

### **ACCESS VIETNAM'S ENTERPRISE IOT MARKET**

REX HOTEL, HO CHI MINH CITY

12-13 NOVEMBER 2018

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## / FOREWORD /

Asia IoT Business Platform (AIBP) is Southeast Asia's industry platform for solution providers targeting enterprise adoption of Internet of Things (IoT) and digital technologies. With over 7000 attendees participating in Indonesia, Malaysia, the Philippines, Thailand, Myanmar, Taiwan and Vietnam editions up to 2017, the event will return for the third year in a row to Ho Chi Minh this November.

Vietnam's economic growth has been among the highest in Asia in recent years, with 2018's estimate to be at 6.7%. As the third most populous country in Southeast Asia, Vietnam's ICT market has seen tremendous growth over the years and is considered one of the developing countries with the highest rates of ICT adoption and lowest cost of ICT use. IoT has been identified as the key factor for Vietnam to transform its economy, with the Prime Minister declaring support for the Digital Revolution and Industry 4.0 during his visit in Singapore for ASEAN Summit 2018. The young, tech-savvy population is one of the strongest pools of IT talents in the region.

While IoT has grown tremendously over the past few years - being heralded as the "fourth industrial revolution" that can change the way businesses and organizations operate, IoT adoption remains conservative. Concerns over cost effectiveness, interoperability and security loom over the decision-making process, creating the needs for businesses to seek thought leadership, use cases, and consultative strategic planning to better understand how to adopt IoT successfully. With this in mind, this year's edition of AIBP in Vietnam will focus on discussions between IoT solution providers, enterprises and government bodies to address key challenges in implementing IoT. Potential win-win solutions for both the government and enterprises will also be discussed; enterprises providing practical suggestions to assist the government in adopting IoT technologies, while local authorities help and support enterprises gain business opportunities.

This is a dynamic industry platform that you should not miss if you want to understand more about enterprise digital transformation and IoT in Vietnam; understanding business needs and challenges in adopting IoT, and establish important connections that will benefit you and your organization.

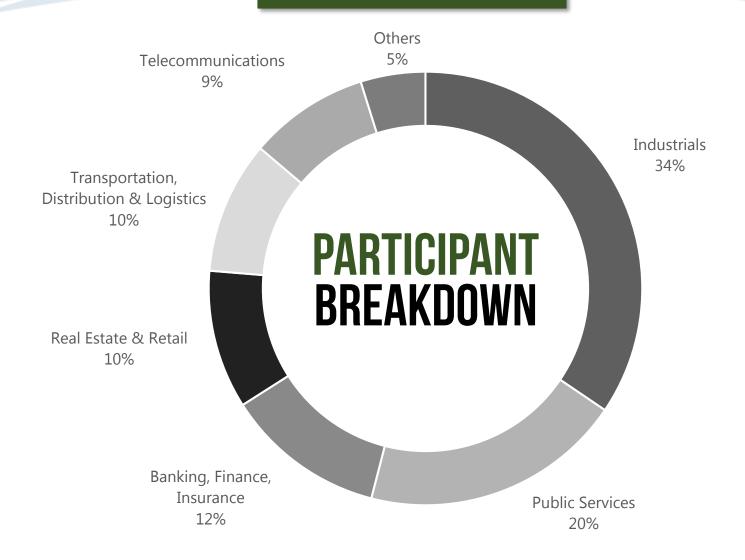
We look forward to welcoming you in Ho Chi Minh City this November!

