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The IT event for digital business in Thailand CEBIT ASEAN Thailand

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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 premier event. According to Dr Krittapaka 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 Nemsueghastharin, President/ CEO, Digital Economy Promotion Agency.

'As a key to establish a value-creating economy driven by innovation, promotion of digital economy is at the heart of the national development strategy called Thailand 4.0, which aims at ensuring innovative, inclusive and sustainable growth. CEBIT ASEAN and Thailand's presence at CEBIT 2018 demonstrate our readiness to work with our international partners in learning from each other, in developing common business interests not only for their respective regional market but also for the global market, as well as in ensuring that technological advancements work for all, and no one is left behind in this digital age,' said Dr. Dhiravaj Bhumichitr, Ambassador of Thailand to the Federal Republic of Germany.

Strong support from Thai Government agencies and regional institutions

CEBIT ASEAN Thailand has garnered strong support from various Thai government agencies including the Ministry of Digital Economy and Society, Ministry of Science and Technology, Digital Economy Promotion Agency (depa), National Innovation Agency (NIA) and Thailand Conversion and Exhibition Bureau (TCEB). Regional and international supporters include the Cloud Computing Association, Korea IT Cooperation Center, ICTech, Thai-German Institute, and the Teaching Importers & Exporters Chamber of Commerce, amongst others.

'As a government agency responsible for the support of meetings, conventions and exhibitions, TCEB aims to reaffirm Thailand's position as ASEAN's top exhibition platform. Choosing Thailand as a destination is a business-wise decision as TCEB supported exhibitions have registered over 100k growth of ASEAN trade visitors. Thus, we are confident with our support, CEBIT ASEAN Thailand will gain a strong foothold in ASEAN markets. Besides, this is the most opportune time for CEBIT to maximize unutilized business opportunities in Thailand. As the core of Thailand 4.0 policy, the country is targeting investment in digital enterprises for Thailand Digital Park as part of a great stride towards digital economy and society. TCEB is embracing Thailand 4.0 as a framework and is ready to make CEBIT ASEAN Thailand a vibrant journey to business success,' said Mrs. Nichapa Yoesuee, Senior Vice President, Thailand Convention and Exhibition Bureau.

For more information, please visit www.cebitasean.com

About the organizers


IMPACT Exhibition Management Co., Ltd.

IMPACT Exhibition Management Co., Ltd. (IMPACT) is the leading exhibition organizer in Thailand offering a full range of services for domestic and international exhibitions, conferences, meetings and special events. IMPACT has earned a well-deserved reputation as a highly professional and reliable show manager/organizer amongst the public and private sectors. Through face-to-face and digital channels, and working hand-in-hand with international trade associations, organizers and corporations across a broad spectrum of industries, IMPACT creates event environments to help you build a network of professional contacts in the course of one event.

www.impact.co.th

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 annual 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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