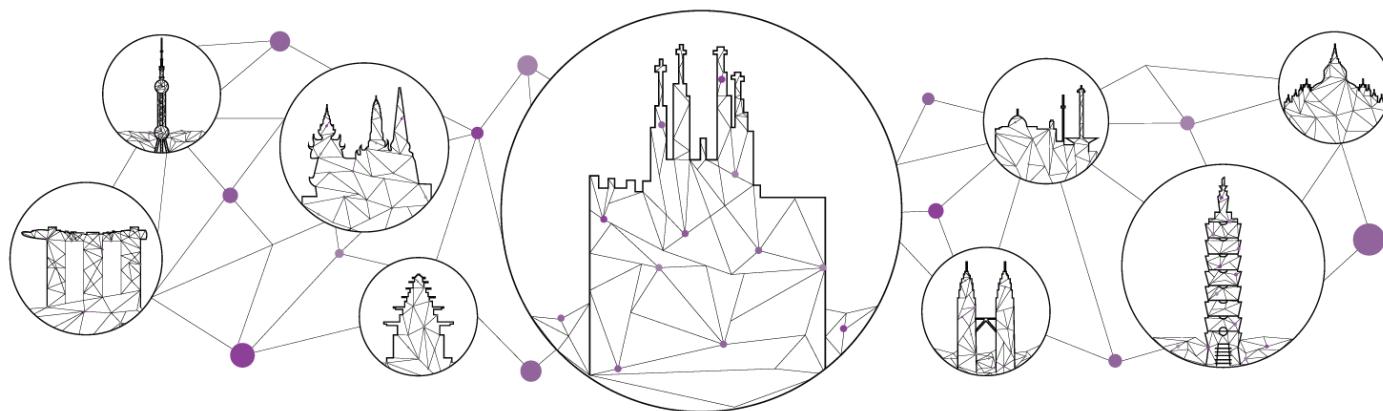


**ASIA**  
**IOT BUSINESS**  
**PLATFORM**



**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.**

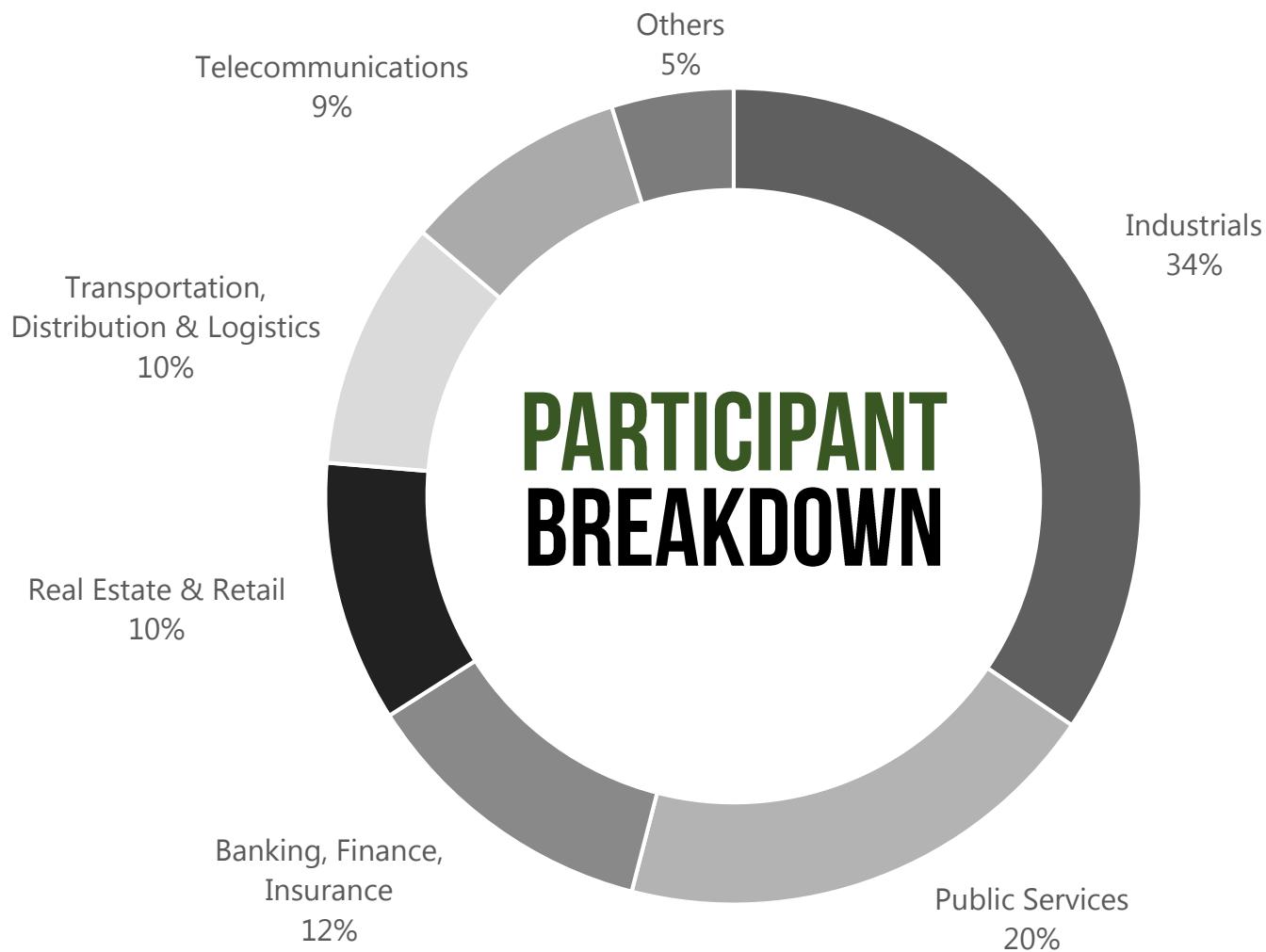
This is a dynamic industry platform that you should not miss if you want to understand more about enterprise digital transformation and IoT in Vietnam; understanding business needs and challenges in adopting IoT, and establish important connections that will benefit you and your organization.

