the course of the two-day site tour, more than 60 professionals from global companies took part in the event, gaining valuable insights and fostering meaningful connections. These companies featured influential representatives from the industry, including Advanced Micro Foundry, LUXIC Technology, Photontek, RGB Lasersystems, Terahop, etc. During the visit, the delegates immersed themselves in Singapore's latest advancements and innovative solutions.

APE 2025 Agenda

Day 1 - 26 February

The Photonics Institute (TPI)
Centre for Micro- & Nano-Electronics (CMNE)
Centre for Optical Fibre Technology (COFT)

Day 3 - 28 February

PBA Systems
National Semiconductor Translation and
Innovation Centre (NSTIC)



Exhibition Tour

A total of 48 international visiting groups participated in the curated exhibition tours at APE 2025, designed to enhance their experience and maximise engagement with relevant exhibitors. Of these, over 20 industry representatives from associations participated in tailored itineraries to facilitate focused business connections and address specific sector needs.

Singapore Semiconductor Industry Association (SSIA) visited AGC, ATOMETRICS, DAHE, FOCUSLIGHT, GERMANLITHO, KEJING, KEMET and other enterprises at the exhibition to discuss the industrialisation path of photonic integrated circuits, nanoscale packaging and other cutting-edge technologies.



Electric Vehicle Association of Thailand (EVAT) visited CHROMA, EDMUND OPTICS, FRAN OPTICS, GERMANLITHO, HAN'S LASER, OPTO PRECISION, HONGSHI, HONPHO, SINTEC OPTRONICS, and other enterprises on the exhibition site to discuss in-depth application of automotive LiDAR, multi-spectral sensing system and other technologies, and to promote the technological breakthrough of Thailand's electric vehicle industry chain.

Malaysian Machinery and Engineering Industries Federation (MEIF) visited BOXIN, CARLSON, CYBERNET, HEIDELBERG, HITRONICS, HUACHUANG, HUARUIKE, LASER 21, MOJI-NANO, SANDVIK, SG DYNAMIC OPTRONICS, SINCEVISION, SINTEC OPTRONICS, XINGQING and other enterprises at the exhibition, focusing on industrial automation, optical inspection and intelligent manufacturing to carry out in-depth exchanges, and accumulate key technical resources for the transformation of Malaysia's manufacturing industry.



Thailand Automation and Robotics Association (TARA) visited ACEXON, ATOMETRICS, BAITENG, BOTE, GREENWICH, HOLOEYE, HONGYANG, MOVEON, OPTOCRAFT, STRONG LASER, UVATA and other enterprises on the exhibition site, focusing on machine vision, laser sensing system and other technologies to provide technical support for the intelligent upgrading of Thailand's manufacturing industry.

Concurrent Conferences

During APE 2025, 9 industry and application forums spotlighted critical topics including quantum technology, photonics and flat optics, machine vision, and semiconductor manufacturing. These forums convened leading experts, senior scholars, and top industry professionals to showcase cutting-edge research, explore breakthrough technologies, and analyse emerging market trends. Serving as a premier platform for thought leadership, the sessions fostered vibrant knowledge exchange, enabling attendees to gain valuable insights, spark innovative ideas, and strengthen professional networks.



2025 Programmes

- Quantum Singapore 2025 conference
- Photonics@5G 2025 Conference
- Forum on Advanced Photonics and Flat Optics
- Asia Semiconductor Conference
- Machine Vision and Robotics Enabling Industrial Intelligent Manufacturing Forum
- EPIC Tech Watch hosted by European Photonics Industry Consortium (EPIC)
- 2025 EUROPE meets ASIA - Innovation in Photonics by W3+, IVAM & EPIC
- 2025 Photonics Empowering Electric Vehicle Technology Forum
- Photonics Technology Empowering Semiconductor Manufacturing Forum

2026 New Initiatives

Curating Featured Technology Pavilions

Gain focused access to cutting-edge innovations and real-world applications through these curated pavilions, which bring together global leaders and key resources in quantum technology, semiconductors, integrated photonics, optical materials, and advanced manufacturing. This setup enables efficient exploration, collaboration, and insight into emerging industry trends.

