

A Winning Start for InfoComm Southeast Asia 2019

A strong debut paves the way for InfoComm Southeast Asia to become a regular annual must-go event for visitors and exhibitors to tap into the latest Pro-AV innovations, establish new partnerships and seek out new opportunities to grow their business.

Bangkok, 17 May 2019 – Straight off the blocks, InfoComm Southeast Asia 2019 made a strong debut with 7,743 visitors who were delighted at the quality showcase of the latest Professional AudioVisual (Pro-AV) innovations, and 152 exhibitors who made new in-roads into the burgeoning Southeast Asian market.

The three-day show is one which was highly anticipated. There is no other regional showcase for Pro-AV and Integrated Experience Solutions on the scale and quality of InfoComm Southeast Asia, serving businesses which want to penetrate the region, as well as Pro-AV professionals and end-users within Southeast Asia who are hungry and eager for the latest Pro-AV technologies.

It is also timely, for Asia is poised to take the lead as the largest Pro-AV market in the world, growing by 5.3 percent yearly to capture 36 percent of the pro-AV market by 2023.

Mr Richard Tan, Executive Director of event organizer InfoCommAsia, said: “The fantastic response to the show confirms our sense that there is huge potential for the future growth of the Pro-AV industry within Southeast Asia. During the show, many told us that they are looking forward to next year’s edition. Moving forward, we are confident that InfoComm Southeast Asia will become an annual fixture, playing a relevant and critical role in helping both visitors

and exhibitors to tap into the latest Pro-AV innovations, establish new partnerships and seek out new opportunities to grow their business.”

Visitors Impressed with Exhibition and Conference

During the event, 7,743 visitors who thronged the show floor were impressed by the exhibits put up by AV companies of global renown including AOTO Electronics, Beijing Tricolor Technology, DigiBird, Epson, Intel Corporation, Panasonic Systems Solutions, Philips Professional Displays, Samsung Electronics, Shure Asia Limited and Vichai Trading (1983).

Many were keen to adopt the technologies they saw, which included the latest advances in smart digital displays, virtual and augmented reality simulations, 3D simulations, collaborative conferencing, command and control systems and devices to create multi-sensory experiences.

“It’s been years since we had a show like this, and it is really what the industry needs. I saw many new products and technologies,” said show visitor Liaw Kee Lim, the Managing Director of Acoustic Calibration Service.

The InfoComm Southeast Asia Summit – comprising 9 industry conferences, 3 technology conferences and 31 technical seminars and AVIXA flashtrack sessions - were where experts with global experience in a wide array of Pro-AV solutions shed insights on the latest developments in the Pro-AV world, addressed AV applications to specific industries and honed in on specific technologies. The Summit proved to be extremely popular and was attended by 1,777 participants.

Said one of the visitors, Chan Hui Ying, the Senior Manager of CAAS, “Together with the show, the Summit conferences really helped me to understand the new technologies. The two portions of InfoComm Southeast Asia - the exhibition and conferences - were extremely well-organized.”

They also went on AV Tech Tours, where participants visit actual installed sites in Bangkok to study how AV solutions are effectively deployed in real-life settings. This is the first time InfoCommAsia is organizing such tours and the real-life experience, of visiting sites in Bangkok including the South East Asia Centre, the Prince Mahidol Hall of the Mahidol University in Bangkok and the Electricity Generating Authority of Thailand (EGAT) proved to be most inspiring to visitors.

New Connections and Partnerships for Businesses

For 152 exhibitors on the show floor, they came away impressed with the quality of visitors. Their booths not only attracted visitors from Thailand, but from all other parts of the wider Southeast Asian region. Many exhibitors have signed up for the 2020 edition of the show.

Said Giuseppe Zaccaria of Wey Technology: “The show is very successful and we had many visitors. I met professionals from Cambodia, Malaysia, Indonesia, Hong Kong and Korea. Through the show, we found new partners who can help us integrate our solutions.”

Jayme Chua, the manager of market development at SHURE, agreed. “Thanks to InfoCommAsia and AVIXA’s marketing efforts, we attracted many visitors. We had a good blend of regional and local customers, and we are glad we showed our solutions to all of them. We will build on the opportunities and leads that we have gathered, and will develop them. We have already confirmed a booth next year!”

InfoComm Southeast Asia will return to the same venue in Bangkok from 27-29 May 2020.

ABOUT INFOCOMMASIA

InfoCommAsia Pte Ltd, the Asia Pacific trade show arm of global AV association AVIXA, extends its influence through four marquee shows: InfoComm Southeast Asia, Beijing InfoComm China, Chengdu InfoComm China and InfoComm India. Each show comprises an exhibition that

showcases the world's most cutting-edge and in-demand inventions, and a Summit that presents learning opportunities. Bringing together industry players and top-level decision-makers from across all industries, the shows enable industry players to tap into the vast potential presented by the Professional AudioVisual and Integrated Experience Technology markets of each country and region. Additional information is available at:

- infocomm-china.com
- chengdu.infocomm-china.com
- infocomm-india.com

ABOUT AVIXA

AVIXA™ is the Audiovisual and Integrated Experience Association, producer of InfoComm trade shows around the world, co-owner of Integrated Systems Europe, and the international trade association representing the audiovisual industry. Established in 1939, AVIXA has more than 5,400 members, including manufacturers, systems integrators, dealers and distributors, consultants, programmers, rental and staging companies, technology managers, IT professionals, content producers, and multimedia professionals from more than 80 countries. AVIXA members create integrated AV experiences that deliver outcomes. AVIXA is a hub for professional collaboration, information, and community, and the leading resource for AV standards, certification, training, market intelligence and thought leadership.

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