



Post-Event Summary – The Largest IoT Community Joined GSMA IoT at Mobile 360 – Digital Societies in Kuala Lumpur

Tuan-Tuan dan Puan-Puan (Ladies & Gentlemen in Malay 😊),

GSMA Internet of Things Programme and the Asia-Pacific Team have joined forces for collaborative IoT activities at the [Mobile 360 – Digital Societies](#) from 24 to 26 September 2019 in Kuala Lumpur. This event marks the one-year anniversary of the [APAC IoT Partnership Programme](#), launched with **14** pioneer mobile operator members and grown to **32 in 16 countries** to-date, overachieved the full-year target of 30 in only six months. The APAC IoT Partnership Programme was [launched in October 2018](#), to bring together mobile operators and their partners in the wider ecosystem for the sharing of ideas, progress updates and common challenges.

With 37 of the 121 Mobile IoT (LTE-M & NB-IoT) networks globally launched, Asia-Pacific is forecast with the largest number of both IoT connections and revenue opportunity by 2025, leading with 11 billion of the world [25.2 billion connections](#); and US\$386 billion of the world [US\\$1.1 trillion revenue](#). Through the APAC IoT Partnership Programme, **9** new IoT Labs are inaugurated, and **more than 150 new Mobile IoT Innovators** have been engaged. To intensify the communications and promote the values of partnership, we organised two Asia-Pacific focused activities: [APAC IoT Innovation Summit](#) and [IoT Expo – Connected APAC](#) at the Mobile 360 event this year.



APAC IoT Innovation Summit Highlights the Growth of IoT
Asia-Pacific to Become \$386bn Market by 2025 and Deliver the Benefits of Operators through End-to-End Services Beyond Connectivity

Global cellular LPWA network connections are primarily driven by APAC region that accounts for [nearly 97% of all NB-IoT in 2018](#). These Mobile IoT technologies are being integrated with the 5G standards that further empower low latency, massive IoT and large bandwidth. The APAC IoT Innovation Summit was dedicated to discussions around 5G, the latest Mobile IoT developments and deployment projects, how various vertical industries adopt the compelling benefits from mobile technologies and how ecosystem communities are collaborating across countries to engage with IoT developers.

The full-day APAC IoT Innovation Summit welcomed **271** attendees, **more than doubled** the number in the [IoT/AI/Blockchain Summit](#) at Mobile 360 – Digital Societies in 2018. This contributed to **over 20%** of the whole M360 event attendance. Our **35 industry expert speakers** came from **29 companies in 12 countries**, including Australia, China, India, Indonesia, Japan, Malaysia, Pakistan, Singapore, Sri Lanka, South Korea, Vietnam and the United Kingdom, covering **9 industry verticals**, including agriculture, aviation, healthcare, logistics, manufacturing, smart home, smart city and utility.



Networking Dinner with Speakers from APAC IoT Summit

The APAC IoT Innovation Summit also saw the launch of the **Beyond Connectivity** campaign, aiming to demonstrate the value-added services and the substantial benefits delivered by mobile operators to partners and customers. For more use cases and information, please visit <https://www.gsma.com/BeyondConnectivity>.

The event was **live streamed on YouTube** through Mobile World Live. In case you missed it, you may watch the on-demand presentations. You may also read our [summary blog](#) and view more event pictures here: <https://photos.app.goo.gl/ZQCtliz6GMhZ3TeT7>

