

IoT ASIA

8 – 9 April 2015
MAX Atria @ Singapore EXPO
INTERNATIONAL EXHIBITION & CONFERENCE ON INTERNET OF THINGS
TRANSFORMING BUSINESS, GOVERNMENT AND SOCIETIES



Deriving Value from the Internet of Things

POST EVENT REPORT

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EXECUTIVE SUMMARY



Held on 8 – 9 April 2015 in Singapore, IoT Asia 2015 brought together over 2,100 technology leaders and emerging disruptors to share best practices and know-hows. The event was a key platform for various stakeholders from public and private sectors and technology enthusiasts to explore how the Internet of Things will transform businesses, government and societies.

The exhibition showcased the latest smart technologies and innovations from 44 international and local solution providers. IoT Asia also featured 3 Country Pavilions, with 2 new entrants from Singapore and The Netherlands, in addition to returnee Japan. More than just an exhibition, IoT Asia 2015 was an important meeting point for the region's ICT professionals to engage with potential business partners.

The IoT Asia 2015 multi-track conference highlighted business, government and societal perspectives on various industry verticals dedicated to the future of IoT in Asia. 85 thought leaders from 16 countries shared their personal experiences and case studies to more than 900 delegates over 2 days.

IoT Asia 2015 ended on a high note with the celebration of the Global IoT Day on 9 April 2015. A post-event site visit was specially arranged to various sites in Singapore to witness and experience IoT technologies in practice.

A QUICK NOTE ON NEXT YEAR

Preparations for 2016 are in full swing. If you are committed to the future of IoT in Asia, we want to speak to you today. **Contact us at sales.iotasia@singex.com to get more details about IoT Asia 2016.**

We look forward to continuing our role as a valuable long-term partner of your roadmap in Asia.

Save the dates **30 – 31 March 2016** for IoT Asia 2016 in Singapore!

Regards,
The IoT Asia team

“IoT Asia is an extremely important exhibition for the future Internet of Things. Singapore is a key location for a number of companies, and we are able to meet very interesting future customers. Our expectations have been exceeded and we were at the show at the right time. The organisational experience of SingEx Exhibitions and the efficiency of Singapore is the icing on the cake which enables us to appreciate IoT Asia a lot more. Well done for 2015 and looking forward to 2016!”

Nathalie Schenkel
CFO
nomos system AG, Switzerland

KEY FACTS

↑ by **33%**
(from 2014)

2,166 attendees



 **43 countries**

 **85 speakers**
from
 **16 countries**

 **44 sponsors and exhibitors**

 **4 dedicated conference tracks**

 **31 media representatives**

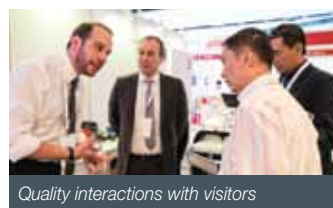
IOT ASIA 2015 IN PICTURES



Dr. Vivian Balakrishnan, Minister for Environment & Water Resources and Minister-in-Charge of Smart Nation gave an exciting Opening Address to a rapt audience at the event



Sharing of expertise at the insightful multi-track conference



Quality interactions with visitors



Wearables in action



Opening Night Networking Party for sponsors and exhibitors



Post-event site visit at Erwin's Gastrobar



A hands-on experience for all attendees



Leading solution providers from 13 countries showcased the latest and cutting edge solutions and technologies to 2,166 attendees at IoT Asia 2015. The event facilitated effective networking between technology suppliers and buyers

