MEDIA RELEASE

IoT ASIA 2018: BUILDING DIGITALLY ENABLED BUSINESSES THROUGH THE IoT COMMUNITY

- *IoT Asia to spur community collaboration on sustainable solutions by addressing current challenges on IoT adoption, application and commercialisation*
- *Spotlight on new approaches and solutions in Industrial IoT, smart cities and digital economy, with exhibition component the largest ever in the IoT Asia series*

Singapore, 20 March 2018 – The 5th instalment of the award-winning[1] IoT Asia returns to Singapore EXPO Hall 3 from 21 to 22 March 2018. This ground-up, ecosystem-centric event is jointly organised by SingEx Exhibitions and the Singapore Industrial Automation Association (SIAA).

IoT Asia is set to welcome 6,000 attendees from 50 countries, representing a myriad of industries including advanced manufacturing, data, logistics, government, FinTech, healthcare, security and transportation, ensuring the presence of a rich on-site IoT community during the event. This large gathering attests to IoT Asia's widely acknowledged ability to bring value and benefits to governments, enterprises and individuals in the global IoT community.

Dr Vivian Balakrishnan, Minister for Foreign Affairs and Minister-in-Charge of the Smart Nation initiative, Singapore, will grace Day One of the event, with the first day programme dedicated to smart cities dialogues. Dr Balakrishnan has been IoT Asia's Guest-of-Honour since 2015, and leverages on the platform to engage the Asian IoT community, as well as communicate new initiatives in Singapore's Smart Nation directive.

On Day Two, where Industrial IoT (IIoT) takes centre stage, the Guest-of-Honour is *Dr Koh Poh Koon, Senior Minister of State for Trade and Industry & National Development.* As an active proponent in implementing the Advanced Manufacturing and Engineering (AME) domain strategy under the Research, Innovation and Enterprise 2020 (RIE2020) plan, Dr Koh is also involved as co-chair of two sub-committees overseeing the transformation of the manufacturing and trade and connectivity clusters, under the ambit of the Future Economy Council.

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[1] IoT Asia is the winner of several industry awards including *2016 UFI Marketing Award for Brand New Brands* and *Trade Conference Organiser of the Year for IoT Asia 2014 at Singapore Experience Awards 2015.*

IOT ASIA 2018 – PAVING THE WAY FOR SMART CITIES AND INDUSTRY 4.0

With Asia Pacific identified as the core driver of global IoT growth in 2018[2], the region is expected to have 8.6 billion connected devices by 2020 with 86% of companies having some form of IoT in place by 2019, as evidenced by the significant 35%[3] growth in the region. Associated with this rate of growth, however, are challenges, such as a global shortfall of talent in science and technology, perennial issues of cyber security and cyber threats, technology adoption hurdles, and commercialisation beyond Proof of Concept.

This year's event theme, "**Pathways to Transformation**", emerged from various community discussions where players are keen to discover:

- How businesses can capitalise on IoT's full potential by transforming themselves to become digitally-enabled and sustainable.
- How companies of different sizes go through different pathways in their own transformational roadmap. As such, different perspectives will be shared through the lens of Singtel, Sigfox and 7th Future to name a few.
- Monetisation of IoT through application perspectives, demonstrated through different zones curated at the event to incubate, prototype, and learn from early adopters through practical applications. IoT Asia 2018 will feature a start-up exchange zone, a TechSpace featuring fresh innovations, and a crowd-sourcing initiative to solicit on-ground community perspectives on Smart Cities.
- How different communities are coming together to collaborate for the benefit of the ecosystem and build new solutions in the IoT space. Tata Communications' collaboration with Surbana Jurong and Microsoft is a prime example of such collaborations.

Recognising the needs of the industry, IoT Asia has been curated to reflect the key needs and challenges of the IoT ecosystem, with the conference featuring over 100 opinion leaders and luminaries sharing insights on two focused domains: Smart Cities and Industrial IoT (refer to Annex for full conference highlights).

This year, more than 100 leading technology companies, high-potential start-ups, and emerging IoT players including 6 Group Pavilions from Hungary, France, Singapore, Slovakia, South Korea and Taiwan will showcase over 500 cutting-edge IoT products and solutions at the exhibition, representing the event's status as Asia's leading IoT event.

Oliver Tian, President of SIAA, said, "The convergence of technologies and industries has evidently transformed the landscape of IoT in Asia today. Not only are we seeing more and more instances of cross-pollination of best practices and business models, the evidence of 'digitalising the middleman' is becoming clear."

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[2] Source: NetworkAsia.Net, 16 Jan 2018
[3] Source: IoT Platform Market Report, IoT Analytics, 2016

He added, "IoT sectors which include Artificial Intelligence, Robotics, Machine Learning and Big Data analytics have already disrupted our way of life, challenge established processes, and threatened conventional progression roadmaps. By fostering of a culture of openness, continued innovation, investment and commitment, our regional IoT ecosystem comprising communities and stakeholders will play a key role in shaping developments and spurring the global environment to adapt and leverage on the profound economic changes to come."