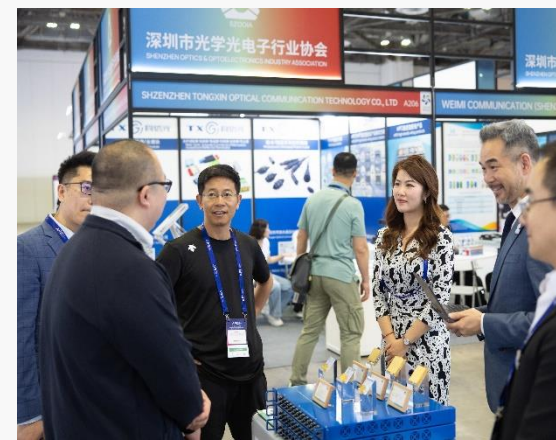
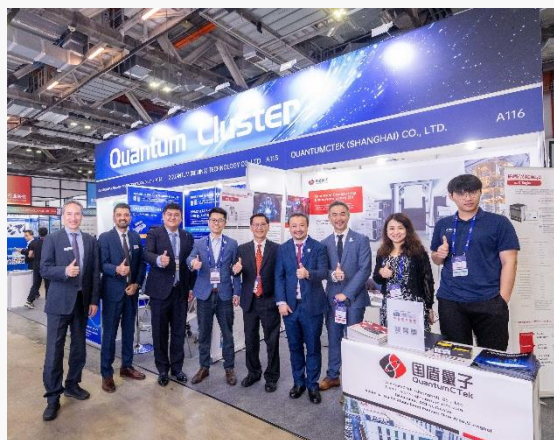
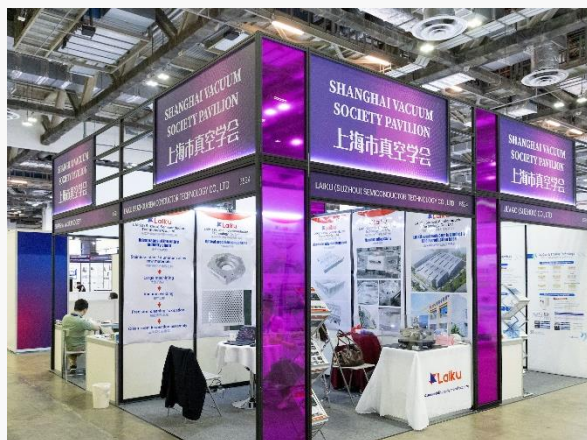
Quantum Pavilion

Semiconductor Pavilion

Integrated Photonics Pavilion

Optical Material & Lens Pavilion

Advanced Manufacturing Pavilion



| 2026 Highlights—Semiconductor Pavilion

As Asia's semiconductor manufacturing service demand surges, there has never been a better time to enter this booming market. Positioned as a strategic gateway to the Southeast Asian market, APE 2026 will launch its **Semiconductor Pavilion** – a dedicated showcase highlighting cutting-edge innovations across the entire semiconductor landscape from [materials](#), [equipment](#), and [manufacturing to chip design](#), and [advanced packaging](#). With the aim to facilitate photonics-semiconductor convergence, it spotlights applications in integrated photonics, semiconductor manufacturing, quantum computing, etc. It will be an ideal platform to showcase your technological edge, network with potential clients, and elevate your company's standing in the global semiconductor supply chain.

Who Will You Connect With

- Fabless
- Foundry
- Semiconductor Material
- Semiconductor Part
- Semiconductor Equipment
- Advanced Packaging and Testing
- Integrated Circuit
- Discrete Device
- Optoelectronic Device
- Sensor
- AR/VR
- Intelligent Automotive
- Internet and Data Center
- University
- Laboratory
- Research Institute

and many more...

Concurrent Conferences

In 2025, we collaborated with LUX, SSIA, NSTIC to organise forums focusing on semiconductor, photonics@SG, and flat optics.

2025 Programmes:

- Photonics@SG 2025 Conference
- Asia Semiconductor Conference
- Photonics Technology Empowering Semiconductor Manufacturing Forum

2026 Highlights—Quantum Pavilion

In May 2024, Singapore announced its inaugural National Quantum Strategy (NQS), aiming to accelerate R&D within the emerging quantum technology ecosystem. APE 2026 will continue to host a **Quantum Pavilion**, showcasing comprehensive cutting-edge technologies and products in quantum computing, quantum communication & security, quantum precision measurement, and core upstream components. The pavilion will establish a dynamic exchange and collaboration platform for the quantum ecosystem, fostering the application of quantum technologies in key fields such as communications, biomedical sensing & imaging, testing & measurement, and AI intelligence.



APE 2025 Quantum Conference



APE 2025 Quantum Pavilion

2026 Highlights—Integrated Photonics Pavilion

Integrated photonics stands as a national priority for Singapore, backed by substantial public investment and cross-agency collaboration. The LUX Photonics Consortium, launched by the National Research Foundation (NRF) in 2015, reflects this commitment with S\$75 million in research grants for photonics technologies. Meanwhile, A*STAR's National Semiconductor Translation and Innovation Centre (NSTIC), supported by S\$180 million, drives R&D in flat optics and silicon photonics—cornerstones of integrated photonics. Highlighted by The Business Times as pivotal to Singapore's Smart Nation initiative, this technology enables high-speed, energy-efficient data transmission—critical for data centres, LiDAR, autonomous systems, healthcare, and quantum computing, etc.

