

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



| Time | Room | Session |
|---------------------------------|-------------|---|
| 24th May 2023 | | |
| 11:00 – 13:00 | 110 C | NIXIT – EDUCATION |
| 11:00 – 13:00 | 111 A+B | ASIA AV LEADERS CONNECT |
| 11:00 – 17:00 | 111 C | 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 | 110 C | 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.



Summit Program Details: Wednesday, 24th May

| Time / Room | Session |
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| <p>11:00 – 13:00 110C</p> | <p>NIXT - EDUCATION</p> <p>11:00 – 11:30 Harvard Practice-Teaching Tools that Improve Efficiency and Outcomes</p> <p>11:30 – 12:20 Panel Discussion – What and How Should We Teach Students Nowadays? Curriculum & assessment – are we equipping the students with future needed skills & how should it be assessed? Pedagogy- how should we teach students in the digital age? Investment in technologies- success and failure examples The future of universities- what may this look like?</p> <p>12:20 -13:00 Case Study: A Digital Campus for Enhanced Student Experiences and Cost-Effective Operations 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.</p> |
| <p>11:00 – 13:00 111A+B</p> | <p>ASIA AV Leaders Connect</p> <p>10:30 Registration & Morning Tea</p> <p>11:00-11:30 Keynote: Global Pro AV Market Trends in the Next 3-5 Years 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. Dave Labuskes, CEO, AVIXA - the global audiovisual integrated experience association</p> <p>11:30 -12:15 Panel Discussion- Spotlight on Asia AV Market</p> <ul style="list-style-type: none"> • What are the key drivers of the China, India, and Southeast Asia AV market respectively? • What do you see as the top challenge in your market and business? • Where do you see the top 3 growth sectors coming from in future, and why? <p>(1 moderator and 3 Panellists to represent India, China, and SEA markets) Moderator:</p> |



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| | <p>Tom Miu, Managing Director, PTS Singapore</p> <p>Panellists:</p> <p>1) Zane Au, Principal, Shen Milsom & Wilke</p> <p>2) Mradul Sharma, Managing Director, 3 CDN Workplace, India</p> <p>Aurangzeb Khan, SVP, Intelligent Vision Systems, Jabra</p> |
| <p>11:00-17:00 111C</p> | <p>AV Training</p> <p>11:00-13:00 AV Projects - The Need for Both Science and Art to Be Successful 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. Robert Soo, Founder - Cogent Acoustics</p> <p>14:00 -14:50 Will Video Conferencing be Replacing in-person Meetings in Our Regional Business Conduct post Covid Era? 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? What is the future of video conference and possible evolution it will transform? Jon Lim, SVP, International Marketing & Business Development, Urban Solutions, ST Engineering</p> <p>1500 - 1630 The Great AV Talent Drain <ul style="list-style-type: none"> • What makes people choose a career elsewhere other than AV? • Why is there a lack of new talent in AV? • How can we attract new talent into a long-term career in AV? Tom Miu - Managing Director, PTS Singapore Maureen Aw - Senior Consultant, PTS Consulting, Singapore</p> |
| <p>13:00 – 14:00 Common Area</p> | <p>Networking Reception for AV Leaders</p> |
| <p>13:00 – 14:00 Common Area</p> | <p>Networking Cocktail for Educators</p> |
| <p>14:00 – 17:00 110A+B</p> | <p>Industry Forum- Smart City Co-hosted by Smart Campus Management Center, Chiang Mai University</p> |



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| | <p>14:00 – 17:00</p> <p>A centre 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.</p> |
| <p>14:00 – 17:00 110C</p> | <p>Industry Forum- Education Co-hosted by Association of Private Higher Education Institutions of Thailand (For association members only)</p> <p>1400 – 1700</p> <p>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.</p> |
| <p>14:00 – 17:00 111A+B</p> | <p>NIXT – Enterprise Strategies</p> <p>14:00 – 12:00</p> <p>Keynote: CEO Perspective- Opportunities and Threats in Evolving Leadership Dynamics 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. Sayan Roy - Managing Director, B.Braun Thailand Ltd</p> <p>12:00 – 15:20</p> <p>Case Study: Driving Business Performance and Digital Innovations in An Enterprise Integrating technology, innovation, human capital, and strategy for a seamless transformation in enterprise. Athikom Kanchanavibhu - Executive Vice President - Digital & Technology Transformation, Mitr Phol Group Thailand</p> <p>15:20 – 16:00</p> <p>How is Metaverse Doing in Asia? 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?</p> |



