

Kg: Cô Trang P. QLKH-HQT
Đang ký: Cô Trang, HT dự

Thành phố Hồ Chí Minh, ngày 10 tháng 10 năm 2018

TRƯỜNG CAO ĐẲNG LÝ TỰ TRỌNG
THÀNH PHỐ HỒ CHÍ MINH

Số: 750
ĐẾN Ngày: 27/10/18
Chuyển:
Lưu hồ sơ số:

THƯ MỜI

Kính gửi: Trường Cao đẳng Kỹ thuật Lý Tự Trọng TP.HCM

Diễn đàn Kinh doanh IoT Châu Á (Asia IoT Business Platform, AIBP) là nơi kết nối với các cơ quan chính phủ trung ương và địa phương của các quốc gia, các công ty đa quốc gia ở các ngành sản xuất và dịch vụ, khoa học và giáo dục khu vực Châu Á trong việc tiếp cận và sử dụng IoT. AIBP gắn kết với chiến lược chuyển đổi công nghệ số, thúc đẩy các tổ chức, doanh nghiệp tìm hiểu về khả năng cung cấp giải pháp IoT quốc tế với khách hàng tiềm năng và đối tác của họ tại các thị trường địa phương để phát triển kinh doanh trong khu vực Châu Á.

AIBP đã tổ chức thành công 25 lần tại các quốc gia: Singapore, Indonesia, Malaysia, Thailand, Philippines, Việt Nam, Myanmar, Trung Quốc và Đài Loan với sự tham dự của lãnh đạo cấp cao các nước chủ nhà và hàng ngàn công ty đa quốc gia.

Lần thứ 3 được tổ chức tại Việt Nam, AIBP 2018 với chủ đề **Access Vietnam's Enterprise IoT Markets** do Trường Đại học Kinh tế - Luật (Đại học Quốc gia TP.HCM) đóng vai trò đối tác địa phương (Key Local Partner) dự kiến sẽ có hơn 1000 khách tham dự đến từ 500 doanh nghiệp trong và ngoài nước.

Thay mặt Ban tổ chức AIBP 2018, Trường Đại học Kinh tế - Luật trân trọng kính mời:

Trường Cao đẳng Kỹ thuật Lý Tự Trọng TP.HCM

đến tham dự diễn đàn với thông tin như sau:

- Thời gian: **02 ngày (ngày 12 và 13 tháng 11 năm 2018)**
- Địa điểm: **Khách sạn Rex, 141 Nguyễn Huệ, Quận 1, Thành phố Hồ Chí Minh**
(đính kèm chương trình chi tiết và tài liệu)

Để được tham dự Diễn đàn, quý đại biểu vui lòng truy cập và đăng ký tham dự tại <https://goo.gl/L6OpKZ> trước ngày 31/10/2018.

Lưu ý: Đại biểu đăng ký thành công khi nhận được thư điện tử xác nhận từ Ban tổ chức

Mọi thông tin chi tiết, xin vui lòng liên hệ TS Lê Hoàng Sứ (sulh@uel.edu.vn) hoặc ThS Lê Bích Thủy (thuylb@uel.edu.vn).

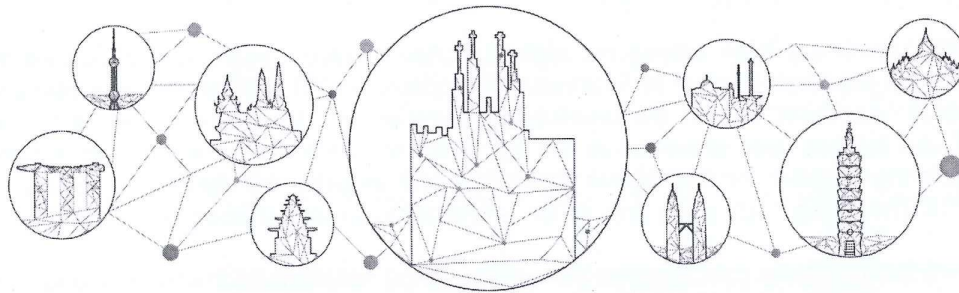
Ban tổ chức hân hạnh đón tiếp quý vị đại biểu.
Trân trọng cảm ơn./.



