



DRIVING DIGITALISATION ECOSYSTEMS IN ASEAN

DOING BUSINESS IN SOUTHEAST ASIA - ENTERPRISE TECHNOLOGY

AIBP@INDUSTRY-PLATFORM.COM

AGENDA

1. INTRODUCTION
2. COLLABORATION WITH GOVERNMENT AGENCIES
3. PROPOSED ENGAGEMENT

INTRODUCTION TO OUR ECOSYSTEM



TELECOMMUNICATIONS



GOVERNMENT AGENCIES



SOLUTION PROVIDERS



INTRODUCTION TO OUR ECOSYSTEM



ENTERPRISES



Enterprise End Users
20K+



Government
3K+



Technology Solution Providers
13K+



Industrials
10K+



Banking, Financial
Services & Insurance
5K+



Smart Cities &
Public Services
4K+



Distribution,
Transport & Logistics
3K+



Retail, Real Estate
& Hospitality
2K+



C-level, Directors, VP, HODs
56%



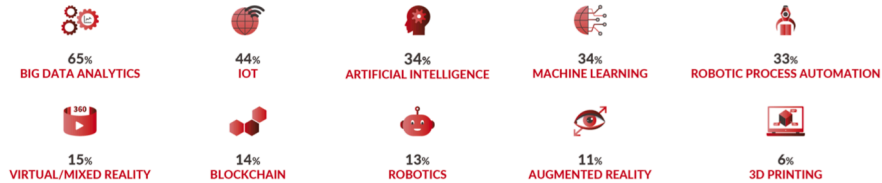
AVPs/Managers
31%



Specialists
13%

WHAT ARE ENTERPRISES LOOKING FOR?

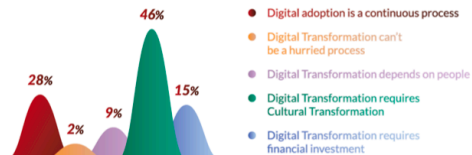
Top technologies that Enterprises are planning to invest in over the next 2 - 4 years



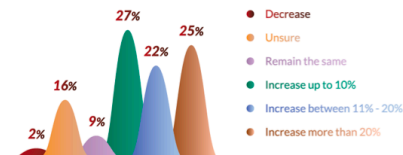
Top functions that Enterprises expect to be digitally enabled in the next 3 years



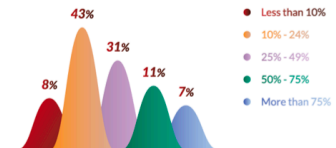
Attitudes towards digital transformation



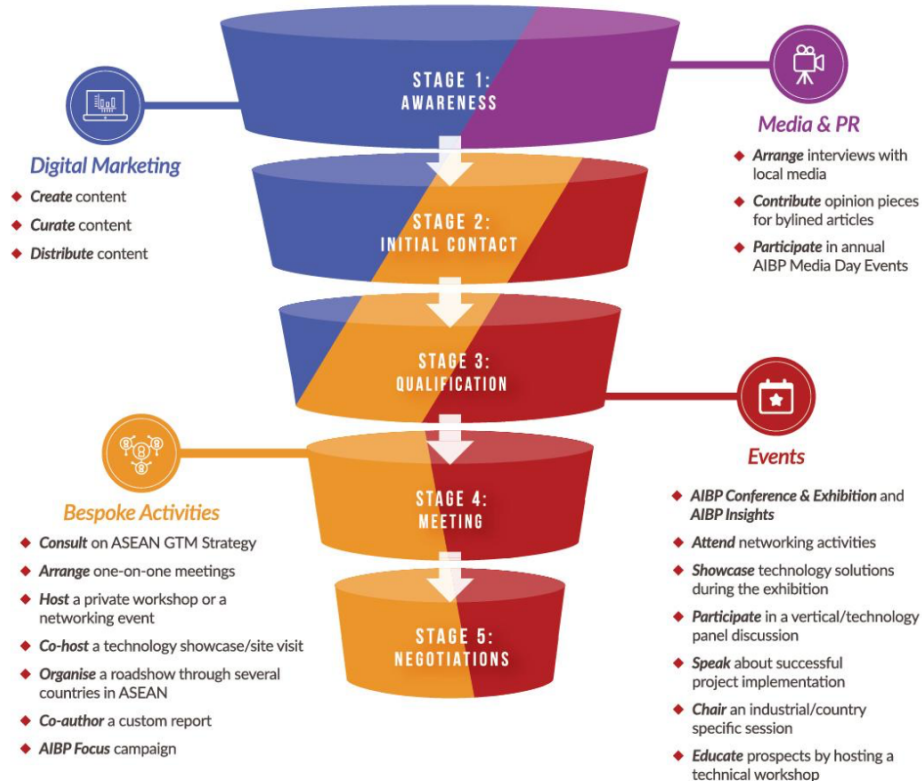
Investment spending on digital technologies for 2021



