# InfoComm Asia 2023 Summit Program
## 24 – 26 May 2023
## QSNCC Level 1, Bangkok, Thailand

| Time | Room | Session |
|---|---|---|
| **24th May 2023** | | |
| 11:00 – 13:00 | 110C | **NIXIT – EDUCATION** |
| 11:00 – 13:00 | 111A+B | **ASIA AV LEADERS CONNECT** |
| 11:00 – 17:00 | 111C | **AV TRAINING** |
| 13:00 – 14:00 | Common Area | **NETWORKING COCKTAIL FOR EDUCATORS** |
| 13:00 – 14:00 | Common Area | **NETWORKING RECEPTION FOR AV LEADERS** |
| 14:00 – 17:00 | 110A | **INDUSTRY FORUM – SMART CITY** |
| 14:00 – 17:00 | 110C | **INDUSTRY FORUM – EDUCATION*** |
| 14:00 – 17:00 | 111A+B | **NIXT – ENTERPRISE STRATEGIES** |
| **25th May 2023** | | |
| 10:30 – 13:00 | 111A+B+C | **PRESIDENT'S LUNCHEON*** |
| 11:00 – 17:00 | 110A+B | **AV TRAINING** |
| 11:00 – 13:00 | 110C | **NIXT – RETAIL** |
| 13:00 – 14:00 | Common Area | **NETWORKING COCKTAIL FOR RETAILERS** |
| 14:00 – 17:00 | 110C | **DSS INFOCOMM ASIA 2023 THE POWER OF PIXELS IN RETAIL** |
| 14:00 – 17:00 | 111A+B | **INDUSTRY FORUM – AGRICULTURE** |
| 14:00 – 17:00 | 111C | **INDUSTRY FORUM – AUTOMATION & ROBOTICS*** |
| **26th May 2023** | | |
| 10:30 – 12:00 | 110A+B | **INDUSTRY FORUM – IMMERSIVE SOUND SYSTEM** |
| 13:00 – 16:00 | 110A+B+C | **INDUSTRY FORUM – EDUCATION*** |

*(close session or by invites only)

**Remark:** Program as of 3 April 2023. Organizers reserve the right to make changes to the program without prior notice.

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**Summit Program Details: Wednesday, 24th May**

| Time / Room | Session | Target Audience |
|---|---|---|
| 11:00 – 13:00 110C | **NIXT - EDUCATION**<br><br>11:00 – 11:30<br>**Keynote – Teaching Tools that Improve Efficiency and Outcomes**<br><br>11:30 – 12:20<br>**Panel Discussion – What and How Should We Teach Students Nowadays?**<br>• Curriculum & assessment – are we equipping the students with future needed skills & how should it be assessed?<br>• Pedagogy- how should we teach students in the digital age?<br>• Investment in technologies- success and failure examples<br>• The future of universities- what may this look like?<br><br>12:20 -13:00<br>**Case Study: A Digital Campus for Enhanced Student Experiences and Cost-Effective Operations**<br>A digital campus leverages technology to deliver exceedingly better learning experiences and personalized student support across all touchpoints throughout the student's journey. From recruiting, to admissions, financial aid, initiation, student services, on through advancement. | **Target:** Teachers and Professors of grade schools and universities.<br><br>**Profession Level:** All |
| 11:00 – 13:00 111A+B | **ASIA AV Leaders Connect**<br><br>10:30 Registration & Morning Tea<br><br>11:00-11:30<br>**Keynote: Global Pro AV Market Trends in the Next 3-5 Years**<br>As communication, collaboration, and user experience technologies evolve at an incredible pace, the AV market is undergoing a phenomenal transformation. This session will provide update on the current AV global market scenario, the latest technology, market trends and key drivers, and the overall market environment.<br>**Dave Labuskes, CEO, AVIXA** - the global audiovisual integrated experience association<br><br>11:30 -12:15 | **Target:** Asian AV leaders<br><br>**Profession Level:** Management and Senior level |

