

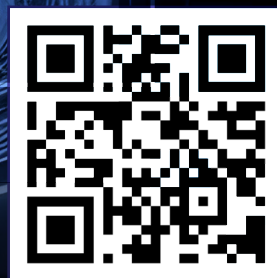
MALAYSIA'S GATEWAY TO
**AUTOMATION TECHNOLOGY
& SMART MANUFACTURING
SOLUTIONS**

4-6

NOV 2025

**SETIA SPICE
CONVENTION
CENTRE
PENANG**

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STEP INTO

THE FUTURE OF AUTOMATION AT AUTOMEX PENANG 2025

AUTOMEX Penang 2025 marks a bold new chapter in the evolution of automation and smart manufacturing. After 14 successful years co-locating alongside METALTECH – Malaysia's largest manufacturing exhibition – AUTOMEX expands its reach to Penang, Malaysia's thriving innovation hub. This premier event is set to redefine the nation's automation landscape, showcasing cutting-edge technologies, groundbreaking solutions, and transformative ideas that will shape the future of advanced manufacturing.

From 4 – 6 November 2025 at Setia SPICE Convention Centre, attendees can immerse themselves in a dynamic showcase featuring live technology demonstrations, expert-led discussions, and unparalleled networking opportunities. Whether you're exploring next-generation automation or seeking connections with global industry leaders, AUTOMEX Penang is the ultimate platform to accelerate innovation and drive progress.



SHOW INFORMATION

4 – 6 November 2025

Opening Hours:
4 – 5 November (Tue – Wed):
10:00 am to 5:00 pm

6 November (Thur):
10:00 am to 4:00 pm

**Setia SPICE Convention
Centre, Penang**



AUTOMEX is Committed
Towards Sustainability
**Shaping The Automation
Technology Industry
Towards a Sustainable
Future**

Our Three AIMS



**Inspire the Industry to
Uphold the Sustainable
Development Practices**



**Organising the Exhibition
in an Environmentally
Responsible Manner**



**Run the Exhibition
in a Socially
Responsible Manner**

WHAT YOU CAN EXPECT AT AUTOMEX PENANG



EVENT HIGHLIGHTS

3 TECH-PACKED DAYS OF INNOVATION SHOWCASE & INSIGHT

Step into a high-impact, fast-moving experience where automation meets intelligence. AUTOMEX Penang 2025 brings together a power-packed 3-day exhibition with thought-provoking seminars led by the best minds in smart manufacturing, robotics, AI, and industrial automation. It's more than a trade show, it's where ideas spark, partnerships form, and the future accelerates.

Strategic Partnership with the Malaysia Semiconductor Industry Association (MSIA) to Elevate Semiconductor Focus

To drive innovation in the semiconductor sector, AUTOMEX Penang 2025 is proud to partner with the Malaysia Semiconductor Industry Association (MSIA). As a key player in Malaysia's semiconductor ecosystem, MSIA brings deep industry expertise and a strong network spanning manufacturing, design, and technology. This strategic collaboration strengthens AUTOMEX as a platform for innovation, enabling knowledge exchange, showcasing breakthrough solutions, and fostering connections across the automation and semiconductor industries.

KEY CONTRIBUTIONS FROM MSIA:

The Silicon Malaysia Conference 2025

MSIA will be hosting the Silicon Malaysia Conference 2025 (formerly known as the National E&E Forum) at AUTOMEX Penang. Held under the theme "Silicon Malaysia by 2030: Innovate and LEAD!", the conference will explore actionable strategies to accelerate Malaysia's transformation from "Made in Malaysia" to "Made by Malaysia." Expect forward-looking discussions on innovation, local value creation, global competitiveness, and the future of Malaysia's E&E ecosystem.

[FIND OUT MORE](#)

Technological Showcase by MSIA

MSIA is expected to bring in top-tier exhibitors from their network to showcase cutting-edge innovations and technologies at AUTOMEX Penang 2025. From advanced semiconductor solutions to smart manufacturing systems and AI-driven applications, this showcase will significantly amplify the exhibition's vibrant array of offerings.

FROM KUALA LUMPUR TO PENANG: WHY AUTOMEX PENANG MATTERS

WHY PENANG?

A STRATEGIC LEAP INTO MALAYSIA'S TECH HUB

Expanding to Penang marks a strategic move into one of Malaysia's most vibrant innovation and manufacturing ecosystems. Often recognised as the "Silicon Valley of the East," Penang is a hub for the electrical & electronics sector and a key driver of the country's industrial growth. As demand for smart manufacturing and automation solutions accelerates, Penang offers fertile ground for innovation, investment, and collaboration. AUTOMEX Penang supports this momentum by bringing top-tier exhibitors, advanced technologies, and forward-looking professionals to accelerate Malaysia's high-tech transformation.

