



IoT Asia wins the 2016 UFI Marketing Award

The Award recognises excellence in the branding of new trade shows

SINGAPORE – 13 September 2016 – Jointly organised by SingEx Exhibitions and Singapore Industrial Automation Association (SIAA), IoT Asia has won the prestigious UFI Marketing Award on 2 September 2016. Conferred by UFI, the Global Association of the Exhibition Industry, the Award recognises excellence in the branding of new trade shows.

“As Chair of the UFI Marketing Committee and therefore the Marketing Award jury, I am delighted to announce that this year’s UFI Marketing Award will go to SingEx Exhibitions. The members of the jury were impressed by the company’s brave approach in developing an exhibition around the topic of Internet of Things (IoT). SingEx Exhibitions and their partner SIAA have structured the process to implement a trade fair on IoT in a very professional way, with satisfying results and a well-executed strategy. This strategy was fundamental in successfully establishing the new brand.” Dr. Christian Glasmacher, Senior Vice President Corporate Development at Koelnmesse GmbH and Chair of the UFI Marketing Committee.

IoT Asia was launched in 2014 and has grown steadily to become a leading global IoT event with close to 3,800 attendees from 35 countries who attended the event in 2016. Besides showcasing innovative, new and emerging key technologies, IoT Asia is also a vital industry platform that stimulates in-depth discussions to drive new business collaborations in the region that leverage the potential power of IoT.

Aloysius Arlando, Chief Executive Officer of SingEx Holdings said “We truly appreciate UFI’s effort in creating a platform to recognise the success stories for the branding of new shows. Launching IoT Asia with our partner SIAA and building the brand from ground zero to a recognisable global brand truly demonstrated SingEx Exhibitions’ strength in launching new-to-market shows. Through our insights-based approach, we saw and seized a market opportunity by curating a platform with the industry that connects practitioners in the IoT ecosystem and sparks off meaningful opportunities in businesses, government and societies. And we did. This Award marks our commitment to continue delivering our brand promise.”

Oliver Tian, President of SIAA added, “We are delighted to be recognised by UFI and this Award is a clear testimony of our efforts in developing IoT Asia to be one of the world’s leading IoT events. Our strategic partnership with SingEx Exhibitions further demonstrates our conscious role as the key catalyst driving the acceleration of applications in the Internet of Things in Singapore, and the region.”

The UFI Marketing Award adds on to a growing list of industry accolades that IoT Asia has received since its debut in 2014. They are “People’s Choice Silver Award for Event of the Year in Postscapes 2015/2016 IoT Awards” and “Trade Conference Organiser of the Year for IoT Asia 2014 at Singapore Experience Awards 2015”.

The Award will be presented to SingEx Exhibitions at the 83rd UFI Congress in Shanghai in November 2016. SingEx Exhibitions will also share about the brand and marketing journey of IoT Asia during the Special Interest Group (SIG) for Best Practices session at the Congress.

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About SingEx Exhibitions

SingEx Exhibitions is a subsidiary of SingEx Holdings, and is wholly owned by Singapore's investment company, Temasek Holdings. The company harnesses insights and its strategic networks to organise and manage a series of trade exhibitions and conferences in various industries including automotive, environment, education, e-commerce and logistics, technology, healthcare and lifestyle. These events aim to connect businesses in Asia and globally, and facilitate business matching with opportunities and knowledge sharing. For more information, log on to www.singex.com

About Singapore Industrial Automation Association (SIAA)

Established in 1982, the Singapore Industrial Automation Association (SIAA) is a professional trade association that facilitates strategic alliances, building globally competitive business communities through innovative and effective application of industrial automation and M2M (machine-to-machine) technologies.

Since 2006, SIAA has been actively promoting the use of M2M technology to encourage enterprise productivity and competitiveness, complementing the improvement achieved through automation. SIAA also reaches out to regional communities as it explores and develops automation programs across various industry segments.

Playing a key support role in the implementation of automation and productivity initiatives spearheaded by government agencies, SIAA is recognised as the vanguard of automation, the key catalyst driving the acceleration of applications in the Internet of Things. For more information, visit www.siaa.org.