

Rockwell Automation's ROKLive Kuala Lumpur event highlights adoption of emerging technologies

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Rockwell Automation, the world's largest company dedicated to industrial automation and digital transformation, hosted its annual ROKLive Southeast Asia event in Kuala Lumpur, Malaysia. With the theme 'Discover What's Possible,' the event showcased the latest innovations in industrial technology such as Artificial Intelligence (AI), cloud-based manufacturing execution systems (MES), and cybersecurity, while addressing key challenges and trends in manufacturing.

This year's ROKLive event served as a platform for customers and partners to dream big and present an opportunity to educate themselves on transformative technologies like AI, Augmented Reality/Virtual Reality (AR/VR), and robotics, discovering how these innovations can help revolutionize their business.

The event featured engaging presentations, customer experience sharing, technology updates, industry-focus discussions, and an interactive expo featuring the latest innovations from Rockwell Automation and members of its PartnerNetwork. Sustainability, cybersecurity, and emerging technologies in digital transformation were among the key points of discussion in the sessions.

The event saw high-level knowledge sharing through keynote speeches and forums, where Marcelo Tarkieltaub, regional director, of Southeast Asia for Rockwell Automation delivered a keynote on the future of automation, highlighting its potential for simplifying innovation, enhancing flexibility, and boosting performance in complex industrial settings. Apart from key executives and subject matter experts from Rockwell Automation, distinguished guests including The Honourable Fahmi Fadzil, Minister of Communications; The Honourable Tuan Dr Mohammad Fahmi B. Ngah, Selangor State Minister for Islamic Affairs, Halal Industry, Digital Infrastructure and Technology Innovation; and Zakiah Sajidan, Director of Machinery and Metal Technology from the Malaysian Investment Development Authority (MIDA), offered invaluable insights during the conference.