

FOR IMMEDIATE RELEASE

InfoComm Southeast 2021 GoVIRTUAL Delivers on Business and Networking Opportunities for the Pro-AV Industry

The Show is set to return in an in-person format from 19 to 21 October 2022 in Bangkok

27 October 2021, Bangkok – InfoComm Southeast Asia, the region’s premier Professional AudioVisual (Pro-AV) and Integrated Experience technology show, ran from 21 to 22 October in a fully-digital format. Hosted on GoVIRTUAL, the Show offered 55 Pro-AV solution providers and technology innovators an online platform to showcase their latest products and solutions to industry stakeholders.

Running in tandem with the exhibition is the Summit, whose free educational sessions were helmed by industry leaders and experts. During the sessions, they shared current and key insights on market trends and industry developments. A total of 145 live demo sessions, and 26 webinars led by 30 speakers, were hosted over the two Show days.

Business Continuity with Live Online Demos, Networking and Learning Opportunities

The fully-digital InfoComm Southeast Asia replicated the full experience of an in-person show, complete with networking opportunities as well as live product demos and webinars.

“While the pandemic has brought on many challenges, it has not dampened business confidence — Southeast Asia’s economies are poised to grow by 5 per cent collectively in 2022,” says Richard Tan, Executive Director of InfoCommAsia. “Given the bountiful business opportunities to be harnessed, we decided to push forward with the virtual Show, giving our exhibitors the chance to continue striking up partnerships with stakeholders across all industries. Through InfoComm Southeast Asia, we hope the Pro-AV community can continue to remain optimistic and stay resolute and emerge stronger after the storm has passed.”

“It is amazing to be back and to be able to connect with various industry partners, though virtually via this GoVIRTUAL platform, after our last show in 2019. Indeed, InfoComm Southeast Asia GoVIRTUAL has bridged that gap, and provided our regional teams with a platform to make presentations in various languages so as to connect with several business end-users and partners. We look forward to meeting everyone again at the in-person InfoComm Southeast Asia in 2022,” shared Amy Kwa, Regional Manager, Epson Singapore.

Tan Wenbin, Trade Marketing, Assistant Manager, Sennheiser Electronic Asia, said, “It was certainly exciting for us to be part of InfoComm Southeast Asia this year. We got to showcase our solutions during the live product demos, which enabled visitors from various vertical markets to understand what our products can do for them, in relation to their specific industries and challenges. This participation has been fruitful for us!”

Organized By:

The logo for InfocommAsia, with "infocomm" in blue and "Asia" in orange.

A Project Of:



Phyllis Chin, Marketing Manager, IHSE APAC added, “We are happy to have participated in InfoComm Southeast Asia 2021 GoVIRTUAL because it helps us to promote IHSE Matrix Solution during border closure in Southeast Asia region due to the pandemic. We were able to demonstrate our products and solutions via livestreaming with full audio and visual capabilities – just like an in-person show!

Come 2022, InfoComm Southeast Asia exhibition and Summit is expected to return as an in-person show, from 19 to 21 October at Bangkok International Trade and Exhibition Centre (BITEC) in Thailand.

Delivering Knowledge that Empowers AV Professionals and Business End-users

The learning platform of the Show, InfoComm Southeast Asia Summit saw 872 delegates attending the AVIXA seminars, Technology Forums, AV Leaders Connect and AV Managers Day.

The Plenary for Day 1 was titled “The Technology Era Is Here – How Prepared Are You?”. **Mr Sachin Chitturu, Partner, McKinsey Singapore**, delivered the keynote speech on the global AI agenda and its impact on business. **Mr Axel Winter, Chief Digital Officer, Siam Piwat, Thailand**, continued the think tank with his keynote speech on digital transformation for businesses in Southeast Asia, providing participants with a progress checkpoint.

15 subject matter experts also shared their technical expertise via Technology Forums and **AVIXA Seminars**. These specialized sessions have been designed to not only enhance the AV professional's technical knowledge and skills in AV and technology applications, but also provide an invaluable opportunity for C-level and senior AV leaders to gain insights into global outlook for the Pro-AV market and emerging industry trends.

InfoComm Southeast Asia 2021 also featured the **NIXT (Next Integrated Experience Technology) Summit**, where delegates got to learn how emerging technologies such as Internet of Things, Blockchain, Robotics and Cloud can be integrated for truly transformative end-to-end solutions. Topics ranged from “The Impact of the Internet of Things on Infrastructure and Operations” to “Data Platform in the Cloud”, “Moving Beyond the Blockchain Hype – Lessons from an Early Adopter” to “Smart Farming – How Robotics, Automated Sensors and Drones Are Used to Increase Yields and Cut Costs”.

A newly-introduced platform, **Channel Partners Connect** featured 8 Pro-AV manufacturers seeking representation in the Southeast Asia markets. This platform allowed potential channel partners to learn more about these manufacturers through their respective 15-minute videos about their products, solutions and expected scope of representation in the region. These exhibiting manufacturers were Epson Southeast Asia, IHSE GmbH Asia Pacific, Total Solution Marketing, Lynx-Technik, Enovec, Acoustic & Lighting System, Adder Technology (Asia Pacific) and Vision Xpertize.

Returning as an In-person Show in 2022

InfoComm Southeast Asia is expected to return in 2022 from 19 to 21 October, at the Bangkok International Trade and Exhibition Centre (BITEC). More information will be available at www.infocomm-sea.com.

Organized By:

infocommAsia

A Project Of:



###

About InfoCommAsia

InfoCommAsia Pte. Ltd. is the region's preeminent organizer of tradeshows for the Professional AudioVisual (Pro-AV) and Transformative Solutions industries. Through industry-leading shows in China, India and Southeast Asia, InfoCommAsia connects global and regional solution providers, vertical market end-users and the supply chain with the most important markets of Asia Pacific.

Additional information is available at:

infocomm-china.com | infocomm-india.com | infocomm-sea.com

For more information, please contact:

Rest of the World

Angie Eng
Marketing Director
InfoCommAsia Pte Ltd
angieeng@infocommasia.com

Thailand

Kanokwan Sukchaisri
Managing Director
Expo Inter Co., Ltd
kanokwan.infocommasia@expointer.net

Organized By:

infocommAsia

A Project Of:

