

Press Release



CEBIT ASEAN Thailand launches in Bangkok

CEBIT ASEAN Thailand

- The IT event for digital business in Thailand
- IMPACT Exhibition Management Co., Ltd. and Deutsche Messe AG sign cooperation agreement

Bangkok, Thailand, 12 September 2017 - Deutsche Messe and IMPACT EXHIBITION MANAGEMENT CO., LTD. – Thailand's leading exhibition and convention facility and service provider, has signed a cooperation agreement to co-organize CEBIT ASEAN Thailand. The move into Thailand writes a new chapter in Deutsche Messe's history of successfully

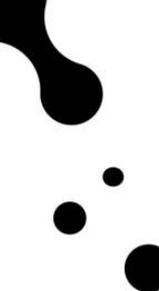
internationalizing its expertise in the organization, support and operation of trade shows in the ICT and digital business sectors. CEBIT ASEAN Thailand will be co-hosted by Thailand's Ministry of Digital Economy & Society and is being held from 18 to 20 October 2018, at IMPACT Exhibition and Convention Center in Bangkok, Thailand.

“CEBIT ASEAN Thailand is an exciting addition to our portfolio, with this being our first venture into the digitalization and technology industry. This is the perfect time to stage CEBIT ASEAN Thailand, as Thailand is moving towards the 4.0 economic model, with an emphasis on creativity, innovation and technology. In addition, the increasing trend towards digitization of businesses to build a knowledge-based economy in Thailand and the surrounding ASEAN region underlines the relevance of such an exhibition,” said Loy Joon How, General Manager, IMPACT Exhibition Management Co., Ltd.

“Thailand is a trading nation and therefore sees the expansion of free trade as a top priority. Its primary focus in recent years has been on greater integration with its ASEAN partners and with countries in the Asia-Pacific region, such as China, Japan and India. CEBIT ASEAN Thailand is an exciting development for us, as it further expands our international portfolio of events in the ‘ICT & Digital Business’ space. It opens up additional business opportunities for our international clientele in the booming Asian region,” explained Marius Felzmann, CEBIT Senior Vice President, Deutsche Messe.

The format of CEBIT ASEAN Thailand is closely modeled on the revamped format recently implemented for CEBIT, the German-based flagship show of Deutsche Messe's “ICT & Digital Business” portfolio, which next runs in 2018. CEBIT ASEAN Thailand comprises four platforms – d!conomy, d!tec, d!talk and d!campus – and feature exhibitions, a conference area and a festival zone. Plans for the show also include international pavilions where exhibitors from Europe and Asia can band together to showcase their products and innovations.

The show covers every topic of relevance for the digitization of business and society. In its first edition, the focus will be on the following themes: Communication and Networks; Digital Solutions and Consulting; Marketing and Sales Solutions; Telematics and M2M; IoT; Data



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Centers; Servers and Storage; POS and Banking Solutions; Big Data; Business Intelligence and Data Analytics; Research and Innovation; Digital Office; Client Solutions; Digital Process Solutions; Digital Supply Chain and Public Sector / Smart Government. Major digitization trends including Cloud and Big Data; Cyber Security; Unmanned Systems; Artificial Intelligence and Virtual Reality will also be addressed. The lineup of themes reflects current and emerging industry trends and varies from year to year as trends take shape and evolves. International startups will also play a key role in this premiering event.

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About the organizers

IMPACT Exhibition Management Co., Ltd

IMPACT is the leading exhibition organizer in Thailand and venue owner of the largest exhibition & convention centre in Southeast Asia. IMPACT organizes and manages professional trade and public exhibitions, conferences, meetings and training course, working hand-in-hand with international trade associations, organizers and corporations across a board spectrum of industries. IMPACT creates effective marker platforms and offers a comprehensive range of turnkey event management solutions ranging from market research, exhibition and visitor promotion and sales, advertising and promotion, public relation, operation to on-site logistic management for exhibitions and conferences of all sizes and industries.

Deutsche Messe AG

2017 marks the 70th anniversary of Deutsche Messe AG, which was founded in 1947 with the staging of Germany's first-ever Export Fair. Seven decades later, Deutsche Messe has taken its place among the world's top organizers of capital goods trade fairs, sporting a rich portfolio of events held in Germany and around the globe. With 2016 revenue of 302 million euros, the company ranks among the five biggest trade show companies in Germany. With more than 1,200 employees and a network of 58 sales partners, Deutsche Messe is present in about 100 countries.