IoT BUSINESS PLATFORM ASIA

UNDERSTANDING IOT NEEDS OF BUSINESSES IN MALAYSIA
KUALA LUMPUR, MALAYSIA
27-28 JULY 2017

/ FOREWORD /

With a focus on local telecommunication companies and enterprises in key verticals, Asia IoT Business Platform offers Southeast Asia's most comprehensive programme for solution providers targeting enterprise adoption of Internet of Things (IoT) and Machine-to-Machine (M2M) technologies. With over 1800 attendees participating in the Jakarta, Kuala Lumpur, Manila, Bangkok and Hanoi editions in 2016, the event will return for the fourth year in a row to KL.

In 2015, Malaysia launched its National IoT Strategic Roadmap, with the expectation that the implementation of IoT would contribute US$2.5b to the country's gross national income by 2020 and US$11.2b by 2025. The National IoT Strategic Roadmap will serve as a guiding document aimed at moving Malaysia into becoming a premier regional IoT hub.

While IoT has grown tremendously over the past few years - being heralded as the "fourth industrial revolution" that can change the way businesses and organisations 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 have a better understanding of how to adopt IoT successfully.

At the forefront of the economy's digital transformation is the country's Small and Medium Enterprises (SMEs), which make up 97% of business establishments, 65% of the country's employment, 36% of GDP and 18% of exports. A key element of Malaysia's Masterplan for SMEs is the focus on innovation and technology adaptation. The National IoT Strategic Roadmap also identified Transformation of SMEs as a short-term strategy.

This is a dynamic industry platform that should not be missed if you want to understand more about enterprise digital transformation and IoT in Malaysia, understand businesses' needs and challenges in adopting IoT, and establish important connections that will benefit you and your organisation in many ways.

We look forward to welcoming you in Kuala Lumpur!

Regards,
Asia IoT Business Platform

/ ASEAN IOT IN A GLANCE /

THAILAND
2020 IoT Spending: USD 973.7m
IT Market CAGR '14-'20: 60.1%
National Digital Economy Master Plan

VIETNAM
Govt ICT investment 2020: USD 111.6m
IT Market CAGR '15-'19: 11.7%
ASEAN's 3rd largest startup ecosystem

MYANMAR
No. of enterprises increases 3x from 11-16
IT market exceeding USD 300m
IT hubs in Yangon & Mandalay

MALAYSIA
2020 IoT Spending: USD 916.1m
IT Market CAGR '14-'20: 55.2%
National IoT Strategic Roadmap

THE PHILIPPINES
2020 IoT Spending: USD 766.8m
IT Market CAGR '14-'20: 55%
New National Broadband Plan