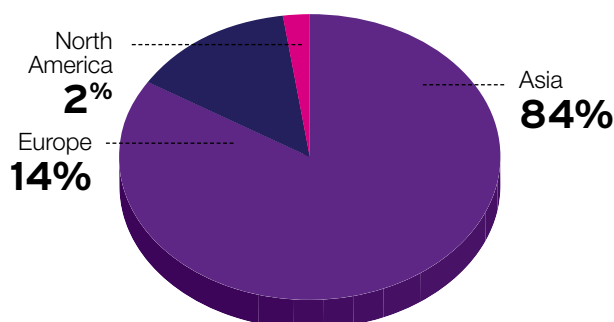
EXHIBITION STATISTICS

44 sponsors and exhibitors

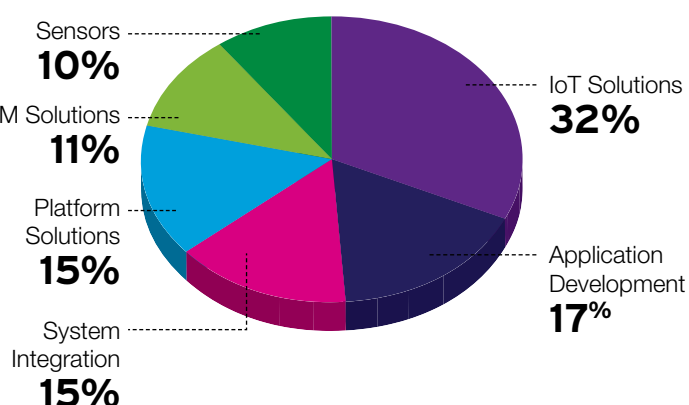
1,004 visitors from Asia and beyond

ABOUT THE EXHIBITORS

Geographical Breakdown

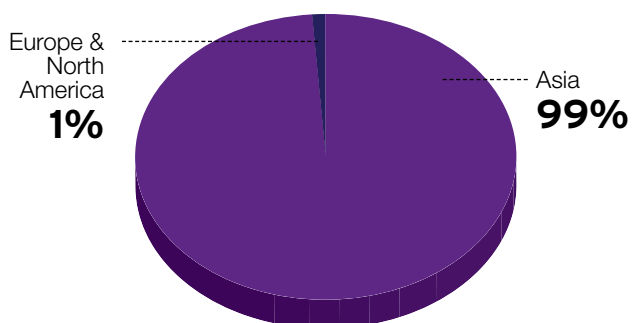


Product and Services Showcased

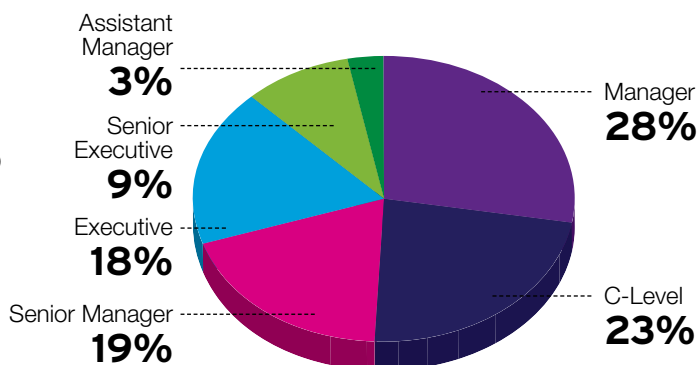


ABOUT THE VISITORS

Geographical Breakdown



Visitor Job Level



↑ by **50%**
from 2014!

70%
are Senior Decision Makers and Managers

“It’s been an extremely rewarding experience for us at IoT Asia 2015. We leveraged on this platform to reach out to many potential customers and prospects in the IoT space. We are very pleased with the networking aspect of the event. We connected with many partners and that’s very important to us. Other than the exhibition, we find the conference to be very insightful. There were varied perspectives and that makes the conference refreshing. We enjoyed the whole learning experience at IoT Asia.”

Edward Lim
Regional Director
Fusionex, Singapore

OUTSTANDING PROGRAMME WITH BRILLIANT SPEAKERS



SANDY VERMA
Senior Director, Internet of Things Strategy
AT&T APAC



THOMAS JAKOB
Regional President, Asia Pacific
Bosch Software Innovations



FRANCIS PUNO
MD, Holista Health Inc. & Chairman
Continua Health Alliance Southeast Asia
Working Group



SCOTT JENSON
UX Strategy Chrome Team
Google



CHARLES REED ANDERSON
AVP, Head of Mobility & IoT
IDC APAC



DR RICHARD M. SOLEY
Executive Director
Industrial Internet Consortium



WILSON ANG
Director, Engineering & Technology
Infocomm Development Authority of
Singapore (IDA)



DR NG SEE KIONG
SERC Program Director for
Urban Systems
Institute for InfoComm Research, Singapore