Regards, Asia IoT Business Platform





### / OVERVIEW /



# **25 EDITIONS HELD IN SOUTHEAST ASIA**



7000+ PARTICIPANTS



2500+ COMPANIES



SPONSORS & EXHIBITORS



75% ENTERPRISE ATTENDEES 50% DIRECTOR, VP, HOD



OVER 1 MILLION USD MEDIA VALUE

0900	Chairperson Welcome Address
0905	Opening Address: Digital transformation – challenges and opportunities from a government's perspective Tran Vinh Tuyen, Vice Chariman, Ho Chi Minh People's Committee (Invited)
0920	Visionary Keynote: Building Vietnam To Be A Competitive Digital Economy In The Region  Nguyen Thuy Anh, Head of Digital Economy Innovation, Vietnam e-Commerce and Digital Economy Agency, Ministry of Industry and Trade
0940	Panel: Spearheading The Digital Wave: The Current State of Development and Opportunities  Vietnam has been steadily transforming itself into a more modern and sustainable country, with steady flow of foreign direct investments into the country. The next step is to create digitized economy in the era of Industry 4.0. With the push for digital development in various cities, the central government seeks to spread this wave across the country to develop it further. This keynote panel will have government officials and key Vietnamese Telcos bring more insights about the development plans and opportunities for enterprises in the development of a digitized connected Vietnam.
	Panelists: Dr. Nguyen Quang Thanh, Director, <b>Department of Information &amp; Communications, Da Nang</b> Vu Hoang Lien, Chairman, <b>Vietnam Internet Association</b> Tran Quoc Thai, Deputy Director, <b>Urban Development Agency, Ministry of Construction</b> Pham Duc Long, General Director, <b>VNPT</b> Le Dang Dung, CEO, <b>Viettel</b>
1030	Morning coffee break
SESSIO	N 2: SMART CITY I: WHERE WE STAND, AND WHAT WE CAN DO TO TRANSFORM INTO "SMART VIETNAM"
1110	From smart homes to smart cities: What can be re-applied and what need to be changed during this transition
1130	Panel: The Vision Of A Smarter Vietnam  Being among the most developed in Vietnam, the local governments have pushed for the smart city transformation of Vietnam. A long term plan has be drawn, with the first phase of development spanning till 2020. In this panel discussion, government representatives and local enterprises will discuss current challenges, solutions and future initiatives being put in motion to create a smarter Vietnam with IoT and ICT technologies.
	Panelists: Duc Anh Duong, Director, <b>Department of Information and Communications, Ho Chi Minh City</b> (Invited) Dr. Luan Quoc Hung, Director, Technical Department, <b>Ho Chi Minh City Power Corporation (EVNHCMC)</b> Le Hoang Chau, Chairman, <b>Ho Chi Minh City Real Estate Association (HoREA)</b>
	Nguyen Manh Hung, Deputy Director, <b>Mobifone Corporation</b>

#### SESSION 3: SMART CITY II: INTERNATIONAL PERSPECTIVES AND BEST PRACTICES

In Session 2: Smart City I, we looked at Vietnam's current smart city standing and how local government, enterprises and solution providers seize the opportunities to participate in smart city developments in Vietnam. This current session offers an opportunity to learn from international stakeholders, sharing perspectives and best practices from their countries for Vietnam to adapt and apply these valuable lessons.

1330	The Journey Toward A Smart Nation Goal: Expectation, Challenges And Solutions Through Different Stages Christian Quillamor, Officer-In-Charge, Investment Promotions and Marketing, Bases Conversion & Development Authority (BCDA) Philippines
1350	Guide To A Safe, Secure, And Reliable IoT Critical Infrastructure System  Patrick Conway, Business Development Director, Critical Application Connectivity Products, Virtual Access – N'osairis
1410	Smart Taipei – A City of Innovation, Solution and Co-creation  Damien Chin, Research Fellow, Project Management Office, Taipei Smart City
1430	Precision Irrigation For Efficient And Sustainable Agriculture – Lessons Learnt From Organik Farm
1450	Afternoon coffee break

#### **SESSION 4: INDUSTRIAL IOT**

According to World Economic Forum and Vietnam Chamber of Commerce and Industry, Vietnam may not be ready for the next Industrial Revolution. Currently, the country does not rank high in education, human resources, innovation and technology, which are all crucial factors for Industry 4.0. Enterprises need to equip with new technologies and skilled workforce as cheap labour is no longer sustainable. In this session, international and local industry stakeholders will share their experience including challenges, solutions and future plans in the Industrial space.

1530	"Making Indonesia 4.0": Indonesia's Roadmap to Revolutionize Manufacturing and Industry Ngakan Timur Antara, Head of Industrial Research and Development Agency, Ministry of Industry Indonesia (Invited)
1550	Industry 4.0 with Truong Hai Auto: Utilizing Automation And Sensors In Car Manufacturing - Key Takeaways From The Most Advanced Mazda Plant In Southeast Asia Pham Van Tai, Chief Executive Officer, Truong Hai Auto
1610	Increasing Efficiency And Reducing Crop Loss From External Conditions – Best Practices From Monsanto Peri Subrahmanya, Product Manager, IoT, Monsanto
1630	Manufacturing Intelligence Connecting All Stages of Production Processes to Reduce Cost and Improve Product Quality
1650	Lucky Draw
1655	End of Day 1

#### **SESSION 5: TRANSPORT & LOGISTICS**

Movement of people and goods across the country has become an important topic since major cities in Vietnam (Ha Noi, Ho Chi Minh, Da Nang) are currently overloaded with vehicles. In just Q3 2017 alone, more than 800,000 new motorbikes were registered. The current transport infrastructure can no longer cope with this and thus resulting in frequent congestions and safety issues. Key stakeholders from both public and private sectors will present their initiatives to cope with the current situation and potentially alleviate the problem.

0900	Keynote Smart Urban Mobility Innovations in Spain Isidre Gavin, Secretary of Territory and Mobility of Town and Country Planning and Sustainability, Catalan Government
0920	Cuu Long CIPM: Using Intelligent Transport System to Monitor Traffic  Tran Van Thi, Chief Executive Officer, Cuu Long CIPM
0940	Technology and Innovation for Last Mile Logistics
1000	Increasing efficiency in logistics with sensors to track and monitor shipments
1020	Morning coffee break

#### **SESSION 6: PUBLIC SERVICES**

Vietnam is emerging as one of the economies with the highest GDP growth rate in Asia. As a result, people can afford more services and the government sees the need to develop its public services with advanced technologies, to cope with the growing demand and improve the standards of living of its citizens. In this session, stakeholders will share the initiatives implemented.

