

**IoTASIA**

**30-31 March 2016**

SINGAPORE EXPO

INTERNATIONAL EXHIBITION & CONFERENCE ON INTERNET OF THINGS  
TRANSFORMING BUSINESSES, GOVERNMENT AND SOCIETIES



# CLOSING THE GAP: FROM VISION TO REALITY

[www.internetofthingsasia.com](http://www.internetofthingsasia.com)

#iotasia

## POST EVENT REPORT

Organised by



Founding Partners



## WHAT OUR SPONSORS SAID



“ The show has been great and our booth is busy. We had a keynote presentation, a conference session and a panel discussion at the conference. So, we are getting good connections and visibility at the show. ”

**Ani Bhalekar**  
**Director, IoT & Mobility Practice Lead**  
**- Accenture Digital, Singapore**

“ There is a huge turnout at the show and people are interested in having a conversation. We have a lot of booth turnout as well, so I am pleased with the collaboration that we have had with the Organisers. ”

**Prakash Mallya**  
**Managing Director - Southeast Asia,**  
**Intel, Singapore**



“ This is the first time I am at IoT Asia and I see a lot of momentum at the event. IoT Asia is growing to be one of the strategic, if not the best event we have about IoT in the region. ”

**Franck Martins**  
**Regional Senior Marketing Manager**  
**- South Asia, STMicroelectronics,**  
**Singapore**





## WHAT OUR SPEAKERS SAID



*“ The event has been great! Besides leading solution providers, start-ups are also exhibiting at the event. Attendees are networking with one another and interested to learn about new ideas and solutions. ”*

**Rob van Gijzel**  
**Mayor of Eindhoven & Chairman**  
**of the Brainport Foundation, The**  
**Netherlands**

*“ IoT Asia has been really great. There are a lot of encouraging discussions about using technology for the betterment of society and not just talk about engineering and I think that is really important. I enjoyed Dr. Vivian Balakrishnan’s opening speech where he said that culture will be the thing that determines our success with all of these technology. I could not possibly agree more. ”*

**Louisa Heinrich**  
**Founder, Superhuman Inc.,**  
**United Kingdom**



## IoT DATA ANALYTICS



*“ I love it! The conference tracks have been very informative. It has been a fantastic experience and I enjoy speaking and learning at IoT Asia. ”*

**Eugene Borukhovich**  
**SVP & Global Vertical Practice**  
**Leader - Healthcare, SoftServe,**  
**The Netherlands**

# IoT ASIA 2016 SPONSORS AND PARTNERS

## Platinum Sponsors



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### Held in



# IoT ASIA 2016 EXHIBITORS



# IoT ASIA 2016 EXHIBITORS





# EXECUTIVE SUMMARY



Themed Closing the Gap: From Vision to Reality, IoT Asia 2016 revealed new insights on emerging trends, new key technologies and directions for IoT's proliferation in the region. It also stimulated in-depth discussions to drive business collaborations in the region and undertake the real nuts and bolts of IoT implementation to make it a reality.

Jointly organised by the Singapore Industrial Automation Association (SIAA) and SingEx Exhibitions (SingEx), the event was officially opened by Dr. Vivian Balakrishnan, Singapore's Minister for Foreign Affairs and Minister-in-Charge of the country's Smart Nation Initiative.

The **expanded exhibition of 4,000 sqm featured over 90 sponsors and exhibitors** in six thematic zones- Smart Cities, IoT Data Analytics, Design Applications, Wearables, Industrial IoT and Enablers - for a more targeted sourcing experience. Visitors had the opportunity to explore the latest IoT innovations from **4 Group Pavilions – Holland, Japan, Singapore and Taiwan**. New exhibition elements such as the **Start-Up Exchange and Institution Zone** were introduced for investors and buyers to assess new IoT projects and solutions by Asia's start-ups and educational institutions. Additionally, a dedicated dialogue arena called TechSpace offered attendees the opportunity to learn first-hand about the latest IoT trends and innovations in Asia from various industry insiders and exhibitors.