ROB VAN KRANENBURG
Founder
Internet of Things Council



SUDHI SINHA
VP Product Development,
Building Efficiency,
Johnson Controls



MATT HATTON
CEO
Machina Research



YU CHUAN YANG
Deputy GM, Wireless Wearable Product
Business Unit
MediaTek



DR LOW LEE YONG
CEO
MHC Asia



DR HANS RIJNS
SVP & CTO
NXP Semiconductors



ALEX LEONG
CEO
Rainmaker Labs



NICHOLAS WODTKE
VP, Media Solution Center,
Southeast Asia & Oceania,
Samsung Electronics



DR KERSTIN GEIGER
SVP, Industry Value Engineering
SAP Asia Pacific Japan



GORDON FALCONER
Director of Smart Cities
Schneider Electric



USMAN HAQUE
Founding Partner
Umbrellium & Thingful.net



MILI JOHN THARAKAN
Assistant VP, Innovation
Welspun Global Brands

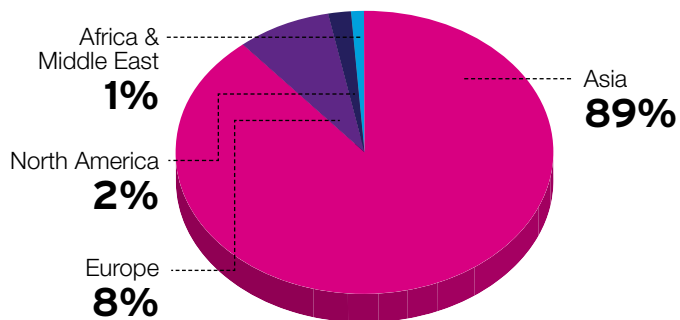
Interested to contribute to IoT Asia 2016 programme? Contact us at conf.iotasia@singex.com with your full contact details.

CONFERENCE STATISTICS

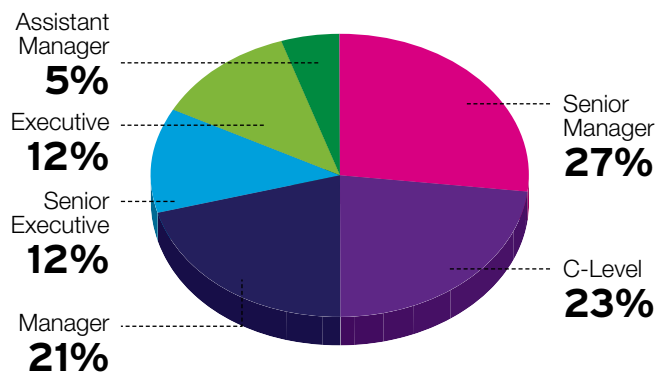
909 delegates

43 countries

Geographical Breakdown



Delegate Job Level



Over 70%
are Senior Decision Makers and Managers

“

I had a great experience at IoT Asia 2015 conference and met attendees from different industry verticals at the show.

Willson Deng
Founder & CEO
Arcstone, Singapore

“

I am delighted that there was a lot of interest and enthusiasm at the conference. I am thrilled to speak at the conference and look forward to see how the event will grow in the future.

Donald Farmer
VP of Innovation and Design
Qlik

“

The conference was well organized with high quality speakers and I personally enjoyed some keynote sessions.

Neeraj Bhavani
CEO
Tagnos, USA

WHO ATTENDED?

A*STAR • AT&T • Agency for Integrated Care • Belimo Automation AG • Building & Construction Authority • Cadi Scientific • CapitalLand Singapore • City Developments • DB Schenker • Defence Science & Technology Agency (DSTA) • General Electric • Globalfoundries Singapore • Hitachi Systems • Hong Kong University of Science and Technology • Infineon Technologies Asia Pacific • IBM Global Services • Infocomm Development Authority of Singapore (IDA) • International SOS • Jewel Changi Airport Devt • JTC Corporation • Land Transport Authority (LTA) • Media Authority of Singapore (MDA) • Microsoft Singapore • Monash University • Motorola Solutions • Multimedia Development Corporation (MDeC) • Nanyang Polytechnic • Nanyang Technological University • National University of Singapore • Ngee Ann Polytechnic • Omron Singapore • OSIM International • Panasonic • Philips Electronics • Republic Polytechnic • Shell • Singapore Economic Development Board (EDB) • Singapore Institute of Technology • Singapore Polytechnic • SingTel • Swiss Re • Temasek Polytechnic • Texas Instruments • UTAC Group • VADS Berhad • Visa • Vodafone • Western Michigan University and many more!