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| | **Panel Discussion- Spotlight on Asia AV Market**<br>• What are the key drivers of the China, India, and Southeast Asia AV market respectively?<br>• What do you see as the top challenge in your market and business?<br>• Where do you see the top 3 growth sectors coming from in future, and why?<br><br>(1 moderator and 3 Panelists to represent India, China, and SEA markets)<br><u>Moderator:</u><br>**Tom Miu, Managing Director, PTS Singapore**<br><u>Panelists:</u><br>   1)  **Zane Au, Principal, Shen Milsom & Wilke**<br>   2)  **Mradul Sharma, Managing Director, 3 CDN Workplace, India**<br><br>**Aurangzeb Khan, SVP, Intelligent Vision Systems, Jabra** | |
| 11:00-17:00<br>111C | **AV Training**<br><br>11:00-13:00<br>**AV Projects - The Need for Both Science and Art to Be Successful**<br>It is essential for AV system implementers and operators to be properly trained on equipment technology and the ability to read, translate, and transform technical requirements into a finished piece of work. However, to value-add and introduce that WOW factor, it goes beyond just the science. This session touches on the often-missing art element needed to deliver at the next level of excellence.<br>**Robert Soo, Founder -** Cogent Acoustics<br><br>14:00 -14:50<br>**Will Video Conferencing be Replacing in-person Meetings in Our Regional Business Conduct post Covid Era?**<br>Video conference has been part of our daily lives since hunkering down during pandemic. Many of us have been so accustomed to this technology that it seems quite inseparable even we are back in the workplace. Is video conferencing a technology finally here to stay and will it replace the human interactivity that we once know of?<br>What is the future of video conference and possible evolution it will transform?<br>Jon Lim, SVP, International Marketing & Business Development, Urban Solutions, ST Engineering | **Target:** Pro-AV solution providers<br><br>**Profession Level:** All |

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| | 15:00 – 16:30<br>**The Great AV Talent Drain**<br>• What makes people choose a career elsewhere other than AV?<br>• Why is there a lack of new talent in AV?<br>• How can we attract new talent into a long-term career in AV?<br>**Tom Miu -** Managing Director, PTS Singapore<br>**Maureen Aw -** Senior Consultant, PTS Consulting, Singapore | |
| 13:00 – 14:00<br>Common Area | **Networking Reception for AV Leaders** | |
| 13:00 – 14:00<br>Common Area | **Networking Cocktail for Educators** | |
| 14:00 – 17:00<br>110A+B | **Industry Forum- Smart City**<br>**Co-hosted by Smart Campus Management Center, Chiang Mai University**<br><br>14:00 – 17:00<br>A center for managing the university's resources systematically to be able to control various systems and check for any errors or resource leaks and take corrective action in a timely manner together with the university having various departments within the university office responsible for physical, environmental, energy, traffic, and safety. | **Target:** Smart city project members and Pro-AV solution providers<br><br>**Profession Level:** Senior Level |
| 14:00 – 17:00<br>110C | **Industry Forum- Education**<br>**Co-hosted by Association of Private Higher Education Institutions of Thailand**<br>**(For association members only)**<br><br><br>14:00 – 17:00<br>The Association recognizes the importance of innovation and is ready to help push the country by creating academic courses and a new generation of innovators while also providing a space for research for business and industrial sectors in order to drive the country toward the same goal. | **Target:** Association members<br><br>**Profession Level:** All |
| 14:00 – 17:00<br>111A+B | **NIXT – Enterprise Strategies**<br><br>14:00 – 14:40 | **Target:** Pro-AV solution providers |

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| | **Keynote: CEO Perspective- Opportunities and Threats in Evolving Leadership Dynamics**<br>The digitally accelerated world is changing the dynamics of leadership and expecting more from CEOs. In this session, we will examine the changes to leadership dynamics and the opportunities and threats to CEO.<br>**Sayan Roy -** Managing Director, B.Braun Thailand Ltd<br><br>14:40 – 15:20<br>**Case Study: Driving Business Performance and Digital Innovations in An Enterprise**<br>Integrating technology, innovation, human capital, and strategy for a seamless transformation in enterprise.<br>**Athikom Kanchanavibhu -** Executive Vice President - Digital & Technology Transformation, Mitr Phol Group Thailand<br><br>15:20 – 16:00<br>**How is Metaverse Doing in Asia?**<br>Governments and companies across Asia are betting big on the prospect of metaverse to better engage with younger generations and provide more convenient ways for the public to access their services. They believe local consumer habits and preferences are conducive to the uptake of what is ought to be the next iteration of the Internet. So how is it progressing in Asia's major economies, what are the main obstacles? | **Profession Level:**<br>Management to Senior Level |

