

CEBIT[®]

ASEAN Thailand

**ASEAN's Business Platform
for Innovation & Digitization**

27-29 November 2019

**Hall 11-12, IMPACT Exhibition Center,
Bangkok Thailand**



CEBIT ASEAN Thailand 2019

ASEAN's business platform
for innovation & digitization.

Hosted by the Ministry of Digital Economy & Society and the Minister of Science and Technology.

CEBIT ASEAN Thailand will attract technology professionals in Southeast Asia, from diverse industries representing the whole breadth of the technology sector.

800+
Business
matching

250+
Global
exhibitors

120+
Hosted
VIP buyers

6,000+
Trade
visitors

Our goals are finding local and international business partners, particularly in the Asia-Pacific region, and integrating business software solutions. We have good feedback, got more partners, increased our brand awareness and also launched a new solution to end users. CEBIT ASEAN Thailand 2018 is different than other shows because it brings international business partners together in one show, which makes it easier for us to find more partners and expand our business internationally.

Mr. Rujirapong Ritwong, Managing Director
Softnix Technology Co., Ltd., Thailand

We are a software house which focuses on Enterprise Content Management (ECM) and Robotic Process Automation (RPA). I have known about CEBIT for a long time as a very good and big show and I think to exhibit there. It is great to have CEBIT in Thailand so I didn't hesitate to be one of the exhibitors in this show. Feedback is good and we got more customers than our expectation. It is a great event and I will come back to exhibit again.

Mr. Chusak Hanucharoenkul, Co-founder
Ginkgo Soft Co., Ltd., Thailand

CEBIT ASEAN Thailand 2018 is a good event to interact and do business. We are looking for small and medium-sized businesses. The show has been good so far and I think it is well organized. We are happy with the way we look right now and will come back again next year.

Mr. Gibu Mathew
Zoho Corporation, India



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WHO SHOULD EXHIBIT?

If your organization is in the digitization and/or technology business, you should reserve your booth now!



Business Solutions



Cyber Security



Data & Cloud



Smart Solution
& IOT



Startups



Participation by Established & New Players 2018



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WHAT TO EXPECT

EXHIBITION

Raise your profile, showcase your latest solutions and meet the right decision makers with purchasing power. Your opportunity to meet CIOs and CTOs, entrepreneurs and tech enthusiasts, representing governments and corporates.

START UP

is the meeting place for Thai and international start-up community - linking business-ready entrepreneurs, developers and start-ups with incubators, accelerators, investors and mentors.

CONFERENCE - Knowledge matters!

You're an expert with lessons to share. By becoming an event speaker, this is an opportunity for exhibitors, sponsors or tech gurus to increase visibility in CEBIT to qualified technology industry attendees. Conferences in CEBIT ASEAN Thailand 2019 include:

- **CIO Forum:** IT Leadership – Management trends and changing roles
- **CEBIT Smart Solution:** The future of the workplace – using the Internet of Thing in office
- **CEBIT Cyber Security:** Building robust Cyber Security infrastructure

CEBIT ASEAN 1:1 Meeting

The best way to connect with CEBIT ASEAN's network of IT and digital professionals. Top buyers from Southeast Asia will be hosted to engage in business 1:1 Meeting with you, to explore the potential collaboration opportunities.



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CIO Forum: IT leadership – management trends and changing roles

The role of the CIO is changing – fast. Where once they were primarily concerned with building and delivering technology, CIOs today are likely to focus more on influencing the purchase of a range of technologies, and nurturing talent and innovation across the business. Our experts share their thoughts on trends and analysis on IT management as the function's role moves from supporting a business to enabling it.

Target attendees: C-level professionals from Thailand and Worldwide

CEBIT ASEAN Smart Solution Technology and IoT : The Future of the Workplace by applying the Internet of Things

More and more organizations are moving their legacy IT infrastructure to a new digital workspace. Explore how you can build next-generation workplaces to enable greater business performance and productivity. Leverage new age technologies such as IoT and cloud to enhance connectivity, communication and collaboration in the workplace. This is where people, place and technology come together to start building the human-centric office of the future.

Target attendees: Workplace Strategists, HR Professionals, IT managers and business leaders.

