

The 2023 UFI Industry Partners Award

**EXPO Reshaping:
When AIoT Meets Exhibition**

**Bureau of Foreign Trade
Ministry of Economic Affairs**

2 June 2023

This is How it All started...

Digital Transformation
Green Transformation
Collaboration
Kaohsiung Protocol



**Kaohsiung
Protocol**

Strategic Recovery Framework
for the Global Events Industry



ICCA



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Global Trends Drive the Objectives of EXPO-TECH Program



Digital Transformation



Green Transformation

Reshaping

Transformation

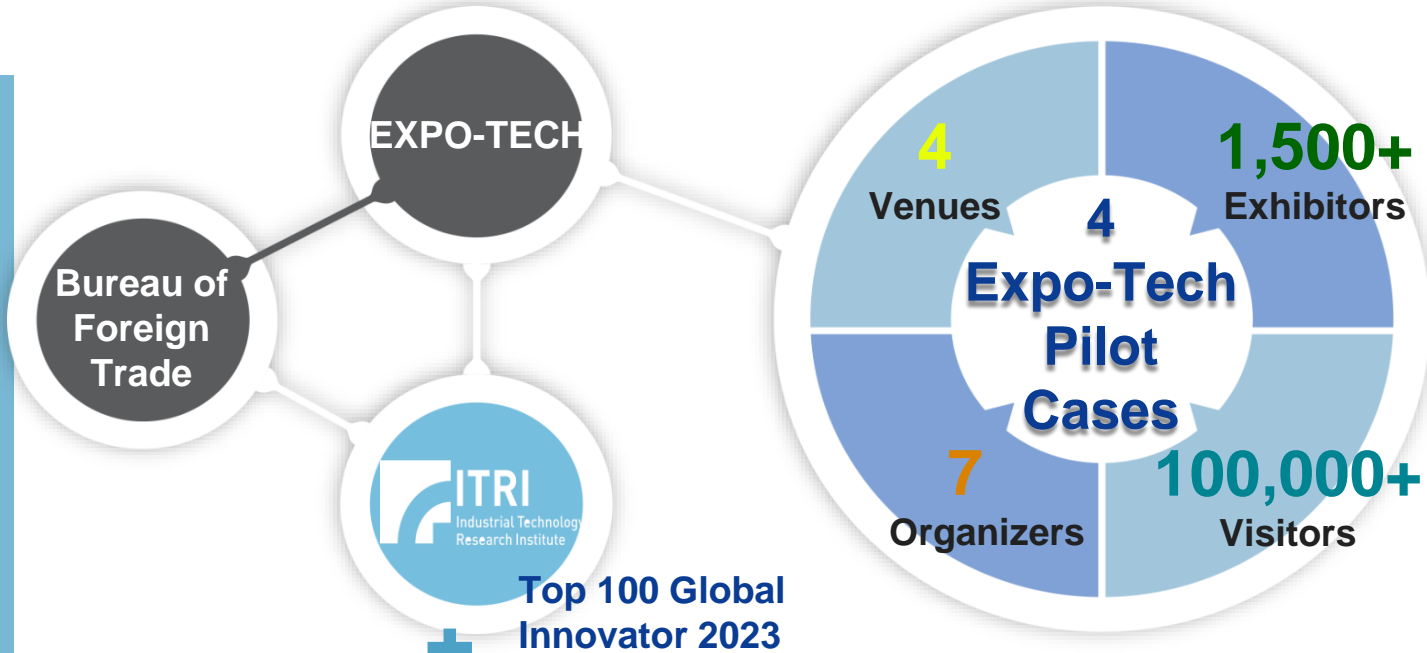