APE 2026 will debut an **Integrated Photonics Pavilion**, focusing on core products and solutions such as **silicon photonic chips and photonic integrated circuits**. In collaboration with the Semiconductor Pavilion, it will construct a comprehensive "materials-design-manufacturing-packaging" industry chain, demonstrating how photonic chips empower the emerging application fields.

Leading Companies from Integrated Photonics Enterprises



Targeted Buyers from

- DATA CENTER & TELECOM
- MEDICAL
- SENSING
- QUANTUM

and many more...

*In no particular order.

2026 New Initiatives

Strengthen local collaboration networks across Asia

Explore the core local industry sectors, collaborate with renowned local enterprises and industry associations, and unlock the market potentials.

Target Countries and Regions:

- Singapore
- Malaysia
- Indonesia
- Thailand
- India
- Vietnam
- Japan
- Korea
- Taiwan

Association	Industry	Country
Malaysian Semiconductor Industry Association (MSIA)	Semiconductor	Malaysia
Korea Semiconductor Industry Association	Semiconductor	Korea
Taiwan Semiconductor Industry Association	Semiconductor	Taiwan, China
India Electronics & Semiconductor Association (IESA)	Semiconductor	India
Malaysian Semiconductor Industry Association (MSIA)	Semiconductor	Malaysia
Electric Vehicle Association of Singapore (EVAS)	Automotive	Singapore
Indonesian Automotive Industry Association (GAIKINDO)	Automotive	Indonesia
Electric Vehicle Association of Vietnam (EVAV)	Automotive	Vietnam
The Thai Automotive Industry Association (TAIA)	Automotive	Thailand
Indonesian ICT Business Association (APTIKNAS)	Communications	Indonesia
Vietnam Post and Telecommunications Group (VNPT)	Communications	Vietnam
Vietnam Telecommunications Association (VNTA)	Communications	Vietnam
Thai Electronics and Telecommunications Industry Association (TETA)	Communications	Thailand
The Association of Thai ICT Industry (ATICI)	Communications	Thailand
Association of Unified Telecom Service Providers of India (AUSPI)	Communications	India
Singapore Metal and Machinery Association (SMMA)	Advanced Manufacturing	Singapore
Singapore Industrial Automation Association (SIAA)	Advanced Manufacturing	Singapore
Federation of Malaysian Manufacturers (FMM)	Advanced Manufacturing	Malaysia
The Malaysia Automation Technology Association (MATA)	Advanced Manufacturing	Malaysia
Thai Machinery Association (TMA)	Advanced Manufacturing	Thailand
MedTech Manufacturing Alliance (MTMA)	Medical	Singapore
Association of Medical Device Industry (Singapore) (AMDIS)	Medical	Singapore
Malaysian Medical Device Association (MMDA)	Medical	Malaysia
Indonesian Medical Device Manufacturers Association (ASPAKI)	Medical	Indonesia
Thai Medical Device Technology Industry Association (THAIMED)	Medical	Thailand
Malaysian Quantum Innovation Consortium (MQIC)	Quantum	Malaysia
Korea Quantum Information Society (KQIS)	Quantum	Korea
Quantum Computing and Information Technology Association (QCIT)	Quantum	Taiwan, China
Centre for Quantum Technologies (CQT), NUS	Quantum	Singapore
Korea Institute of Photonics Technology (KOPTI)	Integrated Photonics	Korea
Optoelectronics Industry and Technology Development Association (OITDA)	Integrated Photonics	Japan

2026 New Initiatives

KOL Programme: Strengthening APE's Impact and Unlocking Opportunities for Exhibitors

The KOL (Key Opinion Leader) programme is a content-driven initiative by Asia Photonics Expo that features respected voices from the photonics industry through engaging video and written interviews, enhancing APE's reputation as a thought leader in photonics. By strengthening APE's brand and attracting a wider audience, the programme also benefits exhibitors by increasing event visibility, drawing more qualified prospects, and creating greater business opportunities.



2026 New Initiatives

Pre-Event Roadshow Campaigns: Building Momentum for APE

APE partners with globally renowned exhibitions and industry associations to curate themed roadshow campaigns. These roadshows engage target audiences through interactive dialogues and focused content, building awareness and interest ahead of the main event. By fostering meaningful connections in specific industry sectors, the campaigns help drive higher visitor conversion and maximise event impact.



Industry Forum on Real-World Applications in Advanced Manufacturing, co-located with **MetalTech** and **Automex**

Industry Forum on Real-World Applications in Advanced Manufacturing, co-located with **Intermach**



2025 Partners

Strategic Partners



Supporting Associations



Supporting Media



*List in alphabetical order

Omni-Channel Promotion



2,280,000+

EDM Mailing Volume



450+

News Release Coverage



165,000+

Unique Website Visitors

Mass Media

THE STRAITS TIMES

ACNNEWSWIRE



Industry Media



B2B Platform

showseye.com

ShowsBee

10times

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eventbrite

ticketbud

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VenueDir

ellevents

Outdoor Ads



Social Media



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