

Press Release

For immediate release

CEBIT ASEAN Thailand Elevates Thai Entrepreneurs into Technology and Digital Era of Thailand

Bangkok, Thailand, 20 March 2018 - 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 will be held from 18 to 20 October 2018, Hall 7-8, IMPACT Exhibition and Convention Center, Bangkok, Thailand.

CEBIT ASEAN Thailand : Unlock Your Business

Thailand has embarked on the Thailand 4.0 policy, placing emphasis on expanding the economy driven by innovation, technology and creativity. To encourage Thai entrepreneurs to adopt technology and transform digitally, CEBIT ASEAN presents "*CEBIT ASEAN Thailand : Unlock Your Business* Industry Forum", bringing together representatives from the following industry experts and leaders, to share their expertise and insights :

- Ministry of Digital Economy and Society of Digital Economy Promotion Agency (DEPA);
- CAT Telecom PLC;
- IMC Institute;
- IBM Thailand Co., Ltd.;
- National Innovation Agency (NIA);
- Hewlett-Packard (Thailand) Ltd.;
- National Electronics and Computer Technology Center (NECTEC);
- PTT Digital Solutions Co., Ltd.; and

- More -

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Ms. Ajarin Pattanapanchai, Permanent Secretary, Ministry of Digital Economy and Society, said "The Ministry of Digital Economy and Society's vision is to encourage every sector of the country to adopt digital technology and drive social and economic growth in the next five years, to achieve stability, wealth, and sustainability. Thailand's effectiveness in adopting digital technology, will affect the country's technology readiness and development. The Ministry of Digital Economy and Society supports CEBIT ASEAN as the digital technology platform and gathering place of industry experts, where both the commercial and government sectors network, exchange knowledge, conduct business and contribute to Thailand's digital transformation."

Mr. Pun-Arj Chairatana, Director, National Innovation Agency (NIA), said "NIA was assigned by the Ministry of Science and Technology to develop and provide start-up support and promotion projects. The projects aim to develop Thailand into the start-up center by gathering the country's leading start-up entrepreneurs and achieving international standards. At the same time, these projects will aid in thrusting the economy forward, steadily and sustainably. As part of this effort, NIA will be supporting start-ups to showcase their innovations at CEBIT ASEAN."

Mr. Loy Joon How, General Manager, IMPACT added, "The world is facing rapid technology disruptions that have great impact on us. So how can we respond and adapt to these rapid technology and digitization changes and disruptions, in order to continue to stay competitive and relevant? The Thailand 4.0 initiative is a good strategy for Thailand to move forward to adapt and embrace these disruptions to stay competitive and relevant."

CEBIT ASEAN Thailand

CEBIT ASEAN Thailand - ASEAN's business platform & festival for innovation and digitization. The event will attract 8,000 technology professionals and business leaders from diverse industries with focus 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)

For more information, please visit www.cebittasean.com

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Press enquiries:

Chanakarn Wardkeian

Tel: +66(0)-2833-6338

Email: chanakarnw@impact.co.th

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.

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