Session	Topic	Speaker	Watch On-Demand	Presentation Deck
Opening	Opening Keynote	Julian Gorman, Head of Asia-Pacific, GSMA	N/A	Download
1 Latest Mobile IoT Development	Opening Address	Graham Trickey, Head of IoT, GSMA	https://youtu.be/b-gISJF6NLQ	Download
	Axiata's Internet of Everything Platform Play	Dr. Indika Samarakoon, Head of M2M/IOT Strategy Development & Partner Management, Dialog Axiata	https://youtu.be/b-gISJF6NLQ?t=407	Download
	NB-IoT Deployment in Vietnam	Nguyen Viet Anh, Chief IoT Architect, Viettel Network, Viettel Group	https://youtu.be/b-gISJF6NLQ?t=1769	Download
2	Panel on Supply Chain for Mobile Industry in IoT	Moderator: Mona Mustapha, Technical Specialist, GSMA - Alvin Poo, Regional Sales Director, Quectel - Chai Ming Ching, Head of IoT, New Business, Enterprise, Maxis - Dr. Hu Jun, Director of Southeast Asia IoT Business Department, Huawei - Keerthi Dashnamurthy, Business Development Director, WING – APJ, Greater China & India, Nokia - Stanley Chen, Director of Oversea Market, Integrated Solutions and 5G Applications, ZTE - Steven Kim, Senior Sales Director APAC, Telit	https://youtu.be/b-gISJF6NLQ?t=3055	
3	Opening Address	Barbara Pareglio, Senior Director, IoT Technology, GSMA	https://youtu.be/zm7p7E_QbnY?t=65	Download

IoT Capability Beyond Connectivity	<u>IoT Capability Beyond Connectivity: Smart City</u>	Azrin Aris, Director, Emerging Solutions & Innovation, TM One & Ir. Dr. Megat Zuhairy Megat Tajuddin, Head of Competency, Innovation and Performance Division at the Public Works Department Malaysia	https://youtu.be/zm7p7E_QbnY?t=395	Download
	<u>The Role of XL Axiata in Supporting Industry 4.0 (Smart Poultry) in Indonesia</u>	Sharif Lukman Mahfoedz, Group Head Enterprise Product & Marketing, XL Axiata & Tommy Wattimena Widjaja, CEO, Sierad Produce	https://youtu.be/zm7p7E_QbnY?t=1498	Download
	<u>Building Smarter Sustainable Communities and a 5G Township Journey</u>	Syed Othman Bin Syed Salim, Head of Connected Retail & Public Infrastructure, Maxis & Richard Sebastian, AGM of Innovation and Technology Department, Gamuda Land	https://youtu.be/zm7p7E_QbnY?t=2687	Download
	<u>Enabling Access to Utility Services by Leveraging Mobile Technologies</u>	Ali Fahd Ahmad, Head of Marketing, Jazz & Dr. Gul Muhammad Khan, Company of Intelligent Systems and Network Research (CISNR)	https://youtu.be/zm7p7E_QbnY?t=4171	Download
	<u>Smart and Connected Lock</u>	Chong Choon Jeng (CJ), Business Development and Partnerships Director, IoT, Singtel & John Lim, Director of Business Development, South-East Asia, igloohome	https://youtu.be/gzGbKckQfn8?t=50	Download
4	<u>Panel on Fostering IoT Ecosystem</u>	Moderator: Terence Wong, Market Development Director, APAC, GSMA - Dr. Alistair Ewan Douglas, Founder and Partner, Eachmile Technologies - Andri Yadi, Vice President, Indonesia IoT Association - Boy Wicaksono, Head of IoT Innovation & Enablement, PT XL Axiata - C K Vishwakarma, Founder, IoTSG - James Lai, Chairman, Malaysia IoT Association - John Tay, Director of Community Empowerment Department in Malaysia Communications and Multimedia Commission (MCMC)	https://youtu.be/gzGbKckQfn8?t=1352	
5 IoT Innovation and Ecosystem	<u>Drones Everywhere on 5G</u>	Ong Jiin Joo, CTO & Co-founder, Garuda Robotics	https://youtu.be/gzGbKckQfn8?t=4060	Download
	<u>Industrial IoT solution with sensors, platform and application to enhance manufacturing efficiency</u>	Nguyen Vinh Loc, CEO, Daviteq	https://youtu.be/gzGbKckQfn8?t=4811	Download
	<u>E2E IoT Solution for Cattle Farming</u>	Andri Yadi, CEO, DycodeX	https://youtu.be/7iSDq7VlvUs?t=43	Download
	<u>Mobile IoT App for Lifetime Health</u>	Hudson Lee, President, Imeus	https://youtu.be/7iSDq7VlvUs?t=785	Download
6 IoT Use Cases in 5G	<u>Bring 5G into a Reality – IoT Use case in 5G</u>	Sohee Shin, Senior Vice President, Global Business Group, KT	https://youtu.be/7iSDq7VlvUs?t=1441	Download
	<u>5G Deployment and Use Cases</u>	Takehiro Nakamura, SVP and General Manager of the 5G Laboratories, NTT DoCoMo	https://youtu.be/7iSDq7VlvUs?t=2426	Download
	<u>Quectel 5G Innovations Reshape a Smarter Future</u>	Alvin Poo, Regional Sales Director, Quectel	https://youtu.be/7iSDq7VlvUs?t=3548	Download
Closing	<u>Closing Remark</u>	David Turkington, Head of Technology, Asia-Pacific, GSMA	https://youtu.be/7iSDq7VlvUs?t=4922	Download