SINGAPORE
2020 IoT Spending: USD 1.3b
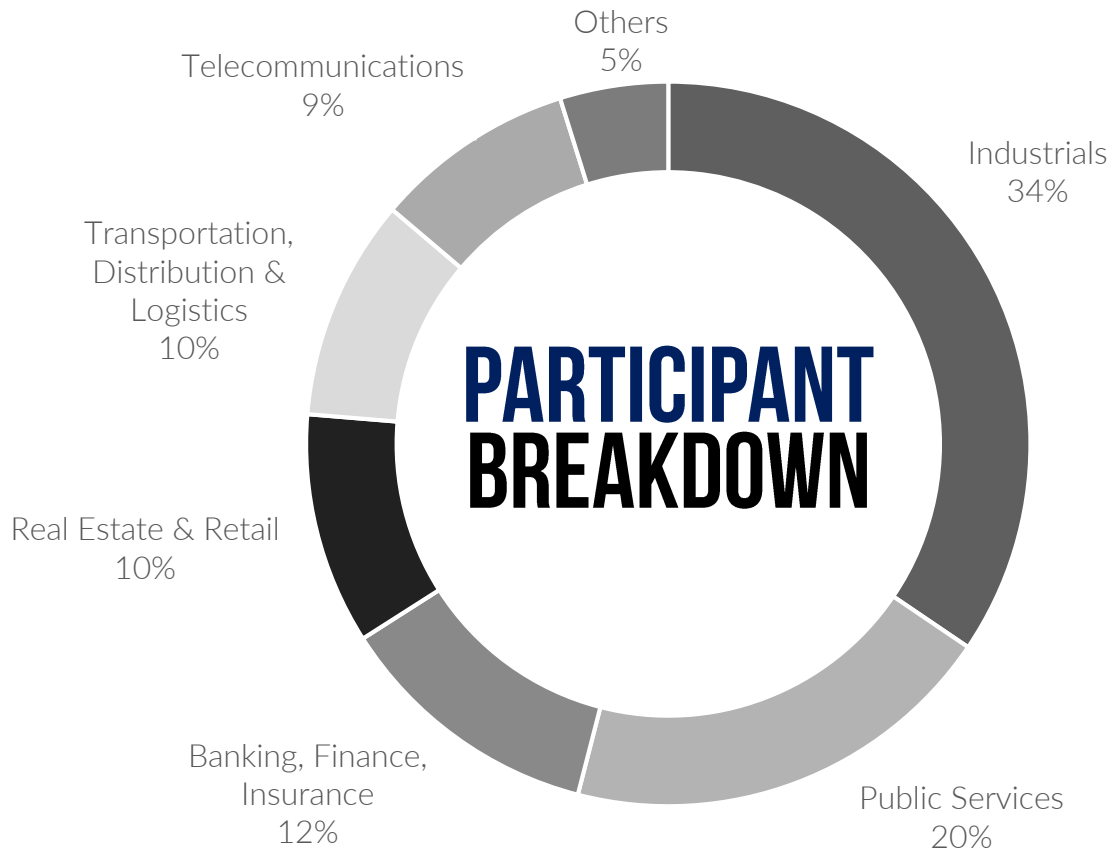*IT Market CAGR '14-'20: 38.4%*
Smart Nation Initiative

INDONESIA
2020 IoT Spending: USD 1.35b
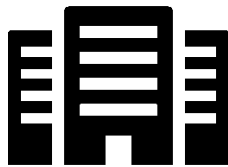*IT Market CAGR '14-'20: 65.8%*
E-Commerce Roadmap & digital economy

PARTICIPANT BREAKDOWN

- Others 5%
- Telecommunications 9%
- Industrials 34%
- Transportation, Distribution & Logistics 10%
- Real Estate & Retail 10%
- Banking, Finance, Insurance 12%
- Public Services 20%

14 EDITIONS HELD IN SOUTHEAST ASIA

4000+ PARTICIPANTS

1500+ COMPANIES

100+ SPONSORS & EXHIBITORS

75% ENTERPRISE ATTENDEES 50% DIRECTOR, VP, HOD

OVER 1 MILLION USD MEDIA VALUE

/ AGENDA /

SESSION 1: KEYNOTE	
0900	Chairperson Welcome Address
0910	Industry Keynote Address
0920	Telco Keynote Address
0930	IoT Leaders' Keynote Panel
1015	*Morning coffee break*

SESSION 2: INDUSTRY TRENDS & OUTLOOK	
1100	Internet of Insecure Things: rising concern about security and how businesses can prepare to navigate the risks of IoT
1115	The importance of deciding on the right IoT solutions for businesses, and how they can go about doing so to save cost and maximise benefits
1130	Industry Panel: keeping up with the Internet of Things *Is IoT moving too fast? Are you confused about the plethora of new technologies that are promised to make your life/work/business "smarter"? This panel will feature an open and in-depth discussion with insights from IoT experts around the world about how sustainable IoT is, and how to develop a sustainable IoT strategy, from the perspectives of solution and service providers.*
1215	*Networking lunch*

