

CEBIT ASEAN Thailand all set for the first edition - encouraging innovation to drive Thailand economy and society



IMPACT Exhibition Management Co., Ltd. (“IMPACT”) and Deutsche Messe AG (“DMAG”), organizer of the world’s leading trade technology and digital exhibition, jointly present the first edition of CEBIT ASEAN Thailand (“CEBIT ASEAN”). CEBIT ASEAN is supported by both public and private organizations, including the Ministry of Digital Economy and Society; Ministry of Science and Technology; Microsoft; Logitech; ABeam; and more than 200 companies and brands. CEBIT ASEAN will be held from 18 to 20 October 2018, Hall 7-8, IMPACT Exhibition and Convention Center, Bangkok, Thailand. The event is expected to attract 8,000 technology professionals and business leaders.

Dr. Soranit Siltharm, Permanent Secretary, Ministry of Science and Technology, said “The Thai government’s mission is to transform the country into the 21st century, with two main drivers - the development of people and technology; and the Thailand 4.0 policy. Technology is crucial in this digital age and necessary to drive our country.”

Dynamic Digital ASEAN Market

The digital market in ASEAN is expected to grow by more than USD 200 billion by 2025, up six times when compared to 2015, according to Dr.Nuttapon Nimmanphatcharin, President/CEO of Digital Economy Promotion Agency, representative from Ministry of Digital Economy and Society “Thailand is the economic hub of ASEAN, with a digital and IT spending of USD12.7 billion 2017, and it is projected to grow by another USD30 billion by 2020. The Ministry of Digital Economy and Society is supporting CEBIT ASEAN Thailand 2018, by providing digital media and experts from the public and private sectors, as well as a center for knowledge and business exchange to prepare for the digital economic,” added Dr.Nimmanphatcharin

Dr. Surapong Lertsithichai, Digital Economy Promotion Agency, said “Digital technology permeates and plays a vital role in every aspect of the economy and society. In this environment, Thailand cannot afford to be complacent and move slowly, we need to adjust ourselves to the new digital economy. In 2017, the FDI digital sector was 642 million THB; with 386,300 ICT employees; and more than 90 startups.”

“The government’s Thailand 4.0 policy will transform the country into a value-based economy and move toward an innovation-driven economy with an emphasis on research and development, science and technology, and innovation. We are placing more emphasis on innovation that contribute towards a new phase of opportunities,” said Dr. Pun-Arj Chairatana, Executive Director, National Innovation Agency (Public Organization) (“NIA”).

Mr. Chiruit Isarangkul Na Ayuthaya, President, Thailand Convention & Exhibition Bureau (TCEB), said “TCEB is proud to partner with Deutsche Messe to bring CEBIT ASEAN to Thailand. As the world’s top trade exhibition in information technology and digital technology, it is certain that this event will help strengthen not only the MICE industry but also in-line with Thailand 4.0 development

strategy.”

What can you expect at CEBIT ASEAN?

Mr. Loy Joon How, General Manager, IMPACT said “CEBIT ASEAN brings new levels of excitement and opportunities for the digital industry, through a combination of trade and business activities, networking and knowledge exchange, all under one roof, serving the needs of the industry and market on a global and local scale.”

CEBIT ASEAN covers every topic of relevance for the digitization of business and society. In its first edition, the focus will be on:

- Communications, Network Infrastructure and Security;
- Data and Cloud;
- Business Solutions;
- Peripherals and Accessories;
- IOT and Smart Technology; and
- Emerging Technology (AR/VR/ UAV/ Robotics/ 3D Printing).

In addition, a range of informational sessions have been organized to share market insights and encourage discussions on new trends and innovation:

- CEBIT Technical Seminar : Digital Transformation for Business and Industry Development
- CIO Forum : Workforce Transformation in the Digital Age
- Cyber Security Conference : Thailand 4.0 with Cyber Security Preparedness

For more information, please visit www.cebitalasean.com