Brought together by **12 demo partners from 6 countries** facilitated by **8 mobile operators**, IoT Expo – Connected APAC was designed to showcase some of the most innovative IoT solutions in the region. The demonstrations, of which 8 covered NB-IoT and 9 covered “Beyond Connectivity”, delivered solutions in 8 industry verticals, including Agriculture, Aviation, Smart Health, Smart Home, Logistics, Smart City, Manufacturing, Logistics and Utility. The IoT Expo was proudly sponsored by **Maxis** for the use of **live NB-IoT** connectivity. For details about the demos, please visit <https://www.gsma.com/iot/events/m360-apac-iot-summit/#expo>

We also brought three sponsored partners to the event: Quectel, Eachmile Technologies and Prodigy Electronics, demonstrating 5G and NB-IoT modules, [Fishcoin](#) (Blockchain for fishing industry) and NB-IoT smart parking sensors respectively.

Overwhelming amount of demo proposals were submitted to us but only 12 were shortlisted for demonstrations due to limited amount of space. We, instead, promoted these partners to the Mobile IoT Innovators community of over 2,500 members online. [Pong Yuen Holding](#) was interviewed for their precision agricultural technologies using NB-IoT. More interviews will be made available online under [Industry News](#). Please stay tuned.

Please see below the highlights of the IoT Expo. You may view more event pictures here: <https://photos.app.goo.gl/fRKb52KktVnTxBHv6>



Public Relations

Prior to the APAC IoT Innovation Summit, we announced the largest community in the Asia-Pacific in a press release: [GSMA Partnership Programme Expands to Create the Largest IoT Community in Asia Pacific](#). Here is the coverage report:

- Overall coverage: 570
- Syndications: 560
- Original coverage: 10
 1. [GSMA expands APAC IoT initiative](#), IOT Australia, 24 September 2019
 2. [GSMA Partnership Programme Expands to Create the Largest IoT Community in Asia Pacific](#), Business Wire, 24 September 2019
 3. [GSMA Partnership Programme Expands to Create the Largest IoT Community in Asia Pacific](#), IoT Business News, 25 September 2019
 4. [GSMA APAC IoT Partnership Programme expands to over 30 operators](#), Telecompaper, 25 September 2019
 5. [GSMA creates largest IoT community in APAC](#), Mobile World Live, 25 September, 2019
 6. [GSMA Partnership Programme Expands to Create the Largest IoT Community in Asia Pacific](#), AFP, 25 September 2019
 7. [Programa de parceria da GSMA se expande para criar a maior comunidade de IoT na Ásia-Pacífico](#), Terra, 25 September 2019
 8. [GSMA Partnership Programme Expands to Create the Largest IoT Community in Asia Pacific](#), AiThority, 26 September 2019
 9. [GSMA Expands APAC Partnership Programme to Promote IoT Collaboration](#), Mobile ID World, 26 September 2019
 10. [GSMA EXPANDS APAC IOTINITIATIVE](#), Australian Manufacturing Forum, 27 September 2019