PGS.TS Nguyễn Tiến Dũng

26TH EDITION

ASIA IoT BUSINESS PLATFORM



ACCESS VIETNAM'S ENTERPRISE IOT MARKET

REX HOTEL, HO CHI MINH CITY

12-13 NOVEMBER 2018

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/ FOREWORD /

Asia IoT Business Platform (AIBP) is Southeast Asia's industry platform for solution providers targeting enterprise adoption of Internet of Things (IoT) and digital technologies. With over 7000 attendees participating in Indonesia, Malaysia, the Philippines, Thailand, Myanmar, Taiwan and Vietnam editions up to 2017, the event will return for the third year in a row to Ho Chi Minh this November.

Vietnam's economic growth has been among the highest in Asia in recent years, with 2018's estimate to be at 6.7%. As the third most populous country in Southeast Asia, Vietnam's ICT market has seen tremendous growth over the years and is considered one of the developing countries with the highest rates of ICT adoption and lowest cost of ICT use. IoT has been identified as the key factor for Vietnam to transform its economy, with the Prime Minister declaring support for the Digital Revolution and Industry 4.0 during his visit in Singapore for ASEAN Summit 2018. The young, tech-savvy population is one of the strongest pools of IT talents in the region.

While IoT has grown tremendously over the past few years - being heralded as the "fourth industrial revolution" that can change the way businesses and organizations operate, IoT adoption remains conservative. Concerns over cost effectiveness, interoperability and security loom over the decision-making process, creating the needs for businesses to seek thought leadership, use cases, and consultative strategic planning to better understand how to adopt IoT successfully. With this in mind, this year's edition of AIBP in Vietnam will focus on discussions between IoT solution providers, enterprises and government bodies **to address key challenges in implementing IoT. Potential win-win solutions for both the government and enterprises** will also be discussed; **enterprises providing practical suggestions to assist the government in adopting IoT technologies, while local authorities help and support enterprises gain business opportunities.**

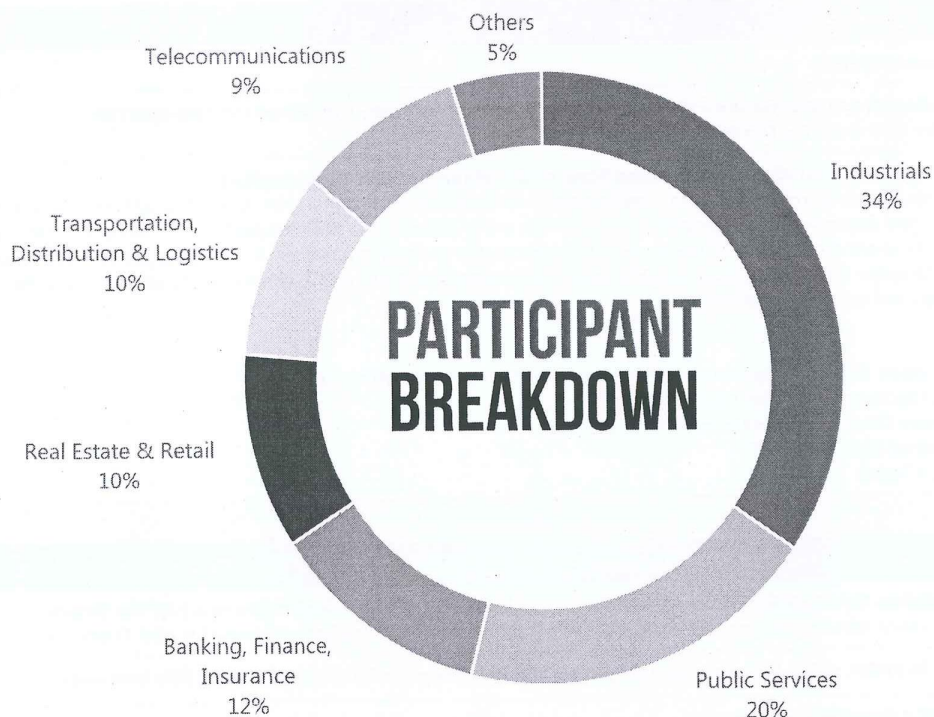
This is a dynamic industry platform that you should not miss if you want to understand more about enterprise digital transformation and IoT in Vietnam; understanding business needs and challenges in adopting IoT, and establish important connections that will benefit you and your organization.