Resilience

Objectives

Actions Taken

I

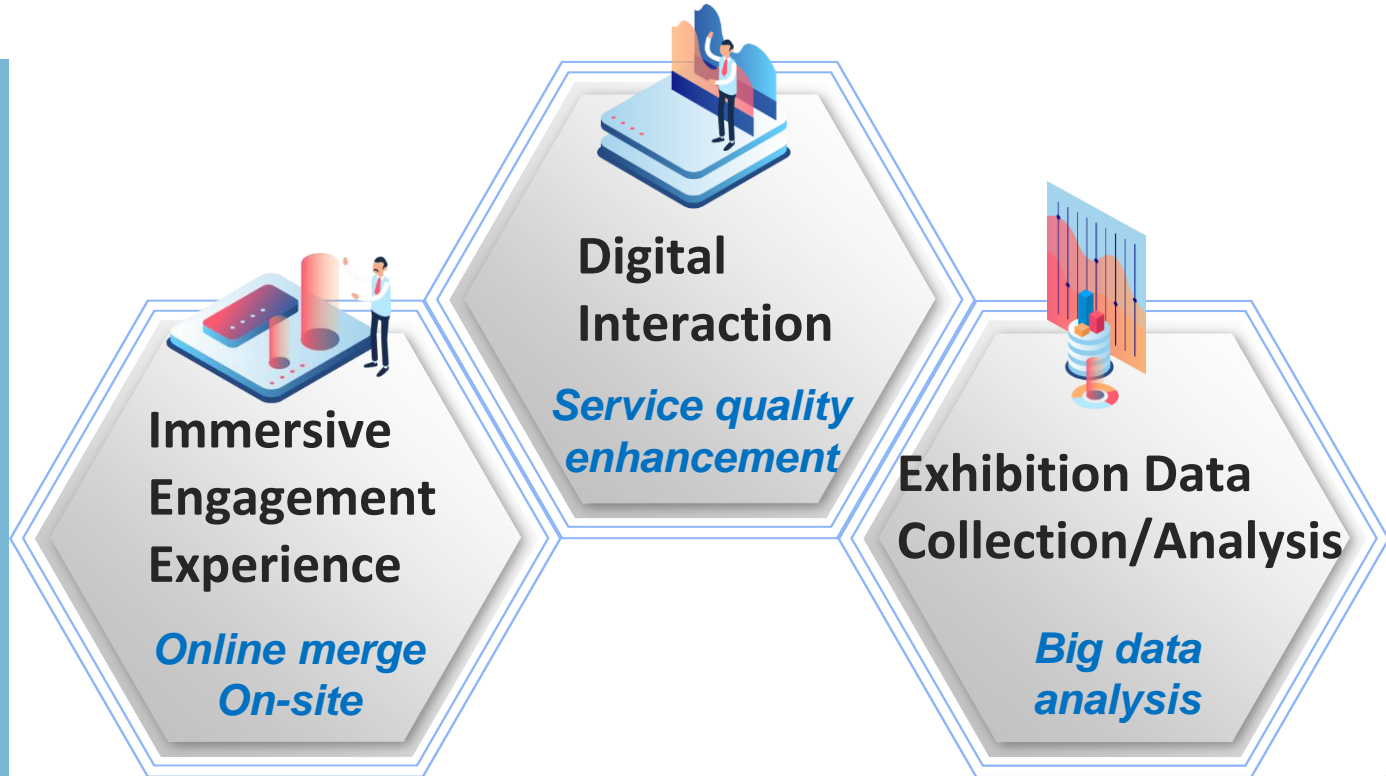
*Collaboration
With World-
leading Tech
Partners*



AI	IoT	AR/VR	Robot	Display	Data Analysis	5G	Cloud	e-Paper
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Exhibition Technology Development





Immersive Engagement Experience

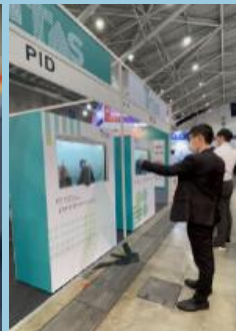
Nearly face-to-face engagement



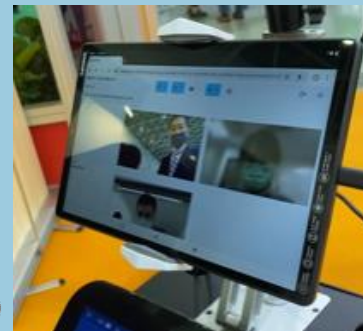
720° Panoramic Booth



Holographic Projection Interaction



OMO Autonomous Mobile Robot Service



Exhibitors
(Online/Onsite)