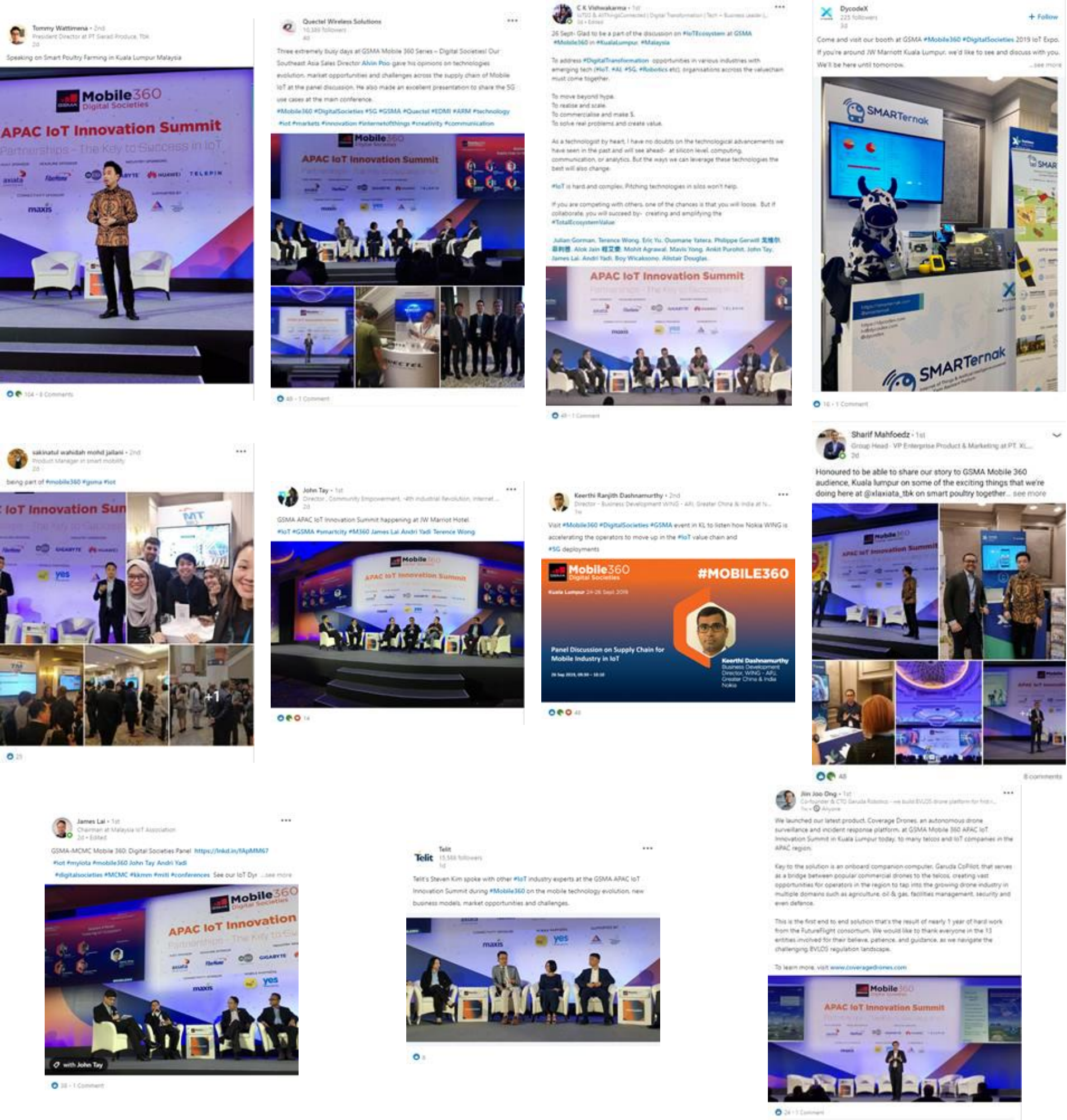
A **media tour** for IoT Expo – Connected APAC, signed up by 10+ media, was organised on Day 1 of the Mobile 360 event. The following analyst houses and local media had signed up: Astro Awani, Business Times (CH), Business Today/Liveatpc.com, Data and Storage ASEAN, The Fast Mode, Frost & Sullivan, Malaysian Wireless, Max-IT, New Straits Times, Pokde.net, RTN, Sin Chew Daily, Wisar and Zing Gadget.



