

PRESS RELEASE

**Malaysian Enterprises amongst the most advanced in Southeast Asia
In Implementing Digital Transformation Strategies**

Kuala Lumpur, Malaysia - 11th April 2018 — Senior Information and Operations Technology professionals from local enterprises and government agencies will gather at the 21st Edition of Asia IoT Business Platform, being held at the Hotel Istana Kuala Lumpur on 23rd & 24th April 2018. Endorsed by the **Ministry of Science, Technology and Innovation**, this year's event will focus on how Malaysian government agencies and enterprises address key challenges and pain points in the process of adopting and using IoT effectively, in order to tap on unexplored angles of potential business opportunities.

Malaysia launched its National IoT Strategic Roadmap in 2015, with the goal of contributing RM42.5 (US\$13.4) billion to Gross National Income by 2025. Several schemes have been implemented to provide relevant assistance for local enterprises to adopt IoT implementation projects and the results have been encouraging. In a survey conducted by Asia IoT Business Platform in 2017, 86% of Malaysian enterprises were found to be currently exploring or implementing IoT solution while 52% of enterprises were in the fact-finding stage of learning about IoT solutions.

YB Datuk Wira Dr. Abu Bakar Mohamad Diah, Deputy Minister, Ministry of Science, Technology & Innovation (MOSTI), will be delivering the keynote address. Thillai Raj T. Ramanathan, Chief Technology Officer, MIMOS Bhd, Dr. Gopinath Rao Sinniah, Chairman of IoT Working Group, Malaysian Technical Standards Forum Berhad, Roberto Benetello, Chief Executive Officer, EU-Malaysia Chamber of Commerce and Industry (EUMCCI) and other leaders will also be present to share about their involvement in local policies to drive adoption of digital technologies.

“Our first IoT activities were conducted in Kuala Lumpur in 2014 and over the years, it is encouraging to see the growth in interest from local enterprises and government agencies in adopting technology to improve internal processes,” Irza Suprpto, Director at Asia IoT Business Platform, said.

The World Bank has been closely observing technological disruption from a development angle. In a published report, “Internet of Things: The New Government to Business Platform”, it looks at ways that cities have begun using IoT, and considers how governments can harness its benefits while minimizing potential risks and problems. The report was produced by Prasanna Lal Das, Lead Knowledge Management Officer, Trade & Competitiveness of World Bank and his team. Prasanna will be presenting at the event in Kuala Lumpur.

With a focus on local issues, the 21st Asia IoT Business Platform will also feature a line-up of esteemed speakers from enterprises such as Maxis, Celcom Axiata, CIMB, Sime Darby Plantation, Malaysia Airlines, Petronas and Tenaga National Berhad.

The conference will see a gathering of local and international IoT technology solution providers including ADLINK, ARM, Barbara, Dassault Systemes, Cumulocity, Fluidmojo, CarbookPlus, Parasoft, Quantum Inventions, Robustel, Software AG. Several home grown firms like N'osairis and Maxis will also be presenting about their own IoT journey.



About Asia IoT Business Platform

With a focus on local telecommunication companies and verticals, the Asia IoT Business Platform is a premier business platform crafted by the industry for the industry, with the aim of addressing key issues facing the adoption of Internet of Things (IoT) technologies in ASEAN. The program drives enterprises to understand and learn about the adoption of IoT technologies for their business. Since its inception in 2013, the event has secured strong support from local governments and telecommunication companies. The 12st edition of Asia IoT Business Platform will be held on 23 – 24 April 2018 at Hotel Istana Kuala Lumpur and will focus on engaging IoT solution providers and enterprises to address pain points and key challenges in implementing IoT in businesses and government agencies

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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