CEBIT ASEAN Cyber Security : Building a robust Cyber Security infrastructure

If you are an IT professional looking to implement new technologies into your business, come hear from leading experts discussing the most pertinent issues affecting the security and safety of the digital space. This is where you can start to prevent dangers from cyber security issue.

Target audiences: IT professionals, IT managers and business leaders.



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SPEAKERS WHO SHAPED THE 2018 AGENDA



Dr. Krithpaka Boonfueng,
Deputy Executive Director
(Innovation System)
National Innovation Agency
(Public Organization)



Mr. Suwanchai Lohawatanakul
Director General,
The Office of SMEs Promotion
(OSMEP)



Ms. Arawadee Photisaro
Senior Executive Vice President
Corporate Strategy,
PTT Public Company Limited



Mr. Ratchawut Phitchayaphan
CEO, **Fixzy Co., Ltd**
(House Fix App Service)



Mr. Nithi Satchatippavarn
CEO, **MyCloud Fulfillment**
(One-Stop supply chain
management solution for
e-commerce)



Mr. Atthaphong Limsupanark
CEO, **Haxter (Smart Booking)**
(DeepTech startup - focus in food
biotechnology space)



Dr. John Leslie Millar
Chief Strategic Development
Officer,
Ananda Development



Mr. Chalermiyuth Boonma
Head of Accelerator Program,
dtac accelerate



Ms. Porlanee Jeamsaksiri
Principal, Corporate Venture
Capital, **Digital Ventures**



Mr. Pariwat Wongsamra
Acting Director, Innopreneurship Development
Department, Head of Startup Thailand,
National Innovation Agency (Public Organization)



Mr. Narongpon Boonsongpaisan
Head of **InVent**



Dr. Panachit Kittipanya-ngam
President, **Thailand Tech Startup**
Association (TTSA)



Dr. Pun-Arj Chairatana
Executive Director, **National Innovation**
Agency (Public Organization)



Mr. Pierre Legrand
Global Digital Workplace Technology
Consulting Leader, **PwC Singapore**



Mr. Ichiro Hara
Managing Director,
ABeam Consulting



Ms. Intira Laomeepol
Managing Director,
Accenture Technology



Mr. Marc-Alexis Rémond
Head of Sales, Meeting eXperience,
Asia Pacific,
Representative of **Logitech Thailand**



Mr. Tanawat Ruangteprat,
Expert in Technology and Innovation Management,
Rajamangala University of Technology Krungthep



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KEY ATTENDEES FROM 2018

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ASAHI-THAILAND ALLOY CO.,LTD
BANGCHAK CO.,LTD
BANGCHAK CORPORATION PUBLIC COMPANY LIMITED
BANGKOK AIRWAYS PUBLIC CO., LTD.
BANGKOK SYSTEM CO.,LTD.
BANK OF AYUDHYA PUBLIC COMPANY LIMITED
BETAGRO CO.,LTD.
BOON RAWD BREWERY CO., LTD.
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C.S.I. (THAILAND) CO.,LTD
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CASIO MARKETING (THAILAND) CO., LTD
CAT TELECOM PUBLIC COMPANY LIMITED
CHINA MOBILE INTERNATIONAL LIMITED THAILAND
CHINA TELECOM (THAILAND) CO.,LTD.
CISCO SYSTEM (THAILAND) CO.,LTD.
CISCO SYSTEMS G.K.
CK POWER CO.,LTD.
CP LAND PUBLIC COMPANY LIMITED
CPF (THAILAND) PUBLIC CO.,LTD.
CPRAM CO.,LTD
DEFENCE INDUSTRY AND ENERGY CENTRE
DELTA GREEN INDUSTRIAL (THAILAND) CO.,LTD.
DENSO INTERNATIONAL ASIA CO., LTD.
DEPARTMENT OF INFORMATION TECHNOLOGY AEROSPACE DEFENSE
DOUBLE A (1991) PUBLIC COMPANY LIMITED
DTAC
ELECTRICITY GENERATING AUTHORITY OF THAILAND
ERICSSON (THAILAND) LTD.
FUJI XEROX CO.,LTD
FUJITSU LEARNING MEDIA LTD.