We look forward to welcoming you in Ho Chi Minh City this November!

Regards,
Asia IoT Business Platform



/ OVERVIEW /



25 EDITIONS HELD IN SOUTHEAST ASIA



7000+
PARTICIPANTS



2500+
COMPANIES



**SPONSORS &
EXHIBITORS**



75% ENTERPRISE ATTENDEES
50% DIRECTOR, VP, HOD



**OVER 1 MILLION USD
MEDIA VALUE**



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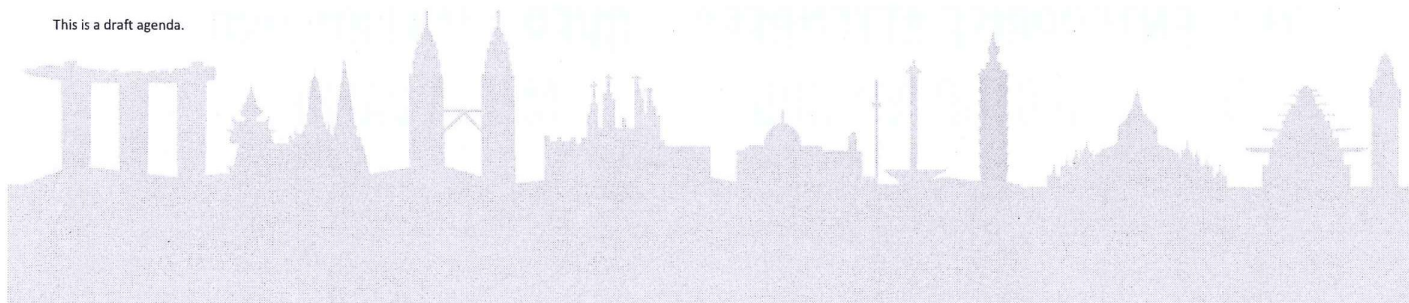


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/ AGENDA /

SESSION 1: KEYNOTE	
0900	Chairperson Welcome Address
0915	Opening Address: Digital transformation – challenges and opportunities from a government's perspective Tran Vinh Tuyen, Vice Chairman, Ho Chi Minh People's Committee (Invited)
0930	Panel: Spearheading The Digital Wave: The Current State of Development and Opportunities <i>Vietnam has been steadily transforming itself into a more modern and sustainable country, with steady flow of foreign direct investments into the country. The next step is to create digitized economy in the era of Industry 4.0. With the push for digital development in various cities, the central government seeks to spread this wave across the country to develop it further. This keynote panel will have government officials and key Vietnamese Telcos bring more insights about the development plans and opportunities for enterprises in the development of a digitized connected Vietnam.</i> Panelists: Dr. Nguyen Quang Thanh, Director, Department of Information & Communications, Da Nang Vu The Binh, General Secretary, Vietnam Internet Association Tran Quoc Thai, Deputy Director, Urban Development Agency Pham Duc Long, General Director, VNPT Le Dang Dung, CEO, Viettel
1020	Morning coffee break
SESSION 2: SMART CITY I: WHERE WE STAND, AND WHAT WE CAN DO TO TRANSFORM INTO "SMART VIETNAM"	
1100	Building The Foundation Not Only For "Smart Vietnam", But Also A Competitive Digital Economy In The Region Lai Viet Anh, Deputy Head, Vietnam eCommerce & Digital Economy Agency (iDEA), Ministry of Industry and Trade (Invited)
1120	From smart homes to smart cities: What can be re-applied and what need to be changed during this transition
1140	Panel: The Vision Of A Smarter Vietnam <i>Being among the most developed in Vietnam, the local governments have pushed for the smart city transformation of Vietnam. A long term plan has been drawn, with the first phase of development spanning till 2020. In this panel discussion, government representatives and local enterprises will discuss current challenges, solutions and future initiatives being put in motion to create a smarter Vietnam with IoT and ICT technologies.</i> Panelists: Duc Anh Duong, Director, Department of Information and Communications, Ho Chi Minh City (Invited) Dr. Luan Quoc Hung, Director, Technical Department, Ho Chi Minh City Power Corporation (EVNHCMC) Le Hoang Chau, Chairman, Ho Chi Minh City Real Estate Association (HoREA) Nguyen Manh Hung, Deputy Director, Mobifone Corporation
1225	Networking lunch