Expected Return on Investment (ROI) for new technologies



NEW BUSINESS DEVELOPMENT FUNNEL



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GOVERNMENT AGENCIES WE WORK WITH



Now: Ministry of Energy, Science, Technology, Environment and Climate Change

- Ministry of Science, Technology and Innovation (MOSTI), leads the Malaysian National Science, Technology and Innovation Agenda
- Launched the Malaysia IoT Week at AIBP Malaysia 2016
- Co-hosted AIBP Malaysia 2016
- Government Endorser of AIBP 2016-2018



- A strategic agency under MOSTI, contributes to raising Malaysia's competitiveness by pioneering market creation for Malaysian technopreneurs through patentable technology platforms, products and solutions
- Government Endorser of AIBP Malaysia 2014 & 2015
- Co-hosted AIBP Malaysia 2016



- Institute for Information Industry (IIII), increases innovative applications of ICT technology and facilitates the development of digital economy for Taiwan
- Co-hosted World Congress on Information Technology (WCIT) 2017 in Taipei
- Identified 12-18 companies for Taiwan Pavilion to showcase in AIBP Malaysia, Thailand and Philippines 2017
- Identified 4 companies for Taiwan Pavilion to showcase in both AIBP Thailand 2018 and 2019



- EU-Malaysia Chamber of Commerce and Industry (EUMCCI), promotes, supports and develops EU business interests in Malaysia as well as facilitates trade, commerce and investments between EU and Malaysia
- Identified 10 companies for EUMCCI Pavilion to showcase in both AIBP Malaysia 2017 and 2018

GOVERNMENT AGENCIES WE WORK WITH



- Enterprise Singapore is the government agency championing enterprise development and provides funding and subsidies to Singapore-based companies to exhibit in Southeast Asia countries
- Identified 14 companies for Singapore Pavilion to showcase in AIBP Thailand and Indonesia 2017
- Identified 26 companies for Singapore Pavilion to showcase in AIBP Malaysia, Philippines, Thailand, Indonesia and Vietnam 2018
- Identified 29 companies for Singapore Pavilion to showcase in AIBP Malaysia, Thailand, Indonesia and Vietnam 2019



- Taiwan External Trade Development Council (TAITRA), assists Taiwanese businesses in developing international market presence
- Identified 5 companies for Taiwan Pavilion to showcase in AIBP Indonesia 2017
- Identified 6 companies for Taiwan Pavilion to showcase in AIBP Indonesia 2018
- Identified 10 companies for Taiwan Pavilion to showcase in AIBP Philippines and Indonesia 2019



- Promote and support the development of digital industry, innovation and digital technology adoption in accordance with the government's policy; Thailand 4.0
- Co-hosted AIBP Thailand 2018 and 2019



- Taipei Computer Association (TCA) facilitates the overseas growth of Taiwanese companies and promotes international trade
- Identified 8 companies for Taiwan Pavilion to showcase in AIBP Thailand 2018
- Identified 24 companies for Taiwan Pavilion to showcase in AIBP Malaysia, Indonesia and Vietnam 2019

PROMOTING TECHNOLOGY COMPANIES IN OVERSEAS MARKET



OBJECTIVES

Create new business opportunities for Taiwan tech companies in Indonesia, Thailand, Malaysia, Philippines & Vietnam:

- Assist the companies to better understand each of the local enterprise B2B markets
- Increasing brand awareness of the companies in Southeast Asia
- Provide a platform for the companies to engage with enterprise buyers and partners