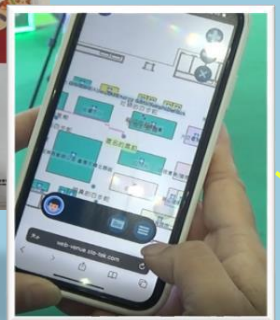
Digital twins creation of on-site booth for online visitors

Visitors
(Online/Onsite)



Digital Interaction

Awareness and Interaction Enhancement



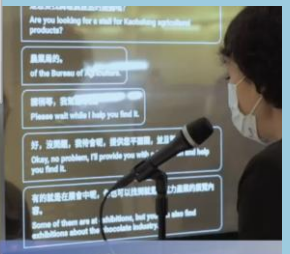
UWB Venue Navigation



Color Transparent LED Film



AI-based 2-way Translation

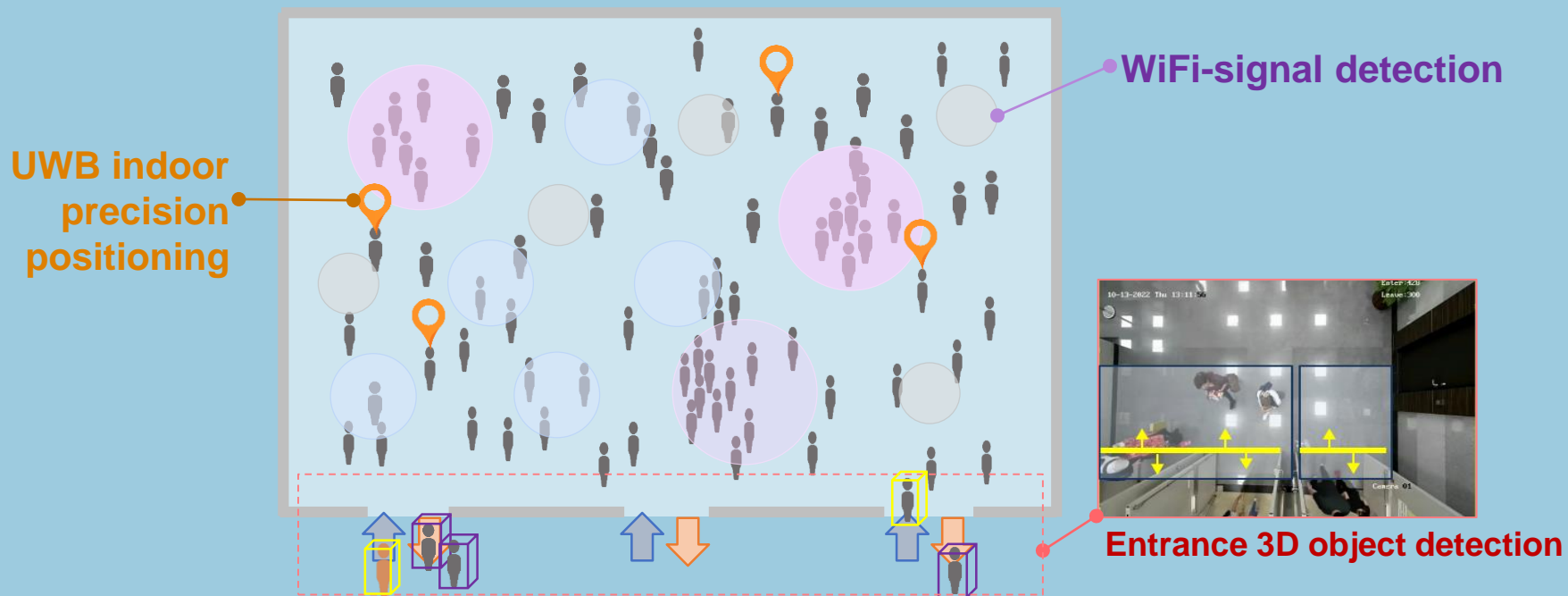


Bidirectional real-time translation



Exhibition Data Collection/Analysis

Accurate recognition with a single entry platform



Actions Taken

III

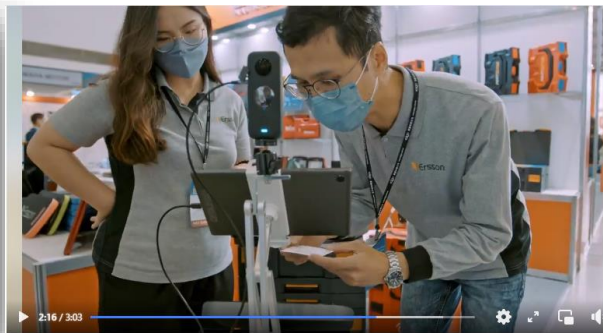


