



- Opening Release of BYOND MOBILE –

The beginning of the 5G Revolution – Opening Ceremony BYOND MOBILE 2022

Experience the Network Economy in Asia, 28-29 September at Samyan Mitrtown, Bangkok

Wednesday, 28 September 2022 – Bangkok, Thailand: VNU Asia Pacific launches ‘BYOND MOBILE’ from 28-29 September 2022 at the 5th Floor of Samyan Mitrtown Hall, Bangkok to set a **platform for the networked economy of the future and its 5G product and solutions**. The two-day conference and exhibition will bring together business leaders from the Health, Agriculture, Manufacturing, Smart City and Future Mobility vertical with strategy experts from the Internet, Mobile Communications, and IT sectors.

The official opening ceremony starts with a warm welcome by Mr. Igor Palka, Managing Director of VNU Asia Pacific, followed by the supporting speeches of Mr. Chiruit Isarangkun Na Ayuthaya, President of the Thailand Convention and Exhibition Bureau (TCEB) and Dr. Panita Pongpaibool, Deputy Executive Director of the National Electronics and Computer Technology Center (NECTEC). The closing highlight is the Official Opening Address by Mr. Chaiwut Thanakamanusorn, Minister of Digital Economy and Society, Thailand visiting the exhibition after to explore the global brand showcases in the 5G Network.

‘BYOND MOBILE is set to become the **meeting place for the 5G ecosystem**, where industries can connect with established suppliers and disrupt start-ups. Its aim is to provide insights and strategies for business leaders seeking to explore and evaluate the latest technology solutions and services that drive necessary innovation.’, states **Igor Palka, Managing Director of VNU Asia Pacific**. ‘The dedicated 5G exhibition will feature leading blue-chip companies as well as promising start-ups drawn from the whole technology stack. On 3,000 sqm BYOND MOBILE will showcase **5G products and solutions from 50+ leading brands**. Focused areas include mobile network and cloud solutions, cyber-security, and robotics, as well as the latest in machine learning and AI. We believe BYOND MOBILE will be the **new marketplace for the Networked Economy** and stimulate 5G awareness among businesses in general.’, Igor concludes.

Mr. **Chiruit Isarangkun Na Ayuthaya, President of the Thailand Convention and Exhibition Bureau (TCEB)** emphasizes why brands and entrepreneurs should participate in BYOND MOBILE: ‘First of all, you can observe the **market trends** and develop your brand relevancy in order to serve the market. Second, the visitors come to the show with specific 5G interest, so it is your opportunity to take advantage of this **face-to-face interaction** and convince them why you are the better choice. Last but not least, even though you can get a lot of information about your competitors from their websites, BYOND MOBILE gives you the unique opportunity to watch **all market leaders concentrated in one place** which allows you to learn and develop your strategy to stand out in the industry. Therefore, the Thailand Convention and Exhibition Bureau (TCEB) is here to support the organization of



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meetings/conferences/conventions in every industry as we see it as one of the crucial mechanisms to drive the industry forward.'

'5G is becoming a key element in many perspectives. As you can explore in this event, 5G is integrated in verticals such as **Manufacturing and Robotics, Future Mobility, Life Sciences and Digital Health**. I am confident that there will be even more industries in the near future that will benefit from 5G.', **Dr. Panita Pongpaibool, Deputy Executive Director, National Electronics and Computer Technology Center (NECTEC)** predicts.

'NECTEC-NSTDA realizes the importance of this technology, thus we support and encourage research and development on electronics and computers to make Thailand ready for global changes and trends. We are currently in the process of setting up a **5G network testbed overlaid on top of our Industry 4.0 facilities** in EECi Wangchan valley. Therefore, this center will be truly established for helping the development of 5G in Thailand. BYOND MOBILE 2022 is going to provide us good chances to enhance our understandings and skills, and also encourage more sectors in Thailand to involve with 5G and Industry 4.0.', Dr. Panita Pongpaibool adds.

'BYOND MOBILE is a great opportunity for us to hear and learn from those who are in the industry as **operators, providers, regulators, or users**. On behalf of the Ministry of Digital Economy and Society of Thailand, I welcome all the products and services that will help us to improve what will be best for the Networked Economy of Thailand', **H.E. Mr. Chaiwut Thanakamansorn, Minister of Digital Economy and Society of Thailand** announces.

'5G is an important infrastructure component for the future **economic and social transformation of Thailand**. The Ministry of Digital Economy and Society has developed a policy framework and action plan to encourage the development and services of new 5G products to drive innovation and development of 5G technology applications and to build the **5G ecosystem and the Internet of Everything**. The 5G tech ecosystem is the new critical infrastructure of innovation development which will push Thailand to be a digital hub and the center of smart cities in ASEAN.', the Minister concludes.

BYOND MOBILE is a global bridge to Southeast Asia. With International experts serving the 11-countries nation group, industries can connect with suppliers across the world. Join us on **September 28-29, 2022 at Samyan Mitrtown Hall, Bangkok** to learn everything about the wireless network of the future!

For more information, please visit <https://byondmobile.asia/> and **register now to get your FREE Entry ticket** at <https://eventpassinsight.co/el/to/Q870Y> or Tel. +662 1116611 (VNU Asia Pacific)

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