

## PRESS RELEASE

### **ASEAN's IoT leaders to gather in Singapore to drive IoT developments in the region**

- *Asia IoT Business Platform will debut its Internet of Things (IoT) programme in Singapore after 11 editions held across ASEAN.*
- *ASEAN holds massive potential for enterprise IoT projects; Frost & Sullivan estimates the IoT market to be valued at USD 1.68 billion in 2016 and it is expected to grow 35 per cent a year.*
- *Singapore serves as the epicenter of IoT technology in ASEAN and the program will bring together the region's IoT leaders to engage in discussions to drive enterprise digital transformation.*

Singapore – 5 January 2017 – ASEAN's Internet of Things (IoT) and Machine to Machine (M2M) thought leaders will gather in Singapore, in February, for the [12<sup>th</sup> edition of Asia IoT Business Platform](#). Debuting in Singapore after 11 editions held across ASEAN in the past four years, the program will witness leading IoT leaders engage in panel discussions and present case studies on the region's latest and most relevant IoT developments.

ASEAN is proving to be a bright spot for enterprise IoT projects; Frost & Sullivan estimates the IoT market in ASEAN to be valued at USD 1.68 billion in 2016 and it is expected to grow 35 per cent a year. This accounts for 10 per cent of the total Asia-Pacific IoT spending. Singapore, Indonesia, Malaysia, Thailand, and the Philippines lead the region's IoT spending, with a strong focus on key areas such as smart cities, manufacturing, automotive, transport & logistics, and agriculture.

"There is no doubt that there is massive potential for enterprise IoT in ASEAN. We have seen many enterprises across different industries, from manufacturing and industrials to agriculture, already deploying IoT and reaping its benefits. There is a clear demand for such technologies to help transform enterprises to become more efficient and productive. This is an opportunity that IoT solution providers should quickly seize," said Zaf Coelho, project director of Asia IoT Business Platform.

Zaf also noted that because of the rapid adoption of IoT in the region, it is now more important to understand the challenges that enterprises face in trying to deploy IoT in their businesses.

"The challenges that enterprises face in implementing IoT will determine how they view the benefits of IoT implementation and in turn, affects the demand for IoT technologies. By bringing the programme to Singapore, we hope to inform IoT solution providers here of the latest IoT developments in the region and to help them understand the different issues and challenges regarding IoT adoption," he added.

The Asia IoT Business Platform in Singapore will feature three sessions dedicated to keynote, ASEAN smart city projects, and ASEAN enterprise IoT projects. The program aims to not only help IoT stakeholders keep abreast of the latest and most important developments in the region, but to also bridge them with the local ASEAN markets to foster important connections that will help drive the region's enterprise digital transformation and IoT growth.

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## **About Asia IoT Business Platform**

With a focus on local telecommunication companies and verticals, the Asia IoT Business Platform is an educational platform crafted by the industry, for the industry, with the aim of addressing key issues facing the adoption of IoT technologies in the ASEAN region. We drive enterprises to understand and learn about the adoption of IoT technologies for their business. Since its inception in 2013, the Asia IoT Business Platform has secured strong support from local governments and telecommunication companies for the past 11 editions. The 12th edition of Asia IoT Business Platform in Singapore will bring together leading IoT leaders from ASEAN on a single platform to engage in important discussions and share on the latest IoT case studies from the region.

## **About Industry Platform Pte Ltd**

Industry Platform Pte. Ltd. is a Singapore incorporated firm focused on the global telecommunications sector. We are Southeast Asia's leading organizer of Machine-to-Machine (M2M) and Internet of Things (IoT) conferences and exhibitions. We work with local and global businesses, as well as public sector bodies and associations who are looking to expand their reach in Asian markets. We provide the best platforms for industry professionals to network and shape developments.

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