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**



# / AGENDA /

## SESSION 1: KEYNOTE

0900	<b>Chairperson Welcome Address</b>
0915	<b>Opening Address: Digital transformation – challenges and opportunities from a government’s perspective</b> <i>Tran Vinh Tuyen, Vice Chairman, Ho Chi Minh People’s Committee (Invited)</i>
0930	<b>Panel: Spearheading The Digital Wave: The Current State of Development and Opportunities</b> <i>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.</i>  <i>Panelists:</i> <i>Dr. Nguyen Quang Thanh, Director, Department of Information &amp; Communications, Da Nang</i> <i>Vu The Binh, General Secretary, Vietnam Internet Association</i> <i>Tran Quoc Thai, Deputy Director, Urban Development Agency</i> <i>Pham Duc Long, General Director, VNPT</i> <i>Le Dang Dung, CEO, Viettel</i>
1020	Morning coffee break
<b>SESSION 2: SMART CITY I: WHERE WE STAND, AND WHAT WE CAN DO TO TRANSFORM INTO “SMART VIETNAM”</b>	
1100	<b>Building The Foundation Not Only For "Smart Vietnam", But Also A Competitive Digital Economy In The Region</b> <i>Lai Viet Anh, Deputy Head, Vietnam eCommerce &amp; Digital Economy Agency (iDEA), Ministry of Industry and Trade (Invited)</i>
1120	<b>From smart homes to smart cities: What can be re-applied and what need to be changed during this transition</b>
1140	<b>Panel: The Vision Of A Smarter Vietnam</b> <i>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.</i>  <i>Panelists:</i> <i>Duc Anh Duong, Director, Department of Information and Communications, Ho Chi Minh City (Invited)</i> <i>Dr. Luan Quoc Hung, Director, Technical Department, Ho Chi Minh City Power Corporation (EVNHCMC)</i> <i>Le Hoang Chau, Chairman, Ho Chi Minh City Real Estate Association (HoREA)</i> <i>Nguyen Manh Hung, Deputy Director, Mobifone Corporation</i>
1225	Networking lunch

This is a draft agenda.



# / AGENDA /

## 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**  
*Perry Dominguez, CIT Business Partner, Corporate Information & Technology, **Meralco***

**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**    **Challenges in Undergoing Digital Transformation in Manufacturing at Small, Medium Enterprises in Vietnam: It Is Not Just About The Cost Factor**

**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**    **Digital Transformation From Lowering Costs To Creating New Business Models For Manufacturers**

**1650**    *Lucky Draw*

**1655**    *End of Day 1*

This is a draft agenda.



# / AGENDA /

## 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**     **Easing overcrowded traffic with the online ride-sharing model – Lessons from Indonesia**

**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.

**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**  
*Dr. Sumavasee Sarasuk, Vice President, Digital Innovation Promotion, **Digital Economy Promotion Agency (Thailand)***

**1145**     **Knowledge Sharing: Driving Digital Transformation to Build Long-Term Capabilities for the Public Sector**  
*Thawipong Anotaisinthawee, Country Manager, **Nutanix***

**1205**     **Mitigating Environmental Challenges of a Growing City With IoT**

**1225**     *Networking lunch*

This is a draft agenda.



# / AGENDA /

## SESSION 7: E-COMMERCE & 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?**  
*Arun Mambully, Vice President, Domestic Delivery for Asia Pacific, **DHL E-Commerce** (Invited)*

**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*

This is a draft agenda.



# / OPPORTUNITIES /



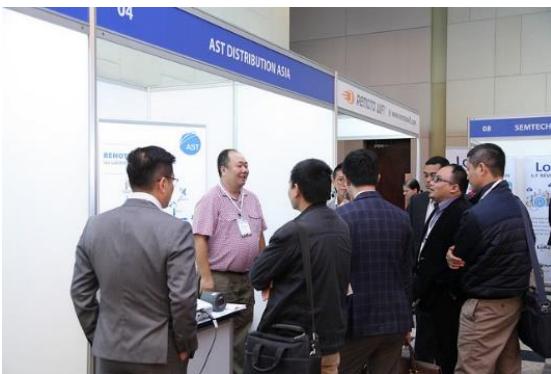
*Conduct one-on-one meetings with selected attendees to explore partnerships and create opportunities*



*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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Project Director

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## TELECOMMUNICATIONS



## 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 (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





**ASIA**  
**IOT BUSINESS**  
**PLATFORM**

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



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

**CONNECT WITH US:**

