End-users are moving to a Connected Enterprise, bringing together information technology (IT) and operations technology (OT) systems into one network architecture. In order to optimize their production and supply chain, they want added value beyond the machinery or equipment. Smart machines and equipment provide unprecedented access to data, greater connectivity, and robust security, which positions you and your customers for greater success.

With innovative designs and scalable automation technology Machine Builders can deliver more flexible smart machines and equipment that help improve operating efficiencies by reducing installation, startup cycle & changeover times thus reducing the energy cost.

Adopting new age technology innovations can enable differentiate Machine Builders and offer value to their customers in meeting electrical, mechanical, and environmental requirements and enhanced worker safety and equipment protection.


A premier automation industry event, Rockwell Automation On The Move is uniquely designed to enable Manufacturers and OEMs leverage their automation investments to achieve their business goals.

During the Forum, you will have the opportunity to hear subject matter experts from the industry, meet one on one with Rockwell Automation leadership and network with the captains of participating organizations.

Post the Executive Forum, please do make the time to visit the exhibit floor to experience how the latest technologies from Rockwell Automation are being used for operationalizing the Connected Enterprise and see how we, along with our PartnerNetwork™, bring value to you by optimizing industrial operations to make you globally competitive and sustainable.

We hope you find this experience memorable and take along the learnings and innovative ideas to put your plans in action.

Best Regards,

Dilip Sawhney
Managing Director
Rockwell Automation India
AGENDA

<table>
<thead>
<tr>
<th>Time</th>
<th>Topic</th>
<th>Speaker</th>
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| 02:30 pm - 02:35 pm | Session Introduction                                                 | Sadashiv Lad  
General Manager – OEM Business  
Rockwell Automation India |
| 02:35 pm - 03:00 pm  | Manufacturing Trends Impacting Drivers For Machine Builders- An End User Perspective | Manish Kumar Singh  
Associate Director - Regional Automation  
Johnson & Johnson Asia Pacific |
| 03:00 Pm- 03:20 pm  | Smart Machines/Equipment: A Critical Building Block for Smart Manufacturing - A Technology Perspective | Dana Burch  
Director – OEM Business  
Rockwell Automation Asia Pacific |
| 03:20 pm - 03:40 pm  | Emerging Trends In Mechatronics Design-Enhancing Operational Efficiency | Reid Schook  
Global Business Manager  
Rockwell Automation |
| 03:40 PM - 04:00 PM  | Smart Machine - An imperative For A Demand Driven Manufacturing - A Customer Testimony | K. Ravi  
Managing Director  
Hassia Packaging Pvt. Ltd |

EXECUTIVE PROFILES

**Manish Kumar Singh**  
Associate Director - Regional Automation,  
Johnson & Johnson Asia Pacific  
A Process Execution Professional with rich experience in Bio Pharmaceuticals, Pharmaceuticals and Consumer Packaged Goods. Earlier he was associated with Siemens India Ltd, as a Senior Manager with responsibilities of Key accounts for new services like Engineering Consulting, OEE, Energy Management etc. Before that he was the Head - Automation of all API plants of Dr. Reddy’s Labs and was associated with Reliance Life Sciences and Reliance Industries Ltd. He holds an MBA in Marketing from Jamnalal Bajaj Institute of Management Studies and BE Instrumentation from SGGS College of Engineering, Nanded. He is ISPE GAMP 5 Certified.

**Dana Burch**  
Director - OEM Business  
Rockwell Automation Asia Pacific  
Dana Burch is the Asia Pacific OEM Business Director since January 2008, building a brand new, solutions based OEM business organization throughout Asia Pacific. Prior to this role he was a District Sales Manager for Rockwell Automation in North America. He was the General Manager for of F.E. Zuellig industrial distribution & solutions business for Southeast Asia. He has also been with Rockwell Automation as Senior Global Account Manager (Bridgestone Tire) and Regional Director for South East Asia. Dana worked with Westinghouse Electric Corporation in US and Saudi Arabia in Sales and also as Product Manager, Transformer Business Unit.
Executive Profiles

Reid Schook
Global OEM Business Manager
Rockwell Automation

Based out of Milwaukee, Wisconsin, USA, Reid Schook is currently taking care of OEM segment business in Manufacturing & Assembly, and is involved in defining applications targets, collaborate for developing new products as per application needs apart from his other responsibilities. He has a wide range of experience from Product Management, business management, Channel Management, and Sales management.

He holds a BS Electrical Engineering and Control Engineering degree from Michigan Technological University, and MBA.

K Ravi
Managing Director
Hassia Packaging Pvt. Ltd

A Start up Specialist and an Innovator with an ability to grow the organization, his forte are bringing and positioning German technology, cost innovation, establishing start-ups and developing export markets. Before starting Hassia Packaging, he was MD Designate India for IWK Verpackungstechnik GMBH, DGM Marketing for RAM PAC Machines Private Limited, apart from positions of increasing responsibilities. He holds a BSc Honors degree from Delhi University and MBA Marketing from Pune University and Symbiosis International University.

He is a Certified CLI Power Coach from CLI Canada.