GEO-INFORMATICS AND SPACE TECHNOLOGY DEVELOPMENT
AGENCY (PUBLIC ORGANIZATION)
HINO MOTORS MANUFACTURING (THAILAND) LTD.
HIP GLOBAL CO.,LTD.
HITACHI ASIA (THAILAND) CO.,LTD.
HITACHI CONSULTING THAILAND
HONDA AUTOMOBILE(THAILAND) CO.,LTD.
HONDA TRADING ASIA CO.,LTD.
HUAWEI TECHNOLOGIES (THAILAND) CO.,LTD.
IMPACT EXHIBITION MANAGEMENT CO.,LTD.
INTERNET THAILAND PUBLIC CO., LTD.
ITALIAN-THAI DEVELOPMENT PUBLIC CO.,LTD.
JAPAN BANK FOR INTERNATIONAL COOPERATION
JASPAL HOME CORPORATION
KASIKORNBANK PUBLIC COMPANY LIMITED
KONICA MINOLTA BUSINESS SOLUTIONS (THAILAND) CO.,LTD.
L&H HOTEL MANAGEMENT CO.,LTD.
LAND & HOUSES PUBLIC CO.,LTD
LEOTECH NOLOGY AND MARKETING CO.,LTD.
MCOT PUBLIC COMPANY LIMITED
MERCEDES-BENZ(THAILAND) LIMITED
MICROSOFT SINGAPORE
MINOR HOTEL GROUP LTD.
NTT COMMUNICATIONS (THAILAND) CO.,LTD
NTT COMWARE
OFFICE OF POLICY PLANNING MINISTRY OF DEFENCE
OFFICE OF THE PERMANENT SECRETARY FOR DEFENCE
OISHI GROUP CO.,LTD.
PCS SECURITY AND FACILITY SERVICES LIMITED (HEAD OFFICE)
PHILIP MORRIS (THAILAND) LTD.
PROPERTY MANAGEMENT OF CHULALONGKORN UNIVERSITY
PTT MAINTENANCE AND ENGINEERING COMPANY LIMITED
PTT PUBLIC COMPANY LIMITED
RITTAL-THE SYSTEM CO.,LTD.
SAFECOMS CO.,LTD.
SAMART TELCOMS PUBLIC CO.,LTD.

SANSIRI PUBLIC CO.,LTD
SAP THAILAND
SB-FURNITURE CO.,LTD.'
SC ASSET CORPORATION PUBLIC COMPANY LIMITED.,
SCG LOGISTICS MANAGEMENT COMPANY LIMITED
SCG PACKAGING PUBLIC COMPANY LIMITED
SENNHEISER ELECTRONIC ASIA PTE LTD
SHOPEE THAILAND
SIAM CEMENT GROUP PUBLIC COMPANY LIMITED
SIAM KUBOTA CORPORATION CO.,LTD.
SIAM MAKRO PUBLIC COMPANY LIMITED
SIAM RETAIL DEVELOPMENT CO., LTD.
STMICRAELECTRONIC (THAILAND) LTD.
SYNNEX(THAILAND) PUBLIC COMPANY LIMITED
THAI AIRWAYSINTERNATIONAL PUBLIC COMPANY LIMITED
THAI BEVERAGE PUBLIC COMPANY LIMITED
THAI DAI-ICHI SEIKO CO.,LTD.
THAI LION AIR CO.,LTD.
THE MALL GROUP CO.,LTD.
THE REVENUE DEPARTMENT
THE SIAM GYPSUM INDUSTRY (SARABURI) CO., LTD.
TISCO BANK PUBLIC COMPANY LIMITED.
TOA PAINT (THAILAND)PUBLIC COMPANY LTD.
TOT PUBLIC CO.,LTD.
TOT PUBLIC COMPANY LIMITED
TOYO BUSINESS SERVICE PUBLIC COMPANY LIMITED
TOYOTA TSUSHO (THAILAND) CO., TD.
TRI PETCH ISUZU SALES CO., LTD
TRI PETCH IT SOLUTION CO.,LTD.
TRIPLE T BROADBAND PCL
TRUE CORPORATION PUBLIC COMPANY LIMITED
UNIVERSAL CORPORATION
UNIVERSE BEAUTY CO.,LTD.
WORKPOINT ENTERTAINMENT PCL.V
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ZEN CORPOATION CO.,LTD.