KEY RESULTS

- Presentations to targeted enterprise clients in each countries (min. 5 enterprise clients)
- Private meetings with 5 potential local partners (SIs/ISVs) for each participating companies
- Examples of opportunities created
 - Advantech: smart manufacturing project through a partner in Indonesia
 - ADLINK: digitalisation project with a high tech manufacturing company in Malaysia

PROMOTING TECHNOLOGY COMPANIES IN OVERSEAS MARKET



BUSINESS DEVELOPMENT CAMPAIGN

SESSION: INDONESIA 4.0 – DIGITALISATION IN THE INDUSTRIAL ECOSYSTEM

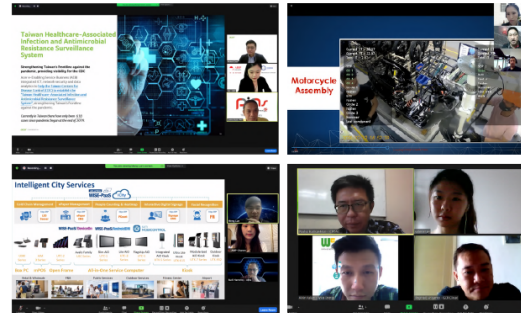
Power Monitoring to Improve Overall equipment Effectiveness (OEE)

- Paulus Budisantoso, Director, ICP DAS

Other Panelists:

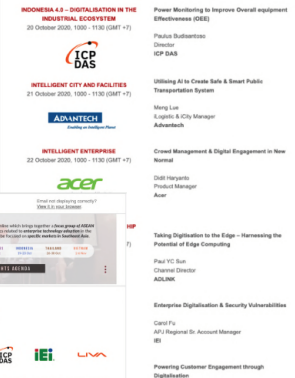
- Akmal Kusumajaya, CIO, Astra Daihatsu
- Sivananthan Sukumaran, Sr. Director of Operations, DHL Supply Chain
- Dino Bramanto, Group CIO, Kalbe Farma
- Tigor Namora, VP Operations, Maccaferri
- Vony Tjiu, Small & Medium Corporate Director, Microsoft
- Ari Novan, Head of ICT, Pupuk Indonesia
- Sony Candra, Deputy 2 Head of IT, Pupuk Kalimantan Timur
- Shannedy Ong, Country Managing Director, Qualcomm
- Imelda Harsono, Director of Tech & Compliance, Samator Group
- Ronni Rombe, Director of Supply Chain, Sinar Mas Agro (SMART)

- ✓ Participation in a regional networking session with key partners in Indonesia
- ✓ Minimum five 1:1 meetings with local system integrators arranged per Brand



AIBP E-mailer dedicated for TE:

- ✓ Introduction to TE
- ✓ Feature of TE Brands and logos
- ✓ Announcement of Brands presentation sessions and timeslots at AIBP Insights
- ✓ Link to TE and Brands website
- ✓ Link to Brands solutions videos
- ✓ Link to register and request for 1:1 meetings with Brands

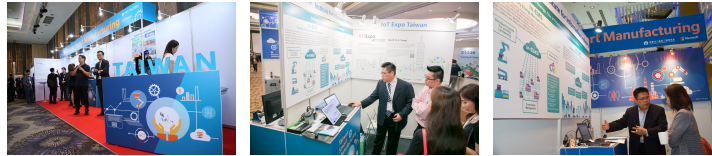


PROMOTING TECHNOLOGY COMPANIES IN OVERSEAS MARKET



TAIWAN PAVILION

2017 AIBP
Thailand, Philippines
& Malaysia



2018 AIBP
Thailand



2019 AIBP
Thailand, Malaysia,
Indonesia, Vietnam



PROMOTING TECHNOLOGY COMPANIES IN OVERSEAS MARKET



OBJECTIVES

Create new business opportunities for Singapore tech companies in Indonesia, Thailand, Malaysia, Myanmar, Philippines & Vietnam:

- Assist the companies to better understand each of the local enterprise B2B markets
- Provide a platform for the companies to engage with enterprise buyers and partners
- 1-1 introductions with local stakeholders

KEY RESULTS

Examples of opportunities created

- Versafleet: company incorporation in Indonesia & Malaysia
- Overdrive: closed first overseas deal in the Philippines
- Quantum Inventions: company acquisition by an MNC
- SpaceAge Labs: opportunities created for a public sector institution in Thailand
- KeyReply: partnership with local SI in Vietnam – BFSI project
- Willowmore: opportunities created for infrastructure companies in Indonesia & Malaysia