At the multi-track conference, delegates from all over the world gained key insights from **more than 100 international speakers** who shared real cases and challenges faced by practitioners in the field. The sheer breadth of speakers, topics and nationalities at this year's conference represented a rich cross section of the major activities going on in the world of IoT.

**IoT Asia 2016 was a resounding success with 3,795 attendees, a significant increase of 75% from 2015!** This is a testimony of the strong support the event has received from the industry.

We would like to thank the Founding Members, supporting agencies and associations, partners, sponsors, exhibitors and the media for supporting IoT Asia 2016.

### About IoT Asia 2017

Asia's leading IoT event returns on 29-30 March 2017 in Singapore! Is Asia's part of your business development plan? Are you interested to generate new leads for your business?

**Contact us at [sales.iotasia@singex.com](mailto:sales.iotasia@singex.com) to find out more on how you can be involved as a sponsor or exhibitor at the show!**

Regards,  
The IoT Asia team

## IoT ASIA 2016 IN NUMBERS

↑ by **75%**  
(from 2015)  
**3,795 attendees**

**35**  
countries

**6**  
thematic zones

**93**  
sponsors and exhibitors

**5**  
conference tracks

**821**  
delegates

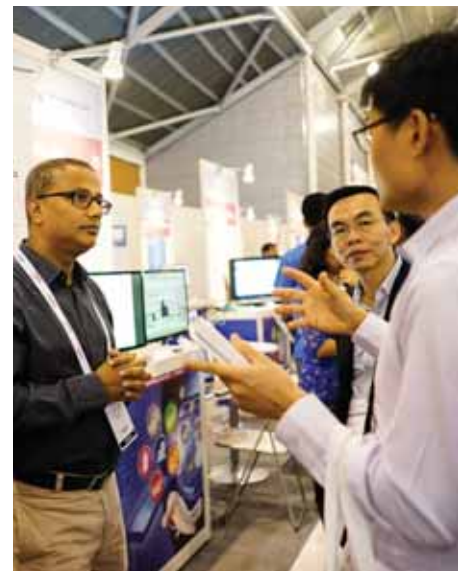
**85** speakers  
from  
**16** countries

**63**  
media representatives

# EXHIBITION HIGHLIGHTS



**4,000** sqm  
**6** thematic zones  
New and emerging  
key technologies for  
quality visitors from Asia  
and beyond.





