COMPUTEX 2017
Post Show Report

Sec. IV, Exhibition Dept.
TAITRA
Outline

I. COMPUTEX in Transformation
II. Outcome of COMPUTEX 2017
I. COMPUTEX in Transformation
Positioning

Building Global Technology Ecosystems
5 Main Themes

- AI & Robotics
- Innovations & Startups
- Business Solutions
- IoT Applications
- Gaming & VR
Exhibiting Areas

Taipei Nangang Exhibition Center, Hall 1
- Business Solutions
- Components & Parts
- Data Storage
- Embedded Systems
- iStyle
- Gaming & VR
- Systems & Solutions
- Cross-Strait Exhibitors

TWTC Exhibition Hall1
- SmarTEX
- Communication & Networking
- Peripherals & Accessories
- Mobile Devices
- Touch Applications & Display Products

TWTC Exhibition Hall3
- InnoVEX

Taipei International Convention Center
- Semiconductors & Hospitality Suites
4 Featured Exhibits

SmarTEX
IoT Applications
Venue: TWTC Exhibition Hall 1

InnoVEX
Innovations & Startups
Venue: TWTC Exhibition Hall 3

iStyle
Apple MFi Certified Peripheral Products
Venue: Taipei Nangang Exhibition Center, Hall 1

Gaming & VR
High Performance Gaming Products
Venue: Taipei Nangang Exhibition Center, Hall 1
Core Events

- Int’l Press Conference
- Opening Ceremony
- Keynotes & Forums
- New Product Launches
- Startup Pitches & Demos
- COMPUTEX d&i awards Display
- B2B Meetings & Networking
What Makes COMPUTEX 2017 Different?

• COMPUTEX started transformation in 2016 repositioning itself: BUILDING GLOBAL TECHNOLOGY ECOSYSTEMS
• From internet computing to IoT & A.I.
• From supply chain to ecosystems
• From hardware to software solutions
• From big brands to global startups
• From sales channels to system integrators & investors (VCs & Crowdfunders)
Trends on A.I. & Robotics

- **IBM**: “Watson believes that AI will augment and enhance what humans do, not replace humans.”
- **Intel**: “AI is transformative, and the coming flood of data will be the next computing challenge.”
- **NVIDIA**: “The ubiquitous AI results in the rise of new computing models such as GPU computing technology.”
- **Appier**: “AI is born to solve the pain point of enterprise and it is not an option.”
Trends on IoT

- **ARM:** “Forging and maintaining strong partnership is crucial to a company’s success in the IoT era.”
- **Ericsson:** “Developing and scaling 5G technology around the world would not only prompt a new trust model and a new service delivery system, but also call forth new security concerns and an evolving threat landscape.”
- **Foxconn:** “As the world is moving toward more connected people and vehicles, not only more connectivity but also ‘more precision’ should be emphasized.”
- **Qualcomm:** “It is believed that 5G will enable products and services that have not been invented and will empower more immersive experiences.”
Trends on Global Startups

“Compared to last year, InnoVEX this year is much better.”
- MODICINE, Germany

“We have good results this year, and we will come back.”
- SaaSame, Hong Kong

“InnoVEX is much more international than we expected, which is good for us.”
- DNX, Korea

“We are considering to move to Taipei after participating InnoVEX and knowing more about Taiwan startup ecosystem.”
- OuiSmart, France
II. Outcome of COMPUTEX 2017
Show Scale

- 1,600 Exhibitors from 26 Countries with 5,010 Booths
- The first-time exhibitors account for nearly 33% of all the exhibitors thanks to the ongoing transformation to IoT, AI & startups.
Major Participating Exhibitors by Country of Origin

Taiwan 68.4%
China 20.6%
United States 1.6%
Hong Kong & Macau 2.2%
Korea 1.7%
Japan 1.4%
Germany 0.4%
Netherlands 0.3%
Singapore 0.5%
France 0.9%
Thailand 0.3%
others 1.6%
others 1.6%
Key Exhibitors of COMPUTEX 2017

- 1,600 Exhibitors from 26 Countries with 5,010 Booths
- Top 6 Exhibiting Countries: Taiwan, China, Korea, United States, Japan, France
Key Exhibitors at InnoVEX

- 272 Startups & Accelerators from 23 Countries
- Top 6 Exhibiting Countries: Taiwan, Korea, China, Japan, France, United States
Sub-Categories of SmarTEX

- SmarTEX-Smart Tech Solutions Area: 30%
- SmarTEX-Automotive Electronics Area: 13%
- SmarTEX-Security Application Area: 13%
- SmarTEX-Smart Home & Entertainment Area: 28%
- SmarTEX-Wearable Devices Area: 16%
Sub-Categories of InnoVEX

