UFI Marketing Award 2016 Submission

Organisation Background

Name of Organisation	SingEx Exhibition Ventures (part of SingEx Holdings)
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Show Details

Name of Show	IoT Asia
Launch Edition Details	IoT Asia 2014 21 – 22 April 2014, MAX Atria @ Singapore EXPO, Singapore
Latest Edition Details	IoT Asia 2016 30-31 March 2016, Hall 1, Singapore EXPO, Singapore
Website	http://www.internetofthingsasia.com/

THE CONCEPT BEHIND THE IoT (INTERNET OF THINGS) ASIA BRAND
Recognising the potential of IoT as an emerging industry in Asia

A few years ago, SingEx identified the Internet of Things (IoT) as a growing industry with strategic relevance as a business platform in Asia. The IoT which describes the convergence of machine to machine connectivity with wireless technology, micro-electromechanical systems (MEMS) and the Internet, was then shaping up to create far-reaching impact, not only on the retail and the consumer markets, but also with the potential to transform the way we live our lives, be it at government, society and business or consumer level.

According to the International Data Corporation (IDC), the global Internet of Things market is expected to grow to USD$1.7 trillion, with more than USD$29.5 billion "IoT endpoints," by 2020. Looking at the current competitive landscape in Asia, while there were many internet related shows, none were dedicated to the potential of IoT in Asia nor decoding its DNA, application or adoption and how these three interconnected key components were necessary to realise the power of the coming IoT revolution. SingEx recognised the enormous opportunity there to bring together the IoT technology stakeholders/ enablers and end-users to spur the rate of IoT adoption in Asia.

Thus, the concept of IoT Asia was birthed in 2013. The first of its kind then, IoT Asia, was conceptualised as an annual conference and exhibition to explore how the IoT will transform businesses, government and societies; to bring together technology leaders and emerging disruptors to share industry best practices and know-how across industry verticals; to showcase the latest smart technologies that can improve quality of life and enable better resource management, as well as to provide rich learning and networking opportunities for everyone interested in the promise and potential of IoT.

IoT (Internet of Things) Asia

Event Objectives

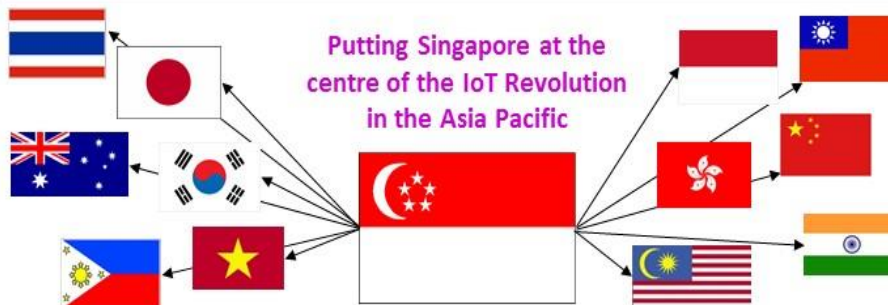|			
To decode & chart the way in which IoT will transform businesses, government and societies in Asia	To bring together technology leaders and emerging disruptors to share knowledge & to explore what will or will not work in Asia	To showcase the latest smart technologies that can improve quality of life and enable better resource management in Asia	To provide networking opportunities for everyone interested in the promise and potential of IoT in Asia

Target Audience

TECHNOLOGY STAKEHOLDERS/ ENABLERS

Solution Providers

1. Internet of Things
2. Machine to Machine
3. System Integrations
4. Information Technology Consultancies
5. Platform Providers
6. Automation
7. Telemetry
8. Enterprise Application Developers
9. Cloud Computing
10. Programme Logic Controllers (PLC)
11. Supervisory Control and Data Acquisition (SCADA)
12. RFID
13. Video Analytics
14. Big Data

Hardware & Software Providers

1. OEM and ODM manufacturers
2. Sensor manufacturers
3. Connectivity Module
4. Software Platform Providers
5. Telemetry hardware
6. SIM Card Solutions
7. Mobile network operators (Private and National)

END-USER ADOPTERS

Verticals with Highest Growth Potential in Asia

Logistics

Building

Transportation

Smart City

Retail

Healthcare

THOUGHT LEADERSHIP – IDEAS EXCHANGE – TECHNOLOGY SHOWCASE- BUSINESS NETWORKING

C-Level Lunch Forum

Industry Conference

Technology Showcase

Networking Reception

Business Matching

Putting Singapore at the centre of the IoT Revolution in the Asia Pacific

A collaborative effort by the industry for the industry
To rally the support from the Automation, Robotics and IoT industries, SingEx partnered with the Singapore Industrial Automation Association (SIAA) to co-organise IoT Asia. As the local trade association that facilitates and forms strategic alliances among IoT & M2M industry players, SIAA is an important catalyst driving the adoption of applications in the IoT.