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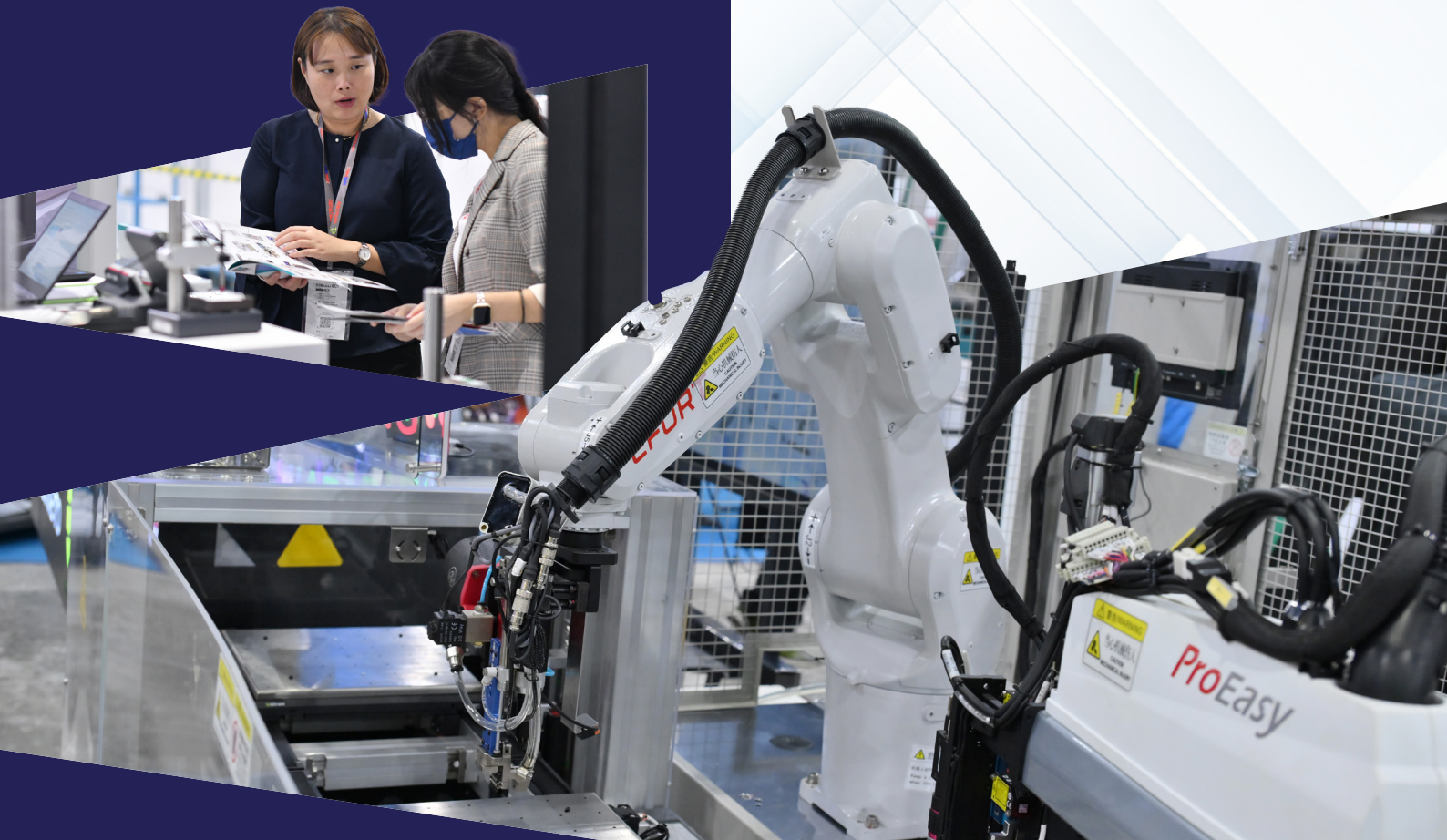
For nearly 30 years, METALTECH & AUTOMEX helped shape Malaysia's manufacturing future.

With AUTOMEX Penang, we are taking that mission further by bringing the event to one of Malaysia's most vibrant tech ecosystems — creating new business opportunities, supporting Penang's growth, and reinforcing Malaysia's leadership in the global digital economy.

”



Geonice Chong
Deputy Event Director
Informa Markets Malaysia



MORE THAN AN EXHIBITION, IT'S A CATALYST FOR MALAYSIA'S PROGRESS



Malaysia's Industrial Transformation Is Underway

Malaysia is entering a new era of manufacturing under the New Industrial Master Plan (NIMP 2030), with a bold goal to transform 3,000 factories into smart, 5G-enabled facilities by 2030. Backed by over RM190 billion in approved investments for high-tech and green industries and supported by national frameworks like Industry4WRD and SmartMFG+, this transformation focuses on accelerating automation, upskilling the workforce, and building a digitally connected industrial ecosystem.