TV Interview with Julian Gorman by Ibrahim Sani from Astro Awani (mentioning of APAC IoT Partnership Programme at 25:13): <https://youtu.be/b7Ww8Ly2SWc?t=1513>

Social Interactions & Marketing

- Over 35 organic posts for GSMA IoT at Mobile 360 were promoted and attracted over 30,000 views and 170 interactions over the last few weeks.
- Our speakers and industry partners also advocated the APAC IoT Innovation Summit. (click the below images to view the original posts)



This is truly a team effort. We want to express our utmost gratitude to

- Our GSMA speakers: Julian Gorman for opening the IoT Summit; Graham Trickey for sharing the global landscape of Mobile IoT; Barbara Pareglio for the launch of “Beyond Connectivity”; David Turkington for the closing remark; and Mona Mustapha for delivering an excellent panel for supply chain in IoT
- The PR Team: Claire Cranton for the on-site support and guidance; Gareth Davies for delivering the IoT press release and especially Jowie Law for the proactive media engagement and opportunities
- The Mobile 360 Team: Annabel Helm, William Rudolph, Simon Hayman, Suzi Rankine and Talja Tresguerres for sales, marketing and operation support. This is the most valuable Mobile 360 event to IoT
- GSMA Intelligence: Sylwia Kechiche and Yiru Zhong for their assistance in the press release
- Social Media Team: Phil Rawcliffe and Tom Kenyon for the social media engagement

With this great success, what comes next?

- The leads generated from the APAC IoT Innovation Summit will be taken from offline-to-online and continuously engaged with APAC and global IoT contents for community growth
- In-Case-You-Missed-It email to the GSMA IoT database
- Post-event summary blog: <https://www.gsma.com/iot/news/iot-partnership-m360ds19/>
- APAC IoT Case Study illustrating the 12 demos showcased at M360 and a few other innovative IoT use cases to be compiled and published at MWC20
- All the demos at the IoT Expo – Connected APAC have already been filmed and will be promoted on GSMA.com – *to be shared*
- Collaborate with the perspective APAC-based operator partners for potential showcases at MWC20
- Plan the next APAC IoT Innovation Summit at M360DS20 with sponsors – led by the M360 Team

References

- Coverage by Joseph Waring from Mobile World Live (APAC IoT Summit being mentioned at 2:32): https://youtu.be/yLM_Dmhg97o
- Official Mobile 360 Event Highlight (GSMA Connect): <https://www.gsmaconnect.com/stay-current/newsroom/#mobile-360-digital-societies-takes-place-in-kuala-lumpur>
- Key Coverages for Mobile 360 Event – 61 press representatives from 35 media outlets attended
 1. [Notepad by Ibrahim Sani \(26 mins feature TV interview\)](#), Astro Awani, 24 September 2019
 2. [Ujian 5G diperluas ke seluruh negara](#), RTM1, 24 September 2019

- 3. [Projek demonstrasi 5G diperluas ke seluruh negara Oktober ini - Gobind Singh Deo](#), Bernama News Channel, 24 September 2019
- 4. [Gobind Singh: 5G Trials Will Go Nationwide!](#), Astro Ulagam, 24 September 2019
- 5. [Malaysia's 5G plan a potential boon for China's Huawei](#), Reuters, 24 September 2019
- 6. [GSMA Report Outlines How Collaborative Platforms Can Advance Digital Societies Across Asia Pacific](#), AFP, 24 September, 2019
- 7. [5G trials to go nationwide next month: Gobind](#), New Straits Times, 24 September 2019
- 8. [Malaysia on track to become potential 5G pioneer in region, say experts](#), Malay Mail, 24 September 2019
- 9. [Demonstrasi 5G diperluas ke seluruh negara](#), Berita Harian, 24 September 2019
- 10. [Final report on 5G implementation to be ready by Oct, says MCMC chairman](#), Malay Mail, 25 September 2019
- 11. [5G mobile report due in October](#), The Malaysian Insight, 25 September 2019
- 12. [Be more positive about 5G, urges MCMC chief](#), Free Malaysia Today, 25 September 2019
- 13. [Malaysia starting 5G trials in October](#), The Straits Times, 25 September 2019
- 14. [5G testbeds extended nationwide with demonstrations starting in October](#), The Malaysian Reserve, 24 September 2019

Warm Regards,
Eric Yu (IoT Marketing) & Terence Wong (APAC)

