

ThaiPR.NET The IT event for digital business in Thailand – CEBIT ASEAN Thailand

Thailand Press Release ข่าวประชาสัมพันธ์

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Bangkok--17 Jul--IMPACT Exhibition Management

The inaugural CEBIT ASEAN Thailand, organized by IMPACT Exhibitions Management Co., Ltd ("IMPACT") and international partner, Deutsche Messe, is designed for the region, taking inspiration from world-renowned CEBIT. It will take place in Bangkok, Thailand, at IMPACT Exhibition & Convention Center, from 18 to 20 October 2018.

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. CEBIT ASEAN Thailand features an exhibition, a conference program and a festival zone. Plans for the show also include international pavilions where exhibitors from Europe and Asia 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:

- 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).

International and local startups will also play a key role in this premiering event. According to Dr. Krithpaka Boonfueng, Executive Deputy Director (Innovation System), National Innovation Agency, "National Innovation Agency will be supporting start-ups to showcase their innovations at CEBIT ASEAN Thailand 2018."

Why Thailand?

"We are pleased to bring CEBIT to Thailand, together with our partner, Deutsche Messe. The launch of the first ever CEBIT ASEAN Thailand is very timely, as the Thai government has been moving forward in all areas of development and introducing policies designed to transform the country into a digital hub. To propel this transformation forward, the government introduced the "Thailand 4.0" economic model with an emphasis on creativity, innovation and technology," shared Mr. Sajid Huseni, Assistant Director, Trade Exhibition, IMPACT Exhibition Management Co., Ltd.

The digital economy is expected to play a critical role in every industrial sector in Thailand and is estimated to contribute 25% to Thailand's GDP by 2027. In addition, as a trading nation, expansion of free trade is one of Thailand's 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 will help to build a knowledge-based economy in Thailand and the surrounding ASEAN region," said Dr. Nuttapon Nimmanphatcharin, President/ CEO, Digital Economy Promotion Agency.

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