This is a draft agenda.



/ AGENDA /

SESSION 3: SMART CITY II: INTERNATIONAL PERSPECTIVES AND BEST PRACTICES

In Session 2: Smart City I, we looked at Vietnam's current smart city standing and how local government, enterprises and solution providers seize the opportunities to participate in smart city developments in Vietnam. This current session offers an opportunity to learn from international stakeholders, sharing perspectives and best practices from their countries for Vietnam to adapt and apply these valuable lessons.

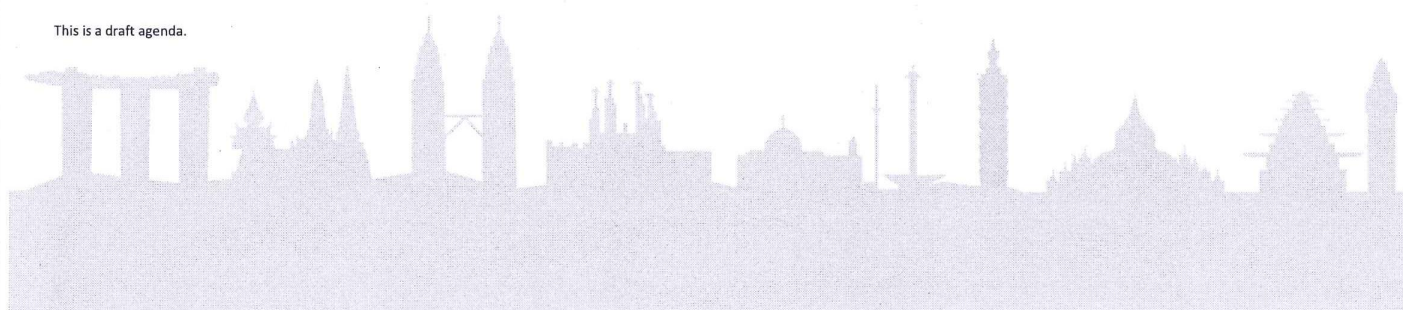
1330	The Journey Toward A Smart Nation Goal: Expectation, Challenges And Solutions Through Different Stages <i>Perry Dominguez, CIT Business Partner, Corporate Information & Technology, Meralco</i>
1350	Guide To A Safe, Secure, And Reliable IoT Critical Infrastructure System <i>Patrick Conway, Business Development Director, Critical Application Connectivity Products, Virtual Access – N'osairis</i>
1410	Smart Taipei – A City of Innovation, Solution and Co-creation <i>Damien Chin, Research Fellow, Project Management Office, Taipei Smart City</i>
1430	Precision Irrigation For Efficient And Sustainable Agriculture – Lessons Learnt From Organik Farm
1450	Afternoon coffee break

SESSION 4: INDUSTRIAL IOT

According to World Economic Forum and Vietnam Chamber of Commerce and Industry, Vietnam may not be ready for the next Industrial Revolution. Currently, the country does not rank high in education, human resources, innovation and technology, which are all crucial factors for Industry 4.0. Enterprises need to equip with new technologies and skilled workforce as cheap labour is no longer sustainable. In this session, international and local industry stakeholders will share their experience including challenges, solutions and future plans in the Industrial space.

