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Rockwell Automation to Speak and Exhibit at AsiaWater 2014

Lowering costs by simplifying project lifecycle and operational processes as well as ensuring regulatory compliance

SINGAPORE – 18 March 2014 – [Rockwell Automation](#), the world's largest company dedicated to industrial automation and information, announced its participation in [AsiaWater 2014](#), Asia's leading water and wastewater industry event for 14 years. Rockwell Automation will be speaking at the forum and co-exhibiting with [KVC Industrial Supplies Sdn Bhd](#), the company's exclusive authorised distributor in Malaysia – excluding the oil and gas business. This exhibition and conference will be held on 19 - 21 March 2014 at the Kuala Lumpur Convention Centre, in conjunction with World Water Day.

Rockwell Automation's activities during AsiaWater 2014 are related to the theme "Lower Your Project and Maintenance Costs" to help companies understand how to reduce project and lifecycle costs, optimise operational processes and adhere to real-time compliance and sustainability. "Water industry professionals around the world face major challenges including: ever-tighter water-quality standards; rising labour, operating and maintenance costs; increasing security and government regulations; expanding system capacity; advancing equipment reliability; and aging control and distribution systems that require upgrades," said Thomas Schaefer, Rockwell Automation's Industry Sales Manager, Global Water Wastewater Business. "Rockwell Automation's water industry solutions will help manage the most difficult process-control challenges in wastewater, fresh water and desalination by combining the advanced system-wide capabilities of Integrated Architecture™, intelligent motor-control devices, and process automation-control systems."

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At the exhibition, Rockwell Automation will showcase its water industry solutions, including PlantPAx™ Process Automation System, which provides enterprise-wide integration technology – helping manufacturers and processors migrate from an existing process-control solution or gain the benefits of a single plant-wide platform for the first time. In addition, the company will also exhibit its PowerFlex® Drives – for powerful performance and scalable, robust, and efficient motor control – as well as its integrated machine-safety solutions and smart-motor controllers. These products and technologies were developed to deliver best-in-class process-control solutions – resulting in maximised productivity, optimised flexibility and time-to-market, reduced cost of implementation, minimised lifecycle costs, unmatched regulatory compliance and planned future expandability.

Established in 2000, this biennial event will be held for the eighth time, as one of the most anticipated B2B exhibitions and conferences catering to businesses in the water and wastewater treatment and purification industries. Exhibitors and trade visitors will gather to discuss the latest related technologies, establish new business partnerships and source for new suppliers committed to advancing the value of sustainable water and the benefits of investing in infrastructure that produces long-lasting water solutions.

Co-organised by the Malaysian Water Association (MWA), AsiaWater 2014 is expecting over 700 exhibitors from 46 countries, showcasing more than 5,000 square metres of solutions to remain one of Asia's largest expo events. With four concurrent conferences – AsiaWater Resource Expo & Forum, AsiaWater Resource 2014 Conference, AsiaWater 2014 Technology Symposium and 8th AsiaWater Conference – the tracks are expected to attract speakers and delegates dedicated to addressing the current and future challenges faced in the water industry, including industrial wastewater-treatment installations.

Together, the expo and conferences are set to draw 13,000 international industry professionals interested in diverse topics including water shortages.

Visit the Rockwell Automation booth:

Date: 19 - 21 March 2014

Time: 19 - 20 March 10:00 am - 5:30 pm

21 March 10:00 am - 4:00 pm

Venue: Kuala Lumpur Convention Centre, Exhibition Hall 4 and 5, A409 and A410

Listen to Thomas Schaefer, Rockwell Automation's Industry Sales Manager, Global Water Wastewater Business, present:

Conference: AsiaWater 2014 Technology Symposium

Topic: Advances in Water & Wastewater Industry; Controlling Cost by Reducing Process Variability with Advanced Modelling Techniques Associated with Chemicals and Energy

Date: 19 March 2014

Time: 3:30 pm - 4:00 pm

Venue: Hospitality Lounge 4, Hall 4

To register, please email your details to asiawater@ubm.com.

About Rockwell Automation

Rockwell Automation, Inc. (NYSE: ROK), the world's largest company dedicated to industrial automation and information, makes its customers more productive and the world more sustainable.

Headquartered in Milwaukee, Wisconsin, Rockwell Automation employs about 22,000 people serving customers in more than 80 countries.

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