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2018 IN A GLANCE



12

EXHIBITING
COUNTRIES



4,955

TRADE
VISITORS



350

BRANDS



1,050
CONFERENCE
ATTENDEES



39

STARTUPS



42

CONFERENCE
TOPICS



120

HOSTED
VIP BUYERS



650

BUSINESS
MEETINGS



30

VISITOR
COUNTRIES

Top 10 Countries (International Attendees)

24 %

Japan

22 %

Singapore

19 %

China

11 %

Malaysia

8 %

Bangladesh

5 %

Myanmar

3 %

Cambodia

3 %

Taiwan

3 %

U.S.A

2 %

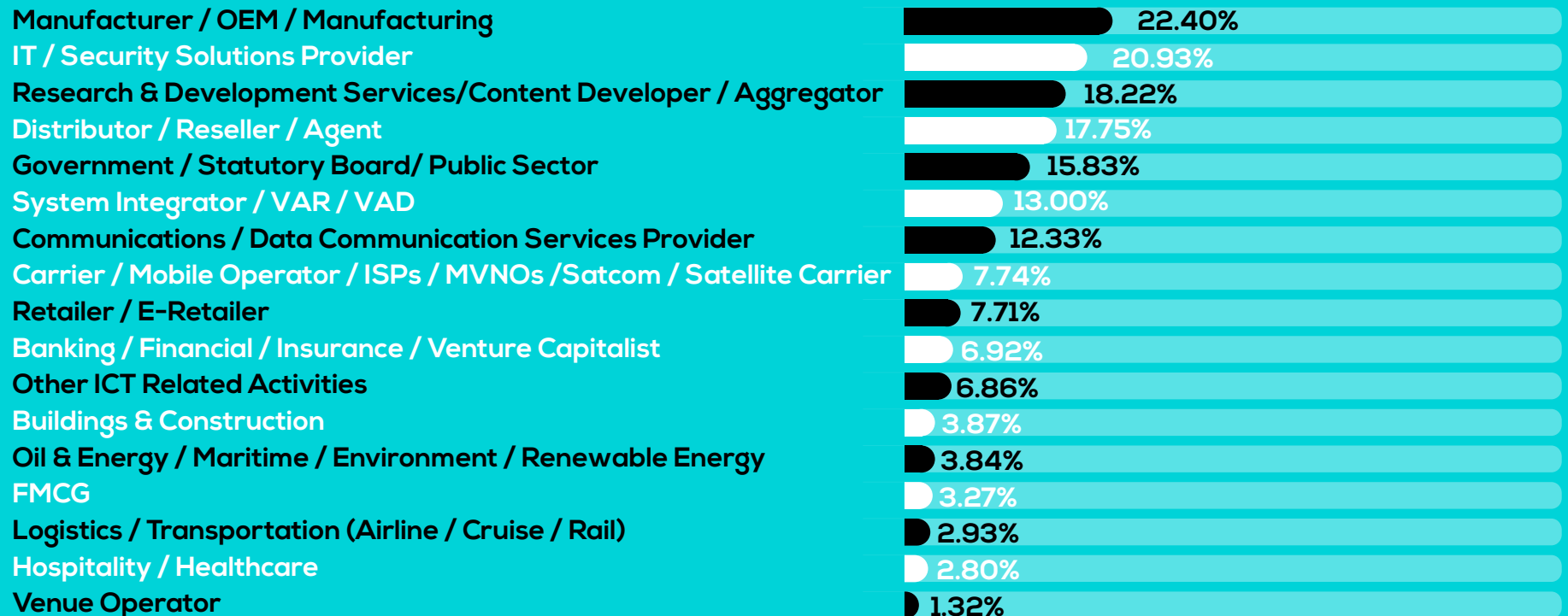
India



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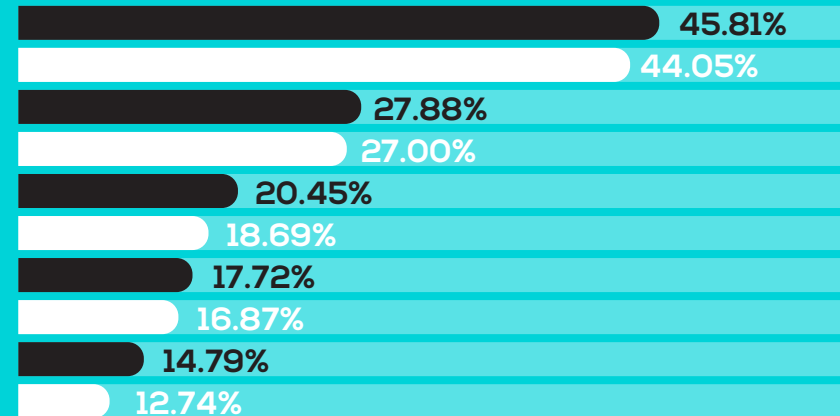
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ATTENDEES BY COMPANY TYPE



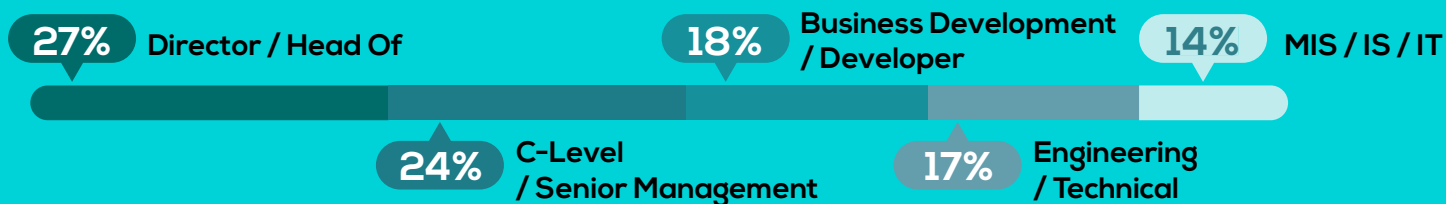
TOP 10 SEGMENTS VISITORS ARE LOOKING TO SOURCE

IoT / Sensors / Smart Technology
 Cloud / Big Data / Data Centre
 AI / Robotics / Machine Learning
 Business Solutions / Enterprise Mobility
 5G / 4G 11 Broadband / Infrastructure
 Smart Cities