SESSION 3: INDUSTRIAL IOT	
1300	Harnessing data in a unified system to support operations globally and drive greater workplace efficiency • Alex Winkler, Head of Technical Services, TRoX GmbH (invited)
1315	Strengthen the Malaysian automotive industry with IoT: how automation will push production capacities and reduce error rates
1330	Industrial IoT Panel: the hurdles of digitising Manufacturing *Manufacturing is expected to be one of the verticals with the biggest potential for digitisation and IoT. Nevertheless, it is not as simple as putting sensors, computers and network connectivity into the existing system. Understand the concerns faced by manufacturers when adopting IoT, and how they can be overcome to harness the most out of IIoT technologies.*
1415	*Afternoon coffee break*

SESSION 4: TRANSPORT & LOGISTICS	
1500	The experience of deploying IoT at a smaller scale: benefits and lessons • Tan Lay Yan, IT Manager, Nippon Paint (invited)
1515	Achieving more logistical transparency with Smart Logistics solutions
1530	Smart Transport & Logistics Panel *A multi-perspective and in-depth discussion featuring solution providers and end users of Smart DTLF solutions – hear what they have to say about using IoT to modernise and increase fleet management efficiency, the benefits and difficulties that businesses experience with IoT, and how solution providers can customise more suitable options for their clients.*
1615	*Lucky Draw*
1630	*End of Day 1*

/ AGENDA /

SESSION 5: PUBLIC SERVICES

0900	Combating climate change in the National Park of Peru with sensors • John Florez, Park Director, Manú National Park
0915	Safe & smart city: using IoT to improve urban safety
0930	IoT in Public Services Panel *Improving public services is the key to improving quality of life. IoT carries great potential in making public services more efficient and accessible, while reducing the cost and bureaucratic processes that still exist in many places. What are some of the concerns in applying IoT in Public Services? How can they be mitigated?*
1015	*Morning coffee break*

SESSION 6: SMART CITY

1100	Beneath the Smart City: underground infrastructure mapping in Chicago helps increase city management efficiency • Brenna Berman, CIO, City of Chicago (invited)
1115	Addressing the challenges that face cities in smart city projects: cost, security, practicality
1130	Smart Cities Panel: Beyond the Buzz *Arguably the hottest tech topic in recent years, Smart Cities has received both applause and criticism from different stakeholders. While being seen as the future of metropolitan areas, how can Smart Cities be planned and executed to achieve its main goal of improving citizens' quality of life? Join the discussion with smart city councils, vendors and businesses who play different but important roles in this development.*
1215	*Networking lunch*

SESSION 7: BANKING, FINANCE & RETAIL

1330	Driving triple-digit return on marketing investment and building customer loyalty • Donald MacDonald SVP, Head of Group Customer Analytics & Decisioning CRM, OCBC Bank (invited)
1345	Maximising customer experience with IoT for the Retail sector
1400	Banking, Finance & Retail Panel: How Will IoT Change Banking, Finance & Retail? *Banking, Finance & Retail are entering a new phase of development assisted by next-generation technologies, that could both increase convenience for the users and expose them to dangerous risks. This conversation addresses businesses' concerns over digital transformation and what solutions can do better to provide more reliability and peace of mind to both the businesses and their clients.*
1445	*Afternoon coffee break*

SESSION 8: NEXT-GENERATION TECHNOLOGIES

1530	5G as the next step of connectivity standards: what, why and when?
1545	Making Smart Agriculture affordable by addressing the most basic concerns of farming
1600	High-Tech tourism: how IoT can enhance guest experience in hotels
1615	*Lucky Draw*
1630	*End of Asia IoT Business Platform Kuala Lumpur 2017*

/ 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 forge new collaborations with decision makers from vendors and enterprises

Moderate or participate in panel discussions with other thought leaders

Host a private workshop or networking session for your prospects or clients

For speaking and sponsorship opportunities, please contact:
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TELCOMMUNICATIONS