ICCA's official website



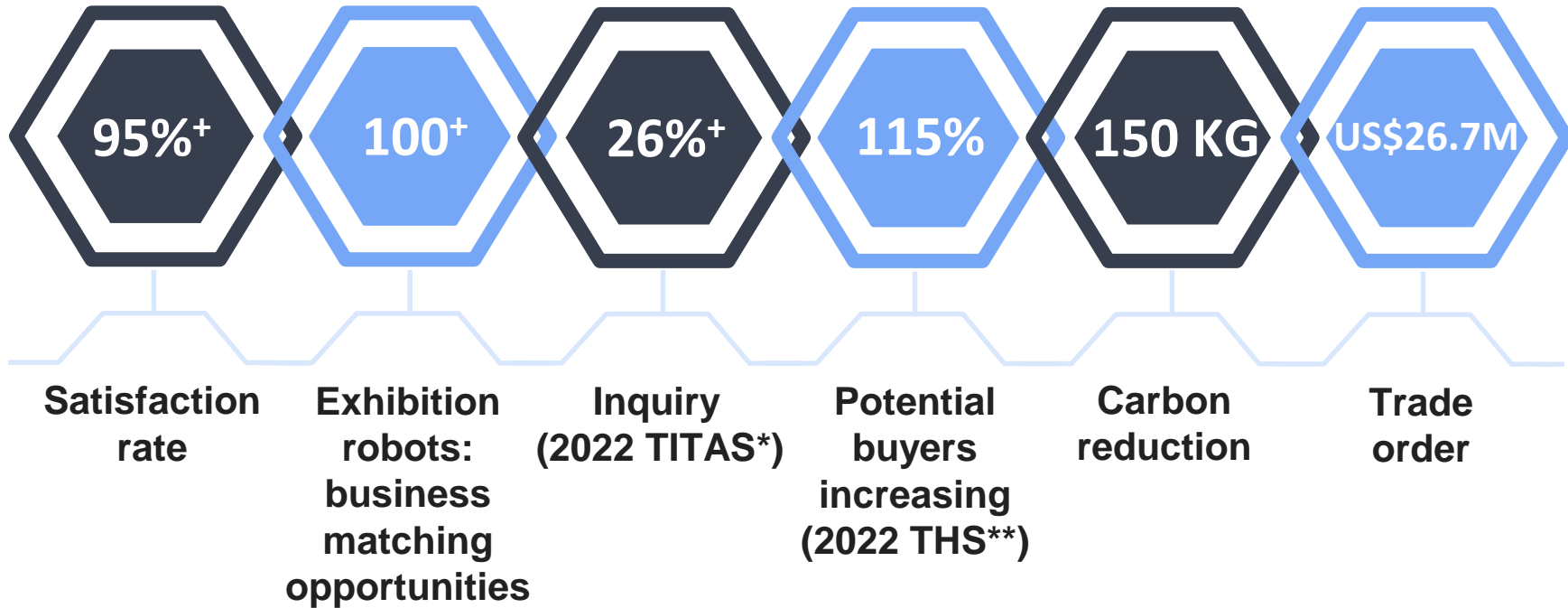
Internal conference presentation

Results
Dissemination



Newsletter, Social Media, Association official website, Special issues

Key Achievements



*TITAS: Taipei Innovative Textile Application Show

**THS: Taiwan Hardware Show

Inspirations

- ✓ **Collaboration**
- ✓ **Catalyst for transformation**
- ✓ **Technology complements Exhibition**
- ✓ **Green driven by digitalization**
- ✓ **Global model establishment**





Thank you for Listening