WHAT OUR ATTENDEES SAID



“ We had a lot of good feedback already. We did some keynotes this morning and we have many people approaching us asking for further discussions. Ultimately, this is about making sure that people understand the concept of IoT and creating more opportunities within the IoT space. ”

Thomas Jakob
Regional President, Asia Pacific
Bosch Software Innovations
Singapore

“ I am delighted to share my experience and expertise as a speaker to healthcare professionals at IoT Asia 2015. This is a really good knowledge exchange platform for me. ”

Francis Puno
Chairman, Continua Health Alliance
Southeast Asia Working Group
Singapore



“ It is our first time exhibiting at IoT Asia and I must say that we are very happy to represent South Korea at this regional event. Our team made useful contacts at the show and we hope to return next year to showcase more IoT technologies! ”

Joy Kim
ICT Dev. Manager
Dio Interactive
South Korea



“ It’s the 2nd time I spoke at IoT Asia and I must say it’s a fantastic conference! Attendees including entrepreneurs are here to discuss and debate on very real issues. They want to learn about practical solutions to solve challenges in the IoT space. This event sets the tone of IoT development in the region. ”

Rob van Kranenburg
Founder
The Internet of Things Council
The Netherlands

“ This is the first time we are exhibiting at a tradeshow in Singapore and I have to say it has been a wonderful experience. We met customers from various industry verticals in the IoT ecosystem. ”

Kjartan Furset
Strategic Application Manager
Nordic Semiconductor
Hong Kong SAR



“ It’s great to have a platform like IoT Asia where the right people are gathered together to discuss and share ideas on the IoT. Not only that, after the conference, attendees form business relationships and plan projects using ideas generated from the event. ”

Gordon Falconer
Director, Smart Cities
Schneider Electric
Singapore

MEDIA COVERAGE

31 media representatives

20 publications and agencies

attended IoT Asia 2015 including The Business Times, Channel NewsAsia, Contineo Media, The Establishment Post, Executive Networks Asia, Lianhe Zaobao, MediaCorp Radio News - 938LIVE, Shin Min Daily, Tech in Asia, TODAY and many more!

IoT Asia 2015 received media coverage from local and regional media including:



LOOKING AHEAD...

At IoT Asia 2015, we asked some of our attendees for their views on the growing IoT industry. Read on and share with us your comments on our Facebook page @InternetofThingsAsia.

“ The good news is there is greater awareness about the Internet of Things and more solution providers are cracking their heads to roll out affordable IoT platforms that can revolutionise business processes and improve bottom line. However, the challenge lies in having a standardised infrastructure that allows devices to communicate with one another effectively. ”

“ Well, I am concerned about the ‘fight’ between open and closed systems. I believe that the more open the systems, the more diverse the entire ecosystem is and this in turn will lead to more inclusivity. ”

“ Besides the issue of competing standards, we also have to consider security and privacy concerns. There is a danger that in the rush to develop solutions, companies might overlook certain aspects of privacy and information security. ”

“ IoT is enabling a new era of innovation. It is allowing companies of various sizes to drive new business processes and services. ”

“ IoT is really a big thing in healthcare. It includes wearables and other devices that connect to the Internet to download and upload information. According to a recent IDC report released in February 2015, the Internet of Things market size in Asia Pacific excluding Japan (APeJ) will grow from USD 408 billion in 2013 to USD 862 billion in 2020. Significant growth also is forecast in the number of “things” that will connect to the Internet in APeJ, with the number growing from 2.59 billion in 2013 to 8.98 billion in 2020. The key challenge is how we can make sense of all this data with all these new “things” coming into healthcare as well. ”



 **IoT ASIA** | **30–31 March 2016**
SINGAPORE EXPO
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