 AR / VR / Mixed Reality
 Security / Cyber-Security / Content Security
 Startups
 Finance / FinTech



(Based on multiple responses)

THE RIGHT LEVEL



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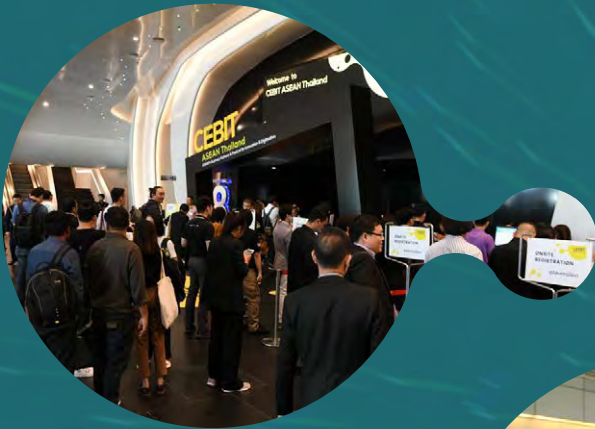


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2018 Exhibition Highlights



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SECURE YOUR STAND, CALL NOW!

- A) Standard Furnished Booth (Min 9 sq.m): **USD 350 Per sq.m**
*Corner fee: USD 150 per additional corner
- B) Raw Space (Min 18 sq.m): **USD 300 Per sq.m**
*Corner fee: USD 150 per additional corner
- C) Start-up Counter: **USD 715**
- D) Registration fee: **USD 250** per exhibiting company

Above price are subjected to 7% VAT at the prevailing rate. And are subjected to change

For enquiries, please contact:

THAILAND BOOTH SALES

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OTHER EVENT ENQUIRIES

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