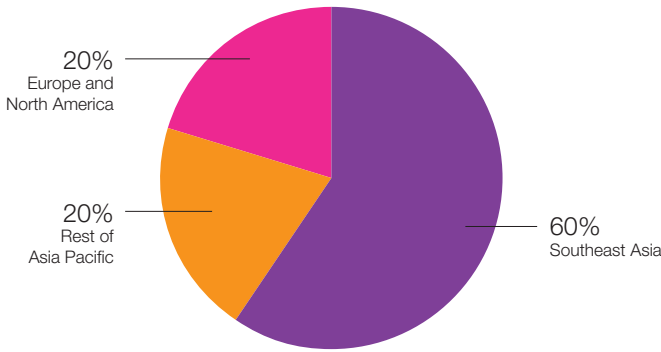
# EXHIBITION STATISTICS

**93**  
Sponsors and exhibitors

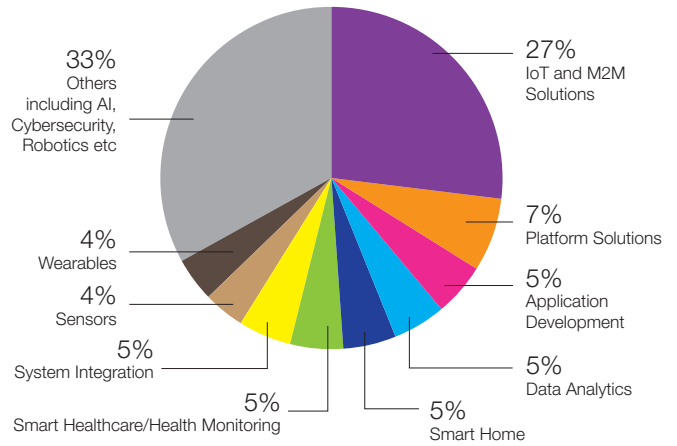
**2,974**  
Visitors

## ABOUT THE EXHIBITORS

**Geographical Breakdown**

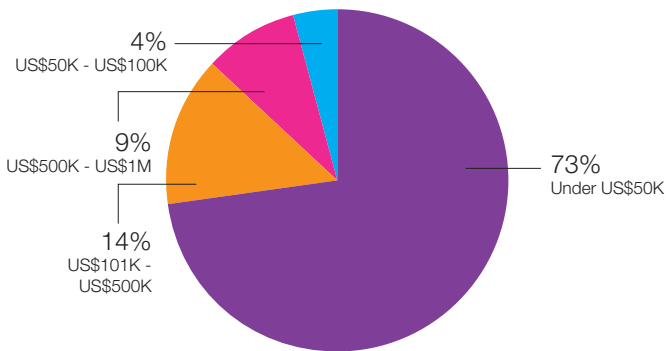


**Products and Services Showcased**

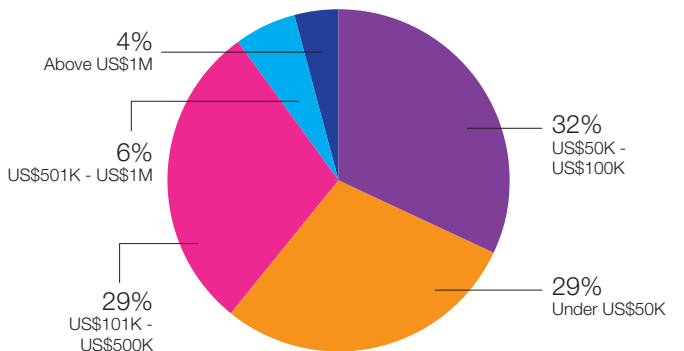


## BUSINESS DEALS

**At the Show**

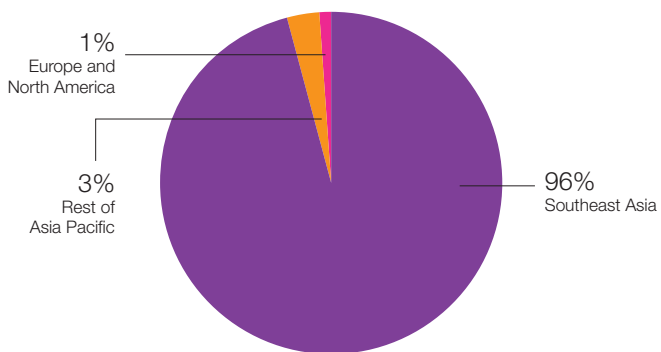


**Next 12 Months**

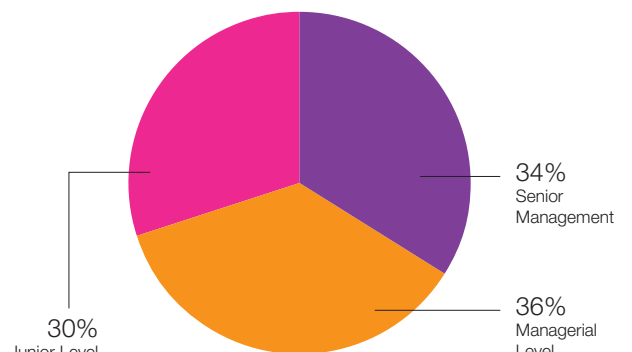


## ABOUT THE VISITORS

**Geographical Breakdown**



**Seniority Level**



**↑ By 196%** (from 2015)

**70%** are Senior Decision Makers and Managers

# CONFERENCE HIGHLIGHTS



**121** speakers  
**5** conference tracks

Delegates learnt the industry's best practices and tapped into the latest developments.