PROMOTING LOCAL DIGITAL ECOSYSTEM



- Co-hosted Asia IoT Business Platform Malaysia 2016
- Launched the Malaysia IoT Week at Asia IoT Business Platform Malaysia 2016 with the Malaysian Ministry of Science, Technology and Innovation (MOSTI) and MIMOS
- Minister of MOSTI, Datuk Seri Panglima Wilfred Madius Tangau, delivered the government keynote address and visited the exhibition floor



- Co-organized World Congress on Information Technology (WCIT) and IoT Expo 2017 in Taipei with the Institute for Information Industry (III) , supported by the Industrial Development Bureau (IDB)
- President of Taiwan, Ms. Tsai Ing-Wen, delivered the government keynote address
- Introduced more than 10 international companies and/or partners to the agenda
- Responsible for international marketing of the event, and invited over 200 participants from Southeast Asia to attend



- Thailand's Digital Economy Promotion Agency (depa), under the Digital Economy and Society Ministry (DE), signed a Memorandum of Understanding (MoU) with Asia IoT Business Platform (AIBP) to promote enterprise digitisation ecosystems in Southeast Asia
- Co-hosted Asia IoT Business Platform Thailand 2018 & 2019





WORLD CONGRESS ON INFORMATION TECHNOLOGY

KEY RESULTS

- Curated 8 presentations from local companies in Southeast Asia to be shared during the congress in Taipei
- Qualify and invited 30 enterprise end-users and tech companies from Southeast Asia to join the workshop





The government can influence the development of Internet of Things (IoT) technology in Thailand by supporting it and creating new value, says the Digital Economy Promotion Agency (Depa).

KEY RESULTS

- Visits to key startup agencies in the region
- Speaking opportunities in each country in the region to share Thailand's vision as the innovation hub in Southeast Asia
- Invited over 60 tech startups and companies to Bangkok
- Over 20 partner meetings set up each year
- Signed an MOU with Dassault Systèmes for Thailand 4.0 initiative

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3. **PROPOSED ENGAGEMENT**

July-August 2021

- Sales workshop – AIBP will arrange a zoom session to brief all participating companies on the ASEAN enterprise landscape and the format of the campaign
- Identify target partners /clients
- Preparation for channel focus group & one-on-one meetings:
 - Representative from each of the participating companies
 - Collation of collateral/materials (logo, rep & company profile, case studies, etc)



September 2021

- EDMs to be sent to introduce the Korean companies and garner additional interests
- Briefing session with each of the companies on the finalised collaterals & potential partners
- Participation in channel focus group & meetings



October 2021

- Review of focus groups + adjustments/ next selection of target accounts (if needed)
- Follow up one-on-one meetings, if any
- Campaign Review
- Engagement Report
- Any other adjustments (if needed)
- Final batch of leads (if applicable)
- Any other activities (if needed)

ASEAN CHANNEL FOCUS

FOCUS GROUP & ONE-ON-ONE MEETINGS

Meetings Setup - Industrial

Name	Company	Meeting Format & Date	Outcome
Meeting Minister:	International PM Manager, Aichiwaichi	Roundtable, 25 November 10.30am Platform Zone	Understand local enterprises who are ready to digitalise
Meeting Minister:	Supply Chain Industry Solution, Unilever	Roundtable, 25 November 10.30am Platform Zone	Explore collaboration for new products
Meeting Minister:	Channel Sales Director, Axiata	Roundtable, 25 November 10.30am Platform Zone	Explore applications to be built on top of their devices
Meeting Minister:	Product Manager, Asean	Roundtable, 25 November 10.30am Platform Zone	Connect with local teams
Meeting Minister:	Director, Wellness	Roundtable, 25 November 10.30am Platform Zone	Understand enterprise development outside island
Meeting Minister:	CEO, Senalita Milia	Roundtable, 25 October 10.30am Platform Zone	Understand partner ecosystem of Silver Max Group
Meeting Minister:	Solution Manager, PPS	Roundtable & One-on-One, 25 November Platform Zone	Understand partner ecosystem of Telcel Group and a number of on-going projects