1530	Challenges in Undergoing Digital Transformation in Manufacturing at Small, Medium Enterprises in Vietnam: It Is Not Just About The Cost Factor
1550	Industry 4.0 with Truong Hai Auto: Utilizing Automation And Sensors In Car Manufacturing - Key Takeaways From The Most Advanced Mazda Plant In Southeast Asia <i>Pham Van Tai, Chief Executive Officer, Truong Hai Auto</i>
1610	Increasing Efficiency And Reducing Crop Loss From External Conditions – Best Practices From Monsanto <i>Peri Subrahmanya, Product Manager, IoT, Monsanto</i>
1630	Digital Transformation From Lowering Costs To Creating New Business Models For Manufacturers
1650	Lucky Draw
1655	End of Day 1

This is a draft agenda.



/ AGENDA /

SESSION 5: TRANSPORT & LOGISTICS

Movement of people and goods across the country has become an important topic since major cities in Vietnam (Ha Noi, Ho Chi Minh, Da Nang) are currently overloaded with vehicles. In just Q3 2017 alone, more than 800,000 new motorbikes were registered. The current transport infrastructure can no longer cope with this and thus resulting in frequent congestions and safety issues. Key stakeholders from both public and private sectors will present their initiatives to cope with the current situation and potentially alleviate the problem.

0900	Keynote Smart Urban Mobility Innovations in Spain <i>Isidre Gavin, Secretary of Territory and Mobility of Town and Country Planning and Sustainability, Catalan Government</i>
0920	Cuu Long CIPM: Using Intelligent Transport System to Monitor Traffic <i>Tran Van Thi, Chief Executive Officer, Cuu Long CIPM</i>
0940	Easing overcrowded traffic with the online ride-sharing model – Lessons from Indonesia
1000	Increasing efficiency in logistics with sensors to track and monitor shipments
1020	<i>Morning coffee break</i>

SESSION 6: PUBLIC SERVICES

Vietnam is emerging as one of the economies with the highest GDP growth rate in Asia. As a result, people can afford more services and the government sees the need to develop its public services with advanced technologies, to cope with the growing demand and improve the standards of living of its citizens. In this session, stakeholders will share the initiatives implemented.

1105	Digital Frontier of Healthcare: Malaysia's Experience <i>Dr. Fazilah Shaik Allaudin, Senior Deputy Director (Health Plans, Facility & eHealth Planning), Planning Division, Ministry of Health Malaysia</i>
1125	Using Anonymized Data From Tourists to Further Improve Services and Create Sustainable Tourism, a Case Study From Phuket <i>Dr. Sumavasee Sarasuk, Vice President, Digital Innovation Promotion, Digital Economy Promotion Agency (Thailand)</i>
1145	Knowledge Sharing: Driving Digital Transformation to Build Long-Term Capabilities for the Public Sector <i>Thawipong Anotaisinthawee, Country Manager, Nutanix</i>
1205	Mitigating Environmental Challenges of a Growing City With IoT
1225	<i>Networking lunch</i>

This is a draft agenda.



/ AGENDA /

SESSION 7: E-COMMERCE & RETAIL

E-Commerce and Digital Banking growth rate in Vietnam has been among the highest in Asia in recent years. It is partly due to the high percentage of smartphone penetration (84% in key cities, 71% of 93% of the population using phone in secondary cities, and 68% of 89% of the population using phone in rural areas, according to Nielsen Vietnam). This trend will disrupt the current traditional and primarily cash-based society, and those who fail to innovate will lag behind in the competition. Representatives from financial institution, physical retail and e-commerce players will share insights on how to stay relevant and competitive.