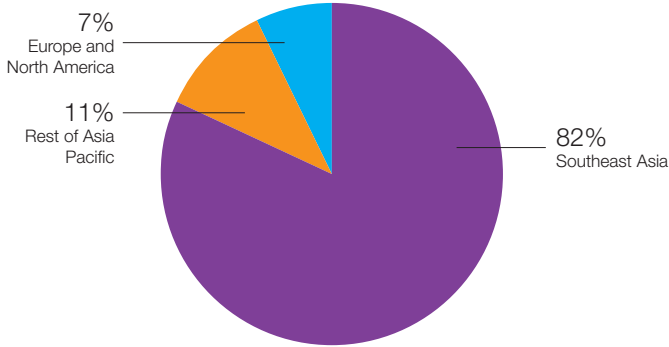


# CONFERENCE STATISTICS

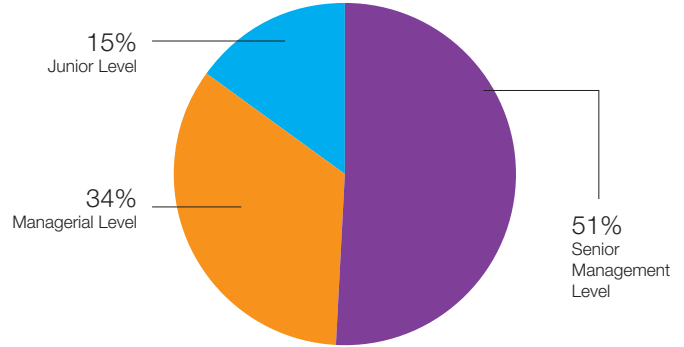
**821**  
Delegates

**26**  
Countries

Geographical Breakdown



Seniority Level



**85%** are Senior Decision Makers and Managers



*“ Compared to last year, there are definitely more attendees this year. People are understanding what IoT means and interested to know what they can do with the technology. So, I definitely observed that more questions are asked, not just what exactly is IoT but how we can make it happen quickly. ”*

**Lesly Goh**  
**Director of Advanced Analytics,**  
**Microsoft, Singapore**

*“ It is a busy event for us. The strategic location of Singapore in the region is an important factor for the event. Everyone related to the IoT space is here! ”*

**Alicia Asin**  
**Co-Founder and CEO,**  
**Libelium, Spain**



# REGIONAL AND LOCAL MEDIA COVERAGE

**63**  
media representatives

**38**  
media titles

**FIRSTLOOK ASIA**  
BREAKFAST SHOW: MONDAY - FRIDAY 7.00 - 9.00 AM SGT/TK

Internet of medical things

How can the Internet of Things help Asia's aging population? We take a look at the latest healthcare innovations of TechAsia.

**CONTROL ENGINEERING**

"Closing the Gap: From Vision to Reality" - IoT Asia Returns

By Andrew Topogolov

October 20, 2016

**全球視野**  
Global View

Nietzsche Enter Your Smart Device

可以怎麼動凡爾登總動

**CNBC**

The future of digital health

Thursday, 3:26 PM (GMT+8)

Europe's digital health market is expected to reach \$100 billion by 2020, says a report.

WATCH CNBC LIVE TV

**CNBC**

How is IoT data privacy protected?

Thursday, 3:26 PM (GMT+8)

Tom Fisher from Japan, an attendee of Things Asia 2016, explains how IoT data privacy is protected.

WATCH CNBC LIVE TV

**eSMARTCITY**  
Todo sobre Ciudades Inteligentes

Singapore reúne a industria y expertos en la Conferencia IoT Asia 2016

El encuentro internacional se desarrollará esta semana, los días 30 y 31 de marzo, bajo el lema 'Cerrar la brecha de la visión a la realidad'.

Publicado: 29 Mar 2016

**ZDNet**

Singapore probes distributed analytics for IoT limitations

Local researchers are looking at technologies that can enable data to be analysed more efficiently within the limitations of Internet of Things, as Singapore aims to take the lead in the emerging market.

By Steve Kohler | The Straits Times | 2016-03-29 09:00 AM SGT

**eGov innovation**

IoT ecosystems, trends and developments

By Teri Wiles | February 23, 2016

Rob van Klantenburg is the founder of the IoT Council and co-founder of SmartAsia. A leading thinker on IoT, he wrote "The Impact of Things: A Critique of Anticipatory Technology and the All-Seeing Network of RFID" (Springer) and is a frequent IoT speaker at various events. He is also a frequent speaker at the IoT Asia 2016 conference.

IoT is about persons and systems as the first important layer in the hardware and routing of data. The second layer is having the data in the Cloud. Without analytics, there can be no business sense, so Business Process Management (including Supply Chain) is a key. Third, Marketing is key. It is because of important information. Management. As IoT is increasingly ubiquitous, the fifth layer is Datacenter and Cloud. Continuation in order to have distributed value models. Security and privacy are historical needs that have to be addressed in all the layers.

**COMPUTERWORLD**  
PREPUBLISHED

Industrial Internet of Things: The game-changer for industries

Richard Stone | 2016 | Management Director and Executive Director of Industrial Internet Consortium, with a general opening at Internet of Things Asia 2016 (March 2, 2016)

The reader-writer piece has been edited by Executive Networks Media to address product promotion, but readers should note it still largely reflects the author's approach.

The Internet of Things (IIoT) industry is set for impressive growth in Asia Pacific, including Japan (APAC), with the total market size expected to grow from USD\$15 billion to USD\$155 billion from 2015 to 2020. We will see IoT's underlying capability extend from consumer to industrial. The question we need to ask is: what part of us do we do with the network of connected things and how can we through current business models to increase efficiency and quality?

With government, utilities, diverse manufacturing, healthcare and retail identified as the top five leading industries in APAC IIoT market, it is essential that industrial IIoT makes up a substantial slice of the pie. IIoT is at the forefront, pushing boundaries and defining new realities for high-value and heavy industries, including manufacturing, government and healthcare - where the industrial



# THE BUZZ ON TWITTER

@IoTAsia was abuzz with activity during IoT Asia 2016 with many attendees posting interesting pictures, snippets from the conference and inspiring messages for the rest of the followers who did not attend the show.

Here is a snapshot of some tweets that caught our attention!



**C K Vishwakarma @ckvishwakarma Mar 30**  
 #IoT Ideation Sesssion @IoTAsia . Challenge "Smart HDB Estate" in collaboration @BoschSI @OracleIoT , @MicrosoftIoT

**david yong @davidlyong Mar 31**  
 Getting a glimpse of the future today. #iotasia #wearables #ux #smartcity



**AccentureASEAN @AccentureASEAN Mar 30**  
 Thanks @VivianBala for visiting us at #IoTAsia! Hope you enjoyed the demos @accenturedigi @nandubh @MobilityWise



**Stephen Chan @schan71 Mar 30**  
 #iotasia @CRASingapore sharing APAC IOT maturity. Singapore ranked #4



**Eugene Borukhovich @HealthEugene Mar 30**  
 Devices that can smell!!! #iotasia #digitalhealth

# SEE YOU IN 2017!

29-30 MARCH 2017  
SINGAPORE EXPO  
[www.internetofthingsasia.com](http://www.internetofthingsasia.com)

Sponsorship opportunities and booth sales  
[sales.iotasia@singex.com](mailto:sales.iotasia@singex.com)

Conference and speaking opportunities  
[conf.iotasia@singex.com](mailto:conf.iotasia@singex.com)

Marketing and press relations  
[marcom.iotasia@singex.com](mailto:marcom.iotasia@singex.com)

Connect with us now:     #iotasia