

21 Oct 2015

AVN/KSE/211015

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The General Manager
Lahore Stock Exchange Ltd.
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Subject: **Material Information**


Dear Sir,

In accordance with Sec 15D of Securities & Exchange Ordinance 1969 and clause 5.19.13 (c) of code of corporate governance contained in the KSE Rule Book, rule we hereby convey the following information:

Avanceon Limited & Rockwell Automation; the industrial automation partners co-host Pakistan's first ever hands-on symposium dedicated to Industrial Automation & Process Control with a focus on virtualization and smart technologies for the process & manufacturing industries.

The press Release is attached for your reference.

Regards,



Ahsan Khalil
Company Secretary | Avanceon Limited

Rockwell Automation and Avanceon Showcase Tomorrow's Automation Today

The industrial automation partners co-host Pakistan's first ever hands-on symposium dedicated to Industrial Automation & Process Control with a focus on virtualization and smart technologies for the process & manufacturing industries.

Lahore, October 20, 2015: Rockwell Automation [NYSE: ROK] and Avanceon [KSE: AVN] showcased innovative business uses of virtualization to a select audience of influencers and key vertical customers here today. The main objective of both companies is to educate the participants of the workshop on how to capitalise on this proven technology strangely underused in most industries.

A key feature of the workshop was the presentation of a keynote case study. A panel discussion provided the participants opportunity to experience smart technologies including virtualization up close. The day of deep learning concluded at Avanceon's head office in Lahore, Pakistan, where an invited audience were given a demonstration of the newly-opened Rockwell Automation Demo Room. This purpose-built facility provided customers a glimpse at automation solutions in action before they are enabled on their own industrial processes.

Chris Marshall, Market Access Director, Rockwell Automation said: "We had a focused group of people here today, all keen to know exactly how virtualization could impact their businesses. We had lots of interaction and questions about this technology. Partnering with Avanceon we are well placed to educate today, then activate tomorrow."

Bakhtiar H Wain, CEO, Avanceon maintained that "the workshop participants would leave the day equipped with scalable solutions to drive their future business successes, without any doubts that virtualization can be a key cost and reliability driver for them. The number of real business case studies and arguments in favour of this technology displayed today would open eyes across many verticals we operate in."

For full information visit Avanceon's website: <http://avanceon.ae/symposium2015>

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Avanceon Ltd. [KSE: AVN]

Avanceon is a global provider of sustainable smart solutions and support services for automation, control systems integration, proprietary energy management and plant information management systems. Ensuring customer satisfaction through quality project delivery and employing the latest technologies, including virtualization, the Select Certified Member of the Control System Integrators Association leads the way towards seamless execution of automation solutions. Avanceon is listed on the Hall of Fame of the Control Engineering Magazine's System Integrator.

www.avanceon.ae

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, Wis., Rockwell Automation employs over 22,000 people serving customers in more than 80 countries.