Summit Program Details: Thursday, 25th May

| Time / Room | Session |
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| 11:00 – 17:00 110A+B | <p>AV Training</p> <p>11:00 – 11:50 The Mega Trend of the Workplace, Hybrid Meeting 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. Jesse Chung, Director (CTS, PMP), Jushin AVT Corp.</p> <p>12:00 – 13:00 Addressing the Top Audio Issues in Video Conferencing 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. 1. How to eliminate the feedback? 2. How to improve intelligibility with microphones processing? 3. How to improve the double talk performance? 4. What does AEC do in a meeting room? Kane Zhang, CTS-D, Vice President and CTO, Networked Audio-visual Applications, EZpro International Technology Limited</p> <p>14:00- 14:50 Manageability in AV 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 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. Mradul Sharma, Managing Director, 3 CDN Workplace, India</p> |



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| | <p>15:00- 16:30</p> <p>AVL & Acoustics in Performing Arts Centers and Modern Houses of Worship - Same Same but Different</p> <p>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.</p> <p>Robert Soo, Founder, Cogent Acoustics</p> |
| <p>11:00 – 13:00 110C</p> | <p>NIXIT – Retail</p> <p>11:00 – 11:30</p> <p>Navigating the New Retail Landscape for Sustainable Growth</p> <p>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?</p> <p>11:30 – 12:20</p> <p>Delivering Seamless, Personalised Experiences to your Digital-Savvy Customers</p> <ul style="list-style-type: none"> • Tailoring to the evolving demands of digital-savvy customers • Driving excellent CX from deep within business teams and making it #1 priority in organisations • Minimising customer effort and maximising customer value – What is next? <p>Moderator: Justin Halim, Expert Partner, APAC Marketing and E-Commerce Practice Head, Bain & Company</p> <p>Panellists:</p> <ol style="list-style-type: none"> 1) Lawrence Loh, Digital and Omni-Channel, Vision Care International, Alcon 2) Sandeep Raj, SVP, Affiliates/Growth, Lazada 3) Shankar Viswanathan, Former Head E-Commerce of Asia Pacific Middle East & Africa, Procter & Gamble <p>12:20 -13:00</p> <p>Case Study: Social and Mobile Commerce – Key Learning Points</p> <p>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?</p> <p>Shankar Viswanathan - Former Head E-Commerce of Asia Pacific Middle East & Africa, Procter & Gamble</p> |



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| <p>14:30 – 17:00 111A+B</p> | <p>Industry Forum – Agriculture Co-hosted by Land Development Department</p> <p>Land Development Department has been established since 1963 with its role to enhance agricultural productivity with the use of technology to support smart agriculture.</p> <p>Topic: Digital Technology for Land Development (Thai language session)</p> <p>14:00 – 14:30 Opening Ceremony</p> <p>14:30 – 15:00 The evolution of geological information technology 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.</p> <p>15:00 – 16:00 Introducing Nong Din Dee AI Chatbot and EASY service 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 system without having to log in again Farmers can choose different services and customize their display according to their needs.</p> <p>16:00 – 17:00 Introducing geo-infographic map service system from Soil Database 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.</p> |
| <p>14:30 – 17:00 111C</p> | <p>Industry Forum - Automation Co-hosted by Thai Automation and Robotics Association (TARA)</p> |



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.

14:00 – 14:20

Registration

14:20 – 14:40

Opening Speech by the association president

14:40 – 15:30

Annual performance announcement

15:30 – 16:00

Members contributions

16:00 – 16:30

Amendment of the Association Regulations

16:30 – 17:00

Election of the new Board of Director for 2023



Summit Program Details: Thursday, 26th May

| Time / Room | Session |
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| <p>10:30 – 12:00 110A+B</p> | <p>Association Session Co-hosted by Institute of Music Science & Engineering (IMSE)& Mahidol University</p> <p>1030 – 1200 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.</p> |
| <p>13:00 – 16:00 110A+B+C</p> | <p>Industry Forum - Education Co-hosted by The Institute for the Promotion of Teaching Science and Technology (IPST)</p> <p>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.</p> <p>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)</p> <p>12:30 – 13:00 Registration</p> <p>13:00 – 13:45 Opening ceremony and special lecture on the topic of IPST strategy and raising the quality of SMT schools Associate Professor Dr. Thiradet Jiarasuksakun - Director of IPST.</p> <p>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</p> |



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| | <p>14:45 – 15:00 Break</p> <p>15:00 – 16:30 Activity: Prepare a plan to drive the Bangkok school area in the quality school project. Groups of participants include:</p> <ol style="list-style-type: none">1. Administrators2. Science teachers3. Mathematics teachers4. Technology teachers <p>16:30 – 16:45 Closing ceremony Executives of the Office of Education Bangkok</p> |
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