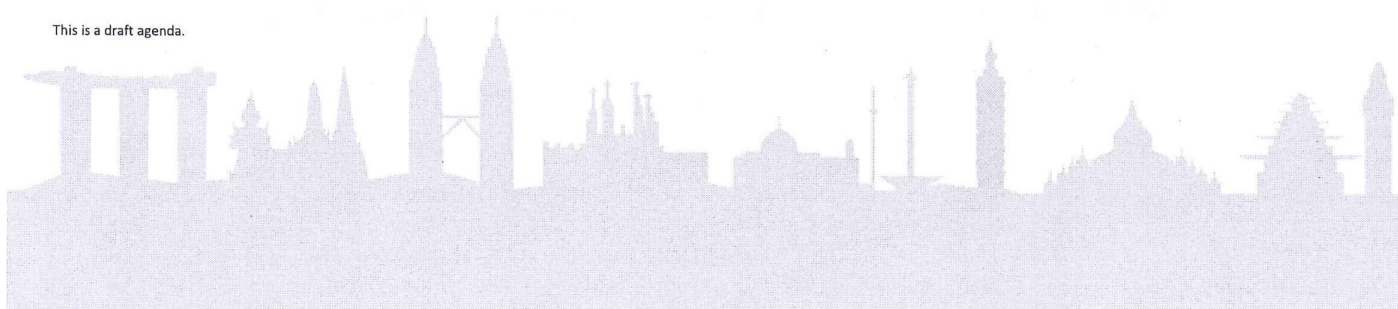
1330	Technologies For E-Commerce Business Optimization: What Really Happens After Purchase? <i>Arun Mambully, Vice President, Domestic Delivery for Asia Pacific, DHL E-Commerce (Invited)</i>
1350	All Round Digital Banking Initiatives To Become A Lifestyle Bank <i>Apirut Art Vanchaam, Principal Visionary Architect, Kasikorn Bank</i>
1410	The transition from a cash-based to cashless society with readily available top-up points and incentives in mobile cashless payments
1430	MyVIB: Digital Banking In The Fourth Industrial Revolution <i>Le Anh Quang, Director, IT Strategy & Technology, Vietnam International Bank (VIB)</i>
1450	Afternoon coffee break

SESSION 8: NEXT-GEN TECHNOLOGIES

To stay competitive, it is good to equip oneself with the latest technologies, but it is critical to look further ahead into the future. Learn more about new technologies in development that can become the game-changer for your organization in a few years.

1530	How to Build Your AI-Powered Chatbot And Avoid The Common Mistakes <i>Peiru Teo, CEO, KeyReply</i>
1550	Artificial Intelligence in behavioural learning and analysis to aid everyday life
1610	Analyzing risks and customer behaviours through Data Warehouse in banking
1630	Lucky Draw
1635	End of Asia IoT Business Platform 2018

This is a draft agenda.



/ OPPORTUNITIES /



Conduct one-on-one meetings with selected attendees to explore partnerships and create opportunities



Speak or invite your clients to share existing case studies on the main stage



Share your insights with media and get exclusive interview coverage



Showcase your latest products and solutions to targeted audience in the closed door exhibition

WHAT DO YOU HOPE TO ACHIEVE?



Demonstrate your technology or track record to attendees during coffee breaks



Network, exchange views and forge new collaborations with decision makers from vendors and enterprises



Moderate or participate in panel discussions with other thought leaders



Host a private workshop or networking session for your prospects or clients

For speaking and sponsorship opportunities, please contact:

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"I am proud to witness the success of Asia IoT Business Platform 2016 – it's a concrete manifestation of the effort to strengthen the interaction between innovative players in the Indonesian ICT field."

- Mariam F. Barata, Directorate General for ICT Applications, Ministry of Communication and Information (Indonesia)

"We're still at the first step of IoT implementation, which is the discovery phase. This conference is a great place to be at because there is a lot of shared learning and discussion about what IoT is – not just in The Philippines but across the region." – Calum Chisholm, Country Manager, Intel Microelectronics Philippines

"I'd like to applaud the effort by Asia IoT Business Platform. At this early stage of trying to create awareness, it is important to have a platform that allows different players to come together, exchange views, and discuss potential to develop new solutions, address the needs of the massive market. Opportunities in IoT is endless, and this platform is helpful to foster this kind of collaboration." – Dato' Ng Wan Peng, COO, Malaysia Digital Economy Corporation



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BRINGING INTERNET OF THINGS TO LOCAL ENTERPRISES IN SOUTHEAST ASIA

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