AUTOMEX Penang 2025: Powering Progress at the Right Time

As the premier automation and smart manufacturing exhibition in Malaysia, AUTOMEX Penang 2025 arrives at a critical moment. The event drives high-tech investment, connects manufacturers with transformative technologies, and provides expert insight to fast-track digital adoption. Through live demos, seminars, and tech showcases, it also supports workforce development and digital readiness, helping position Malaysia as a competitive, future-ready manufacturing hub.



POWERING THE FUTURE FROM PENANG'S LEADING EXHIBITION VENUE

Setia SPICE Convention Centre in Penang is Malaysia's first international M.I.C.E hub and the world's first hybrid solar-powered venue. Featuring a 4,500 sqm pillar-less hall and 16 multifunctional spaces for up to 18,000 attendees, it seamlessly hosts exhibitions, conferences, and large-scale events. With its sustainable design, modern facilities, and strategic location near hotels, retail, and transport links, it's the perfect venue for AUTOMEX Penang 2025.

DISCOVER INDUSTRY LEADERS IN AUTOMATION TECHNOLOGY

INDUSTRY AUTOMATION

- Electronic Components & Equipment
- Industrial Automation
- Precision Metrology
- R&D and Related Services
- Robot Technology
- Semiconductor
- Smart Manufacturing
- Smart Warehouse
- Vision Technology

SMART LOGISTICS & SUPPLY CHAIN

- Automated Guided Vehicles
- Automated Storage and Retrieval System
- Conveying Systems
- Eco-Palleting System
- Industrial Trucks and Forklifts
- Labelling Systems & Identification
- Lifting Platforms
- Logistics IT
- Packaging and Order Packing Systems

ELECTRICAL & ELECTRONICS (E&E) MANUFACTURING

- Cable and Conductors
- Electronic Manufacturing Service (EMS) Providers
- Electronics Manufacturers
- Environmental and Sustainability Solution Providers
- Renewable Energy Companies
- Research and Development



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MALAYSIA'S GATEWAY TO AUTOMATION TECHNOLOGY & SMART MANUFACTURING SOLUTIONS

4-6 NOV 2025 SETIA SPICE CONVENTION CENTRE, PENANG

**STEP INTO OUR
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Discover Exhibitors at AUTOMEX Penang 2025

www.automex.com.my

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REGISTER, ATTEND & STAND A CHANCE TO WIN BIG AT AUTOMEX PENANG!

Get more out of your visit with our exciting Lucky Draw Giveaway – because being at AUTOMEX Penang isn't just about exploring innovation, it's also your shot at taking home smart prizes!

Apple HomePod Mini x3

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Xiaomi Robot Vacuum H40

01

Register:

Scan the QR code or visit www.automex.com.my and click on 'Register Now' to register.

Confirmation:

Once your registration is approved, you'll receive a confirmation email at your registered email address.

02

03

Visit the Exhibition:

Bring your confirmation email to Setia SPICE Convention Centre to collect your visitor badge and attend the exhibition from 4 - 6 November 2025.

You're In! All eligible pre-registered visitors will be automatically entered into the lucky draw.

04

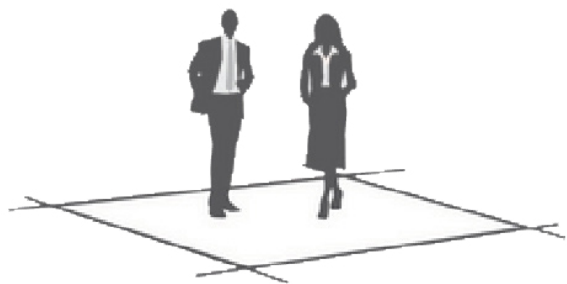
*Only trade visitors who register before 4 November will be eligible to enter the draw. Winners will be selected and announced daily by the organiser. T&Cs Apply

REGISTER NOW >

BOOK YOUR EXHIBITION BOOTH TODAY

AUTOMEX Penang exhibition booths offer great value and all the convenience and amenities you need for a successful exhibition. Choose from our options below:

BOOTH SPECIFICATIONS



Bare Space

Rent a space and customise your booth design according to your preferences.

Minimum rental size: Eighteen (18) Square Meters (m²)



Shell Scheme

This package offers a complete build-up shell scheme, which simplifies stand design concerns for exhibitors. It includes basic infrastructure such as walls, lighting, and flooring.

Minimum rental size - Nine (9) Square Meters (m²)

Shell Scheme package includes:

- 1 x Information Counter
- 2 x Fluorescent Tubes
- Needle Punch Carpet Flooring
- 1 x Waste Paper Basket
- Fascia Board with Exhibitor's Name and Booth Number
- White Laminated Plywood
- Panel with Aluminium Pole wherever applicable
- 1 x 13 Amp Single Phase Power Point
- 2 x Folding Chairs

GET IN TOUCH WITH OUR TEAM

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