With the potential of IoT & M2M technologies to address industry challenges such as increasing productivity and improving operational efficiency, IoT Asia was planned with a strong industry-orientation – not least by inviting key members from both the private and public sector to be founding members to help drive the direction and evolution of the event. These included A*STAR, HUTCABB, Linkwise Technology, Nikkei Business Publications and TCAM Technology, who share a common vision in driving IoT adoption for the region.

For every show edition, an international advisory panel is established to guide and drive the content development for the conference.

WHAT SETS IoT ASIA APART

- **The first of its kind in Asia**
  As the first dedicated platform in Asia to address the enormous potential of the IoT revolution, the first edition of IoT Asia in 2014 was ahead of its competition. It was seen as a transformational platform for addressing challenges and identifying real opportunities within the IoT landscape.

  "By being the first event of this kind here, we have seen a tremendous amount of interest. We have had a lot of people at our stand, asking question about what is IoT and what can we do with it. I am certainly looking forward to the next edition of it; I think we are here at the right time, there is a lot of interest and we should leverage on it." - Thomas Jakob, Managing Director Asia Pacific, Bosch in 2014

- **Well-attended by global visionaries and regional IoT leaders**
  Since its debut in 2014, the event featured high-level thought leaders including:

  - Dr Vivian Balakrishnan, Minister for Foreign Affairs and Minister-In-Charge of the Smart Nation Initiative, Singapore
  - His Excellency Iñigo De La Serna Hernaiz, Mayor of Santande
  - Mayor of Eindhoven and Chairman of the Brainport Foundation, The Netherlands
  - Steve Leonard, Executive Deputy Chairman, Infocomm Development Authority (IDA) and Adviser to National Research Foundation Singapore - Infocomm Development Authority of Singapore
  - Thomas Jakob, Regional President, Asia Pacific, Bosch Software Innovations
  - Scott Jenson. UX Strategy Chrome Team. Google
  - Prakash Mallya, Managing Director - Southeast Asia, Intel
  - Rob van Kranenburg, Founder, The IoT Council, The Netherlands

- **Covering the entire value-chain from technology to application**
  The exhibition and conference provided insights for stakeholders and consumers across the entire IoT value chain, addressing the interests of technology solution providers and enablers as well as end-user and potential IoT technology adopters across multiple industries.

  For the 3rd edition in 2016, an exhibition of 93 sponsors and exhibitors was created alongside the conference to showcase the latest IoT technologies, products and services available in the market. It provided the opportunity for **3,795 (an increase of 75% from 2015) attendees** to network and do business during the event. Attendees were able to experience first-hand how IoT technologies can be integrated into existing business operations, to boost productivity or lower operational costs.

- Staying on course with the online community
  IoT Asia is present on 4 popular social media platforms – Facebook, LinkedIn, Twitter and YouTube. Regular postings since 2013 featuring latest industry news and event updates helps the

show to connect with the online community and keep us on the pulse of developments and trends in different parts of the world and eco-system.

IoT ASIA'S CONTRIBUTION TO THE INDUSTRY
Charting the future for IoT in Asia
In 2014, the conference focued on introducing industry stakeholders and end users to the promise and opportunities arising from this emerging IoT market.

By 2015, the focus had shifted to the value end users in key industry verticals can derive from IoT, and the advances in IoT technology and solutions for the industry players.

In 2016, IoT Asia continued to pave the way for the industry by being the principal event for governments, businesses and communities to look into ways to help to close the gap between vision and reality in the IoT ecosystem.

From 1,630 attendees in 2014 to 3,795 attendees in 2016, IoT Asia has grown by an impressive 133%. This success has led to other organisers attempting to duplicate the idea. However, while these other events are still grappling with the IoT vision and potential, IoT Asia 2016 has already advanced to the practical implementation and adoption of IoT in real time business practices, providing the platform to propel the industry to the next frontier in IoT adoption.

INDUSTRY RECOGNITION
With the event anchored in Singapore, IoT Asia continues to chart the future for IoT in Asia by accurately anticipating the needs and concerns of the rapidly evolving industry. Industry recognition include:

- People's Choice Silver Awards for Event of the Year in Postscapes 2015/2016 IoT Awards
- Trade Conference Organiser of the Year for IoT Asia 2014 at Singapore Experience Awards 2015
- The only Asian finalist for the Event of the Year category in Postscapes 2014/2015 IoT Awards
- Listed as one of 'The 40 Most Important Internet of Things Events in 2015' by Mr. Jeremy Geelan, an Executive Academy Member of the International Academy of Digital Arts & Sciences and a renowned speaker at various IoT events all over the world.