**Summit Program Details: Thursday, 25th May**

| Time / Room | Session | Target Audience |
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| 11:00 – 17:00<br>110A+B | **AV Training**<br><br>11:00 – 11:50<br>**The Mega Trend of the Workplace, Hybrid Meeting**<br>The Pandemic reshaped the way of working. Although many people came back to the office after the pandemic, the meeting at the workplace is not the same as before. Now people are attending meetings from anywhere on any device. So, it became crucial to help these people communicate with one another more efficiently than ever and that is the core of the hybrid meeting. This session will present the latest trends of the meetings, the greatest solutions to support these meetings, and the successful cases of the companies that stepped on this mega trend.<br>**Jesse Chung, Director (CTS, PMP), Jushin AVT Corp.**<br><br>12:00 – 13:00<br>**Addressing the Top Audio Issues in Video Conferencing**<br>Video Conference is one of the fast-growing markets. However, audio is the core of the Video Conference. The issues that are bothering people the most are not normally from video end.  Things like feedbacks, echoing, residual echo, double talks, reflections in the room are bothering people very much. This training will touch on the 4 points below.<br>1. How to eliminate the feedback?<br>2. How to improve intelligibility with microphones processing?<br>3. How to improve the double talk performance?<br>4. What does AEC do in a meeting room?<br>**Kane Zhang, CTS-D, Vice President and CTO, Networked Audio-visual Applications, EZpro International Technology Limited**<br><br> 14:00- 14:50<br>**Manageability in AV**<br>AV and UCC systems directly impact customers' workflow and business operations. To that end, customers seek SLA driven support and definite uptime. This however is more easily demanded than supported — AV deployments continue to be complicated, challenging, and made up of different (most of the times proprietary) technologies and | **Target:** Pro-AV solution providers<br><br>**Profession Level:** Management to Senior Level |

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| | products. Ability to monitor, manage, control large scale AV deployments comes out as the # 1 problem most of the solution provides / systems integrator are dealing with today. In this session, we will talk about manageability, what it is TODAY and what we expect it to be TOMORROW.<br>**Mradul Sharma, Managing Director, 3 CDN Workplace, India**<br><br><br><br>15:00- 16:30<br>**AVL & Acoustics in Performing Arts Centers and Modern Houses of Worship - Same Same but Different**<br>It is common to find a setup so elaborate in today's modern houses of worship that it blurs the lines between these and those of performing arts centers. So, where do the similarities end and what are the distinct differences that clearly draw the line between the two? This session looks at the right design solutions for audio, video, stage lighting and acoustics for each respective client.<br>**Robert Soo, Founder, Cogent Acoustics** | |
| 11:00 – 13:00<br>110C | **NIXIT – Retail**<br><br>11:00 – 11:30<br>**Navigating the New Retail Landscape for Sustainable Growth**<br>The immediate future will continue to be defined by uncertainties - war, climate change, inflation, recession, change of working environment.  All these factors affect how shoppers want to shop and what they want to buy. How to best navigate the various forms of disruption facing your business to sustain growth in 2023/24 and beyond?<br><br>11:30 – 12:20<br>**Delivering Seamless, Personalized Experiences to your Digital-Savvy Customers**<br>   • Tailoring to the evolving demands of digital-savvy customers<br>   • Driving excellent CX from deep within business teams and making it #1 priority in organizations<br>   • Minimizing customer effort and maximizing customer value – What is next?<br>Moderator:<br>Justin Halim, Expert Partner, APAC Marketing and E-Commerce Practice Head, Bain & Company | **Target:** Pro-AV solution providers and Retail stores<br><br>**Profession Level:** Management to Senior Level |