LAUNCH OF SINGEX'S "*THE INTERCHANGE*" DIGITAL COMMUNITY

Underscoring the integral role that the community plays in today's digital and global world, SingEx will announce the launch of *The Interchange* at the event. "The Interchange" is a digital community platform to bring different industry players and communities onto a common space, in order to address challenges or problem statements together as part of an expanded ecosystem. Connecting various communities within and beyond the current operating universe, the platform enables members to seek out and adapt solutions to serve each community's unique needs.

At IoT Asia, *The Interchange* will be demonstrated to the IoT community on how they can benefit for qualified exchange on knowledge and solutions to the industry's challenges and take discussions and collaborative efforts beyond IoT Asia to regular engagement and pertinent event platforms in SingEx's event portfolio.

SingEx Holdings' Chief Executive Officer, Mr Aloysius Arlando, said, "The launch of 'The Interchange' is a natural evolution based on the needs of today's business event participants. While expecting to be engaged on multiple fronts, participants are most keen to build meaningful relationships, learn from other industries, explore radical opportunities and derive real business value out of their committed time. By being connected in new ways, both in the online sense as well as within existing and new communities, this helps businesses address industry challenges, seed and test-bed new ideas, accelerate their time-to-market, and achieve commercial success."

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About SingEx Exhibitions

SingEx Exhibitions is a subsidiary of SingEx Holdings, and is wholly owned by Singapore's investment company, Temasek Holdings. The company harnesses insights and its strategic networks to organise and manage a series of trade exhibitions and conferences in various industries, including automotive, education, environment, e-commerce and logistics, technology, healthcare and lifestyle. These events aim to connect businesses in Asia and globally, and facilitate business matching with opportunities and knowledge sharing.

For more information, log on to www.singex.com.

About Singapore Industrial Automation Association (SIAA)

Incorporated since 1982, SIAA is a professional association for companies and professionals in the Automation, Internet-of-Things (IoT) and Robotics sectors. SIAA plays a crucial role in galvanising the **A**utomation, **I**oT and **R**obotics (AIR) business community, through its extensive line-up of highly-valued programs and events. As SIAA spearheads the automation related initiatives, it also aims to foster industry collaboration and advancement through staging of flagship industry platforms.

SIAA's member charter is to serve as the voice of members and provide members with opportunities to increase their market presence as well as to internationalize their businesses. Our task is to open doors to business opportunities in Singapore and around the region. Through our various activities, initiatives and alliances, we promote our members to local and foreign network of alliance.

Forming alliances with various organizations locally, regionally and on the international front is also top priority for SIAA to reach out to like-minded groups who through the strategic alliances are able to come together for greater synergy in collaborations to continue to serve our respective communities more meaningfully.

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About the IoT Asia 2018 Conference

Analysts have forecasted the global IoT market share to be dominated by two sub-sectors, Smart Cities (26%) and IIoT (24%). The manufacturing industry is expected to carry the weight of industrial IoT growth moving forward, while Smart Cities will also experience the most significant growth (54% CAGR) largely due to government initiatives to make cities more efficient and liveable.

It is with this in mind that the IoT Asia 2018 conference was conceived. The two-day programme includes over 80 opinion leaders, featuring a unique "Focus Day" approach which will allow delegates greater flexibility to participate in both core domains in the spotlight - Smart Cities and IIoT.

Smart Cities-Focused Day

- The Smart Cities Focus Day will see participation of thought-leaders including *Dr Tsung-Ching Wu*, Chief Technology Officer of Asia Silicon Valley Development Authority (Taiwan), *Dr Sean Randolph*, Senior Director of Bay Area Council Economic Institute (United States of America), *Jim Morrish*, Head of Strategy and Partnerships of Nokia WING (United Kingdom), as well as *Hannes Sjoblad*, Biohacker and Chief Innovation Officer, Epicentre Stockholm (Sweden).

- Three tracks namely, the *Solution Design and Delivery* Track, *End User Impacts and Outcomes* Track and the *Technical* Track, are available for delegates who wish to focus on any of these aspects.

Industrial IoT-Focused Day

- Delegates will have the opportunity to hear from distinguished speakers such as *Stephen Mellor*, Chief Technology Officer of Industrial Internet Consortium (United States of America), *Gaia Dempsey,* Founder of 7th Future (United States of America), *Gurvinder Ahluwalia*, Founder & CEO of Digital Twin Labs, LLC Dallas and Co-founder & Chief Strategy Officer of Beyond Protocol, Inc., Silicon Valley (United States of America), *Dr Tim Jones*, Programme Director of Future Agenda (United Kingdom) as well as *Dr Rishi Mohan Bhatnagar*, President, Aeris Communications and Chairperson, Institution of Engineering and Technology (IET) (India) on the Industrial IoT Focus Day.

- Three tracks encompassing the *Industrial Case Studies and POCs* Track, *Capability Development* Track and *Technical* Track will allow participants to customise their content experience.

About the IoT Asia 2018 Exhibition

The exhibition component, the largest edition in the event's history, will see more than 100 leading technology companies as well as high-potential start-ups, including Avnet, Cyient, Sigfox, Singtel, STMicroelectronics, Tata Communications, Ayla Networks, M1 and Darktrace participating. This year's exhibition has been expanded 7,500 sqm as a reflection of the IoT market and community's exponential growth. This includes 6 Group Pavilions (Hungary, France, Singapore, Slovakia, South Korea and Taiwan) along with product and solution showcases aligned with the focus domains in this year's show.