PUBLIC SERVICES

CORPORATE

"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 @ AIBP Indonesia 2016

"The entire program was really well segmented which covered almost all the industries. Even for healthcare – nobody really talks it, but Asia IoT Business Platform has given the opportunity for other industries to actually learn about IoT in healthcare." – Dr Mahesh Appannan, CEO, Vital Synapse @ IoT Manila 2016

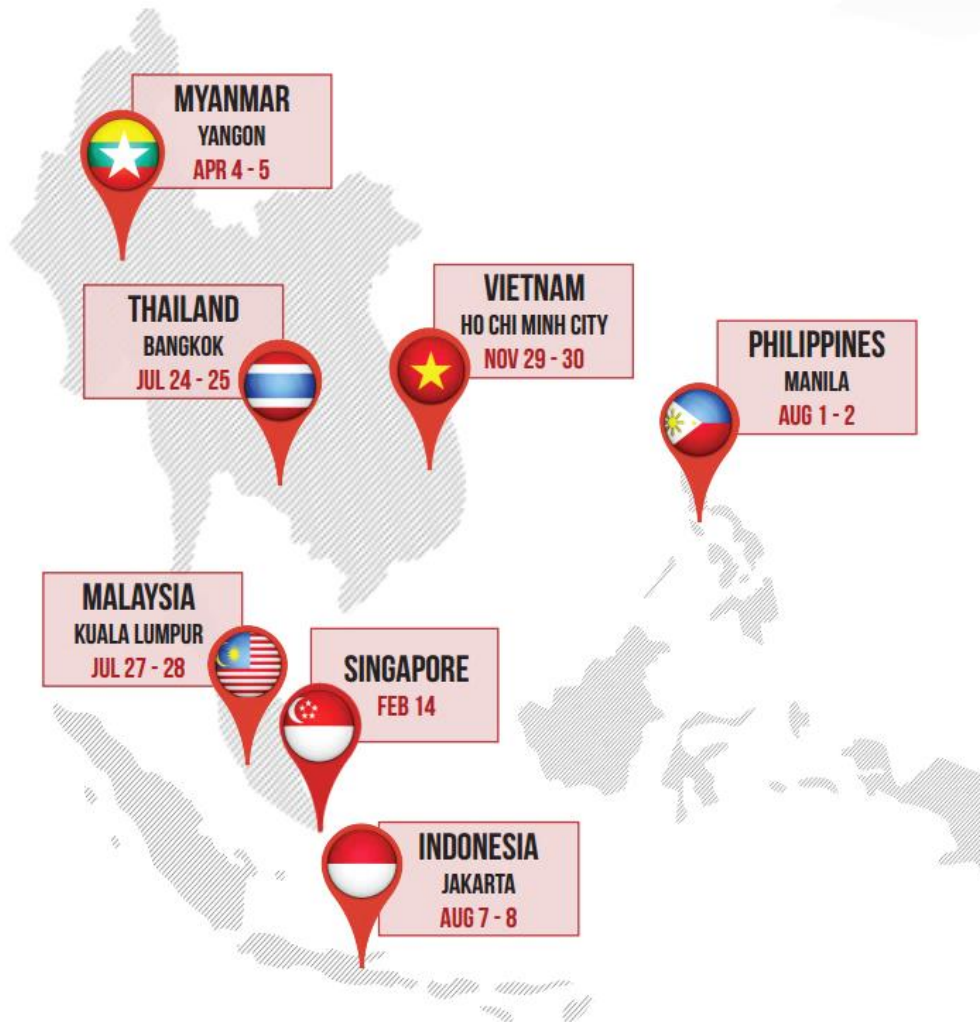"This is our first time participating in Asia IoT Business Platform, it is very useful, with very targeted audience. We are actually able to share our technology and experiences with the participants. – Matthew Chua, Sales Director, Quantum Inventions @ IoT Kuala Lumpur 2016