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| | Panelists:<br>1) Lawrence Loh, Digital and Omni-Channel, Vision Care International, Alcon<br>2) Sandeep Raj, SVP, Affiliates/Growth, Lazada<br>3) Shankar Viswanathan, Former Head E-Commerce of Asia Pacific Middle East & Africa, Procter & Gamble<br><br>12:20 -13:00<br>Case Study: Social and Mobile Commerce – Key Learning Points<br>From selling on Instagram to launching an online store, retailers are experimenting with multiple ways of meeting the evolving needs of customers. This new omnichannel landscape is thrilling and what are the key takeaways?<br>**Shankar Viswanathan** - Former Head E-Commerce of Asia Pacific Middle East & Africa, Procter & Gamble | |
| 14:30 – 17:00<br>110C | **DSS InfoComm Asia 2023: The Power of Pixels in Retail**<br>Jointly organized by InfoComm Asia and invidis<br><br>14:00-14:30<br>**invidis Keynote - The Power of Pixels**<br>Covering latest trends, market data and insights into digital signage, DooH and retail tech. The keynote will also include some latest APAC digital signage data.<br>Florian Rotberg, Managing Director, invidis consulting GmbH<br><br>14:30-14:50<br>**Engaging Experiences in Drugstores and Cosmetics - Best Practice Interactive Digital Signage and Retail Media**<br>Panel discussion with Clickgrafix CEO Ahmed Balfaqih (Singapore) and drugstore retailers (Watson/ Malaysia, Nahdi / Saudi Arabia and beauty brand L'Oreal.  Singapore and Malaysia-based Clickgrafix is one of the most established digital signage integrators in the industry. The panel discussion will cover how to create engaging experiences, how to improve sales uplift and how to monetize digital signage screens.<br>Ahmed Balfaqih, CEO, Click Grafix (Singapore)<br><br>14:50- 15:20<br>**Power of Content – Leveraging the Potential of Digital Signage**<br>Screens are nothing without immersive and engaging content. Giant Pumpkin is Thailand's leading full-service digital signage integrator, serving clients from iStudio (Apple) to 7Eleven. Instore digital screens | **Target:** Pro-AV solution providers<br><br>**Profession Level:**<br>Management to Senior Level |

are potential gold mines, Giant Pumpkin enables retailers across South East Asia to realize the maximum value of digital screens. The Bangkok and Singapore based digital signage agency will present best practice followed by a fireplace talk with conference chair Florian Rotberg Sebastian Svensson, Managing Director, Giant Pumpkin (Thailand)

15:20 -15:50
**True Digital Park – Immersive Experiences in Bangkok**
The extension of True Digital Park in Bangkok is transforming an office and retail complex to a lifestyle destination. The Gen-Z target group of tech and startup enthusiasts expect experience-oriented working and shopping environments. LG and partner created a spectacular immersive experience.

15:50- 16:20
**Behind the Scenes – Digital Signage Managed Services**
Box moving is history, today's digital signage revolves all around services, smart platforms and remote access. Managed Services has become the main business model for integrators, software vendors and even hardware manufacturers. The panel will discuss how managed service is disrupting the digital signage market.

16:20- 16:50
**The Future of Retail Digital Signage (ASEAN Panel)**
On premise, service cloud or all of them above? Digital Signage architecture and business models are changing rapidly. A new generation of CMS platform challenge established market players., IT integrators are entering the Pro-AV space. The panel will discuss the breadth of go to market strategies, benefits of scalability and why how Pro-AV and IT may be able to coexist.

16:50- 17:10
**Digital Signage in Banking & Financial Services**
Retail Banking branches have transformed from transactional to service and experience. Terranova Telecom form Hong Kong designed, rolled-out and operates 1000's of digital signage touchpoints for major banking organizations like ICBC and Taifung Bank. We will discuss opportunities, challenges and present future concepts for digital retail bank experiences.
Ernest Wang, CEO, Terra Nova (ASIA) Co., Ltd (Beijing and Hong Kong)

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| | 17:10- 17:30<br>**invidis Annual Outlook 2023/24**<br>Asian thought leaders join Florian for the 2023/24 outlook panel. The three industry thought leaders provide insights into the global and Asian retail digital signage market.<br>Florian Rotberg, Managing Director, invidis consulting GmbH<br>Ernest Wang, CEO, Terra Nova (ASIA) Co., Ltd (Beijing and Hong Kong)<br>Sebastian Svensson, Managing Director, Giant Pumpkin (Thailand)<br>Ahmed Balfaqih, CEO, Click Grafix (Singapore) | |
| 14:30 – 17:00<br>111A+B | **Industry Forum – Agriculture**<br>**Co-hosted by Land Development Department**<br><br>Land Development Department has been established since 1963 with its role to enhance agricultural productivity with the use of technology to support smart agriculture.<br><br>**Topic: Digital Technology for Land Development (Thai language session)**<br><br>14:00 – 14:30<br>**Opening Ceremony**<br><br>14:30 – 15:00<br>**The evolution of geological information technology**<br>Explaining geological information technology during each era that the Department of Land Development uses to monitor the land. Promote agricultural land use and improve soil problems.<br><br>15:00 – 16:00<br>**Introducing Nong Din Dee AI Chatbot and EASY service**<br>Introducing "Nong Din Dee", an AI Chatbot, an assistant to the Department of Land Development in answering questions and providing land development services with an automated system via Line Application and Facebook Messenger for communicating with farmers, students, interested parties in the digital age and as a tool for officials conveniently. Fast, anytime, anywhere, and Easy Service system is a service for facilitating farmers who receive the service. To provide access to various services of the Department of Land Development. which has the characteristics of Single Sign-On, when farmers register and the farmer's identity has been verified through the API link of the Department of Provincial Administration. Farmers will be able to log in and access other services that are connected to the | **Target:** Thai Agriculture development<br><br>**Profession Level:** All |