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1105	Digital Frontier of Healthcare: Malaysia's Experience Dr. Fazilah Shaik Allaudin, Senior Deputy Director (Health Plans, Facility & eHealth Planning), Planning Division, Ministry of Health Malaysia	
1125	Using Anonymized Data From Tourists to Further Improve Services and Create Sustainable Tourism, a Case Study From Phuket  Pracha Asawateera, Director, Southern Branch, Digital Economy Promotion Agency (Thailand)	
1145	Knowledge Sharing: Driving Digital Transformation to Build Long-Term Capabilities for the Public Sector Thawipong Anotaisinthawee, Country Manager, <b>Nutanix</b>	
1205	Mitigating Environmental Challenges of a Growing City With IoT	
1225	Networking lunch	

#### **SESSION 7: FINANCE & RETAIL**

E-Commerce and Digital Banking growth rate in Vietnam has been among the highest in Asia in recent years. It is partly due to the high percentage of smartphone penetration (84% in key cities, 71% of 93% of the population using phone in secondary cities, and 68% of 89% of the population using phone in rural areas, according to Nielsen Vietnam). This trend will disrupt the current traditional and primarily cash-based society, and those who fail to innovate will lag behind in the competition. Representatives from financial institution, physical retail and e-commerce players will share insights on how to stay relevant and competitive.

1330	Technologies For E-Commerce Business Optimization: What Really Happens After Purchase?
1350	All Round Digital Banking Initiatives To Become A Lifestyle Bank Apirut Art Vanchaam, Principal Visionary Architect, Kasikorn Bank
1410	The transition from a cash-based to cashless society with readily available top-up points and incentives in mobile cashless payments
1430	MyVIB: Digital Banking In The Fourth Industrial Revolution Le Anh Quang, Director, IT Strategy & Technology, Vietnam International Bank (VIB)
1450	Afternoon coffee break

#### **SESSION 8: NEXT-GEN TECHNOLOGIES**

To stay competitive, it is good to equip oneself with the latest technologies, but it is critical to look further ahead into the future. Learn more about new technologies in development that can become the game-changer for your organization in a few years.

1530	How to Build Your AI-Powered Chatbot And Avoid The Common Mistakes Peiru Teo, CEO, KeyReply
1550	Artificial Intelligence in behavioural learning and analysis to aid everyday life
1610	Analyzing risks and customer behaviours through Data Warehouse in banking
1630	Lucky Draw
1635	End of Asia IoT Business Platform 2018

## / OPPORTUNITIES /



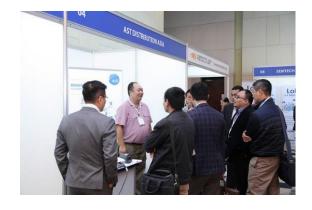
Conduct one-on-one meetings with selected attendees to explore partnerships and create opportunities



Speak or invite your clients to share existing case studies on the main stage



Share your insights with media and get exclusive interview coverage



Showcase your latest products and solutions to targeted audience in the closed door exhibition

# WHAT DO YOU HOPE TO **ACHIEVE?**



Demonstrate your technology or track record to attendees during coffee breaks



Network, exchange views and Moderate or participate in forge new collaborations with panel discussions with other networking session for your decision makers from vendors and enterprises



thought leaders



Host a private workshop or prospects or clients

For speaking and sponsorship opportunities, please contact:

Zaf Coelho **Project Director** +65 6733 1107 info@industry-platform.com

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#### **TELECOMMUNICATIONS**



"I am proud to witness the success of Asia IoT Business Platform 2016 – it's a concrete manifestation of the effort to strengthen the interaction between innovative players in the Indonesian ICT field."

- Mariam F. Barata, Directorate General for ICT Applications, Ministry of Communication and Information (Indonesia)

"We're still at the first step of IoT implementation, which is the discovery phase. This conference is a great place to be at because there is a lot of shared learning and discussion about what IoT is not just in The Philippines but across the region." – Calum Chisholm, Country Manager, Intel Microelectronics Philippines

"I'd like to applaud the effort by Asia IoT Business Platform. At this early stage of trying to create awareness, it is important to have a platform that allows different players to come together, exchange views, and discuss potential to develop new solutions, address the needs of the massive market. Opportunities in IoT is endless, and this platform is helpful to foster this kind of collaboration." – Dato' Ng Wan Peng, COO, Malaysia Digital Economy Corporation









### LOOKING FORWARD TO SEEING YOU AT OUR 2018 & 2019 IOT **SERIES:**



### BRINGING INTERNET OF THINGS TO LOCAL ENTERPRISES IN SOUTHEAST ASIA

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