- IoT: 18%
- Health Tech: 11%
- VR/AR: 10%
- Big Data & Cloud: 7%
- Wearable Technology: 6%
- eCommerce: 4%
- AI: 4%
- Mobile: 3%
- Education: 3%
- Others: 34%
Top 10 Countries with the Most Number of Buyers

- COMPUTEX 2017 attracts 41,378 buyers from 167 countries, an increase of 1% from last year
The Fast Growing Countries among Top 20 Visitors Countries

Growth Rate

- Thailand: 31%
- Russian Federation: 27%
- Vietnam: 25%
- India: 22%
- Indonesia: 22%
Product Categories Mostly Inquired by International Buyers

* Each buyer could select more than one product category.
Top 5 Smart Technology Applications Mostly Inquired by International Buyers

- Smart Home and Entertainment
- Wearable Devices
- Smart Tech Solutions
- Security Applications
- Automotive Electronics
CPX Conference

Keynotes & forums: 19 sessions
On site audience: 2,422 attendees
YouTube stream: 6,400+ views during the event
Organizer: TAITRA; sponsor: BOFT
InnoVEX Forums

- Keynotes & forums on Center Stage & Pi Stage: 21 sessions
- On site audience: 1,000 attendees
- Twitch stream: 642,820 views
- Organizers: TAITRA, TCA
COMPUTEX TAIPEI FORUMS

- COMPUTEX TAIPEI FORUMS: Total of 15 sessions organized by 3rd party professional magazines or industry associations
- e21Forum (1,763 attendees) & Microsoft Forum (1,500+ attendees)

**e21FORUM**

Experience the Data Driven Future
- Gregory Bryant, CVP & GM of CCG, Intel
- Why is Chatbot so Hot? Understanding the Chatbot Trends in 3 Minutes
  - Ric Huang, Co-founder, Yoctol Info
- Finding the True Value from Your Marketing Events' Data
  - Tan Jie Hao, Founder, Micepad Taiwan

**Microsoft Forum**

Building the Possible
- Nick Parker, CVP, Consumer and Device Sales, Microsoft
- Matt Barlow, CVP, Windows Marketing, Microsoft
- Peter Han, VP, Partner Device and Solutions, Microsoft
NVIDIA AI Forum

• Partnered with TAITRA, NVIDIA hosted the AI Forum in alliance with COMPUTEX 2017 for the first time, themed at “From Artificial Worlds to Artificial Intelligence.”
• Onsite audience: 1,200 attendees
Startup Demos at InnoVEX : 60 sessions
Winners of InnoVEX Startup Awards

InnoVEX Grand Prize Winner  
Cash prize USD 30,000

A玛丽洛

Foxconn Technology Group Special Award

ADD WEUP
COMPUTEX d&i awards

• Collaboration with iF since 2008
• 2017 d&i awards
  ✓ 255 entries from 96 companies coming from 8 countries
  ✓ 77 products from 42 companies have been selected for the awards
  ✓ 3 new categories
    ➢ AI & Robotics
    ➢ IoT
    ➢ AR/VR
• 5 Gold Award Winners & 1 Rising Star Award Winner / 2 Distinguished Contribution Awards Winners (Acer, Thermaltake)
Media Exposure

• Taiwan
  3,781 news
  400,000+ reaches on social media (FB)

• International
  More than 10,000 news around the globe.
  Intensified PR activities launched in 4 countries:
  Japan, United States, China and Korea
International Media

• Mainstream News Media
  La Tribune, Les Echos, La Prensa Libre, Bloomberg, The Times of India, KOMPAS, Calcalist, New Zealand Herald, Manila Bulletin, Der Standard, Corriere della Sera, Xinhua News Agency 新華社

• Professional Media / Web Portal
  CNET, PC World, ZDNET, TecMundo, Computerworld, 01Net, Tom’s Hardware, Computerbase, GOLEM, IDG, c’t, Engadget, Digit, T3, CHIP, Jagatreview, NIKKEI BP, The Verge, Danawa, Lowyat, HWM, Boletin de la Computacion, 3DNews, IXBT, PC Magazine, HI-Tech Mail., Mashable, SweClockers, Overclockzone, Donanimhaber, Anandtech, Computer Shopper, TechPowerUp, Android Authority, EE Times, PC Gamer, TechRadar, Tek Syndicate, Tinhte, VOZ, CRN, TechNode, ZOL 中關村在線, Netease 網易, PC Online 太平洋電腦網, Sina 新浪, Tencent 騰訊, Yesky 天極網, PChome 電腦之家, Sohu 搜狐
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Welcome to join us for COMPUTEX 2018

June 5 – 9, 2018