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| | system without having to log in again Farmers can choose different services and customize their display according to their needs.<br><br>16:00 – 17:00<br>**Introducing geo-infographic map service system from Soil Database**<br>Introducing geo-informatics mapping service system from the Soil Data Archive for accessing the Department of Land Development's spatial data, such as soil series data, land use data. Land use plan information, etc., and can obtain information for use in planning agriculture or other research of interested people. | |
| 14:30 – 17:00<br>111C | **Industry Forum - Automation**<br>**Co-hosted by Thai Automation and Robotics Association (TARA)**<br>**(For association members only)**<br><br>The Association consists of Thai business community who specializes in automation and robotic systems working together to help transform Thailand to Industry 4.0. TARA provides listing of registered Thai System Integrators (SI) and offers training & technical knowledge related to automation and robotics to Thai SI.<br><br>14:00 – 14:20<br>**Registration**<br><br>14:20 – 14:40<br>**Opening Speech by the association president**<br><br>14:40 – 15:30<br>**Annual performance announcement**<br><br>15:30 – 16:00<br>**Members contributions**<br><br>16:00 – 16:30<br>**Amendment of the Association Regulations**<br><br>16:30 – 17:00<br>**Election of the new Board of Director for 2023** | **Target:** Association members<br><br>**Profession Level:** All |

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## 24 – 26 May 2023
## QSNCC Level 1, Bangkok, Thailand

**Summit Program Details: Thursday, 26th May**

| Time / Room | Session | Target Audience |
|---|---|---|
| 10:30 – 12:00 110A+B | **Association Session**<br>**Co-hosted by Institute of Music Science & Engineering (IMSE)& Mahidol University**<br><br>10:30 – 12:00<br>A center for managing the university's resources systematically to be able to control various systems and check for any errors or resource leaks and take corrective action in a timely manner together with the university having various departments within the university office responsible for physical, environmental, energy, traffic and safety. | **Target:** Sound engineer and Music teachers<br><br>**Profession Level:** All |
| 13:00 – 16:00 110A+B+C | **Industry Forum - Education**<br>**Co-hosted by The Institute for the Promotion of Teaching Science and Technology (IPST)**<br>**(For association members only)**<br><br>IPST is an autonomous agency under the Ministry of Education, responsible for the development and improvement of national curriculum, educational media and tools, standard and quality assessment at the basic education level. IPST is also tasked with re-training teachers and students, promoting talents and advising science, mathematics and technology education policy.<br><br>**The drive to raise the level of SMT education in schools under the Bangkok Metropolitan Administration By Science Teachers Association Mathematics and Technology of Thailand (SMT) in collaboration with the Institute for the Promotion of Teaching Science and Technology (IPST)**<br><br>12:30 – 13:00<br>**Registration**<br><br>13:00 – 13:45<br>**Opening ceremony and special lecture on the topic of IPST strategy and raising the quality of SMT schools**<br>**Associate Professor Dr. Thiradet Jiarasuksakun** - Director of IPST. | **Target:** Association members<br><br>**Profession Level:** All |

13:45 – 14:45
**Driving quality schools from IPST by integrating SMT that connects the context of Bangkok to develop student performance**
**Dr. Pornchai Inchai** - President of the Science Teachers Association Mathematics and Technology of Thailand
**Ajarn Parichat Puangmanee -** Director of the Teachers' Association
**Dr. Apisit Thongchai -** Academician of IPST, Assistant Secretary, Teachers Association

**14:45 – 15:00**
**Break**

**15:00 – 16:30**
**Activity: Prepare a plan to drive the Bangkok school area in the quality school project. Groups of participants include:**
1. Administrators
2. Science teachers
3. Mathematics teachers
4. Technology teachers

**16:30 – 16:45**
**Closing Speech**
**Executives of the Office of Education Bangkok**