

InfoComm Southeast Asia Makes its Debut in May 2019

The world's leading Pro-AV and Integrated Experience Technologies trade show debuts in one of the most exciting emerging global economic blocs – Southeast Asia

Thailand, 16 March 2018 - Southeast Asia is not just hot when it comes to the weather. It is also a hot new market for technology.

Powered by growing affluence and economic might, people and businesses in the region are increasingly interested in adopting innovative, high-quality technologies which can further transform their lives. They are thus eagerly awaiting the debut of the world's leading Pro-AV and Integrated Experience Technologies trade show.

InfoComm Southeast Asia, slated to run from 15 - 17 May 2019, will offer participating exhibitors, businesses and manufacturers new opportunities to tap into this lucrative market.

Huge Market Potential

Southeast Asia is one of the largest and most exciting emerging economic blocs in the world. Comprising Brunei, Cambodia, Indonesia, Laos, Malaysia, Myanmar, Philippines, Singapore, Thailand and Vietnam, this region was the sixth largest economy in the world in 2016 but is projected to move up to fourth place by 2050.

Its inherent attributes include abundant natural resources and a favorable geographic location, but its ascent is chiefly due to human factors.

With an increasingly well-educated and prosperous workforce of 630 million which also happens to be the third largest worldwide, Southeast Asia has a potential market that is larger than the European Union or North America. Its middle class – those with disposable incomes of

between US\$16 and \$100 a day - is also expected to double between 2012 and 2020 to reach 400 million people, making it one of the world's most attractive markets for first-time consumers.

The region is united politically and economically via the Association of Southeast Asian Nations (ASEAN). Comprising the 10 member states, ASEAN has pushed hard in recent years to collectively accelerate economic development and break down trade barriers. To that end, the ASEAN Economic Community (AEC) was formed with the goal of developing a single market. The move could potentially lift ASEAN's economic output by 7 percent by 2025, and generate around 14 million new jobs to further drive economic growth.

Infusions of Capital

Money is flowing into the region. As a beneficiary of China's massive One Belt, One Road Asian infrastructure development program, which was unveiled in 2013, the infusion of capital from China for the development of major projects in Southeast Asia will uplift and transform economies.

Foreign investors are also pumping more monies into the region. In 2013, Indonesia, Malaysia, the Philippines, Singapore and Thailand, known as the ASEAN-5 countries, received \$128.4 billion in foreign investment, up 7 percent from the previous year.

In addition, the ASEAN Infrastructure Fund was established in 2011 to help member states finance their vast infrastructure needs. That includes investments to build and strengthen cross-border transportation and power grid links. Indeed, significant infrastructure investments are estimated at US\$110 billion per annum until 2025. The key areas of infrastructure investment include multimodal transport connectivity to improve logistics efficiency, utilities infrastructure and - crucially - infocomm and technology projects.

Demand for Pro-AV and IT Innovations

All these developments will require the latest technologies.

To get a sense of the scale of technological progress, the region is today the fastest-growing Internet market in the world. Southeast Asia's online population is expanding by 124,000 new users each day and will continue at this pace for the next five years.

An increasing awareness of the transformative power of technology is further driving the desire for the latest in Pro-AV and IT innovations, which will be showcased at InfoComm Southeast Asia.

Indeed, InfoCommAsia, the organizer of the InfoComm Southeast Asia show, has a 20-year track record of delivering successful shows showcasing the latest cutting-edge technologies in China and India.

Said Richard Tan, the Executive Director of InfoCommAsia, "It has always been our mission to help our partners open doors to new and emerging markets. In addition to our more established shows in China and India which have seen soaring successes year after year, we are confident that our new platform in Southeast Asia will mirror that same success as we see a lot of market potential in the region, for now and the future."

ABOUT INFOCOMMASIA

InfoCommAsia Pte Ltd extends its influence through three marquee shows: Beijing InfoComm China, Chengdu InfoComm China and InfoComm India.

Each show comprises an exhibition that showcases the world's most cutting-edge and in-demand inventions, and a Summit that presents learning opportunities. Bringing together industry players and top-level decision-makers from across all industries, the shows enable industry players to tap into the vast potential presented by the Professional AudioVisual and Integrated Experience Technology markets of each country and region.

Additional information is available at:

- infocomm-china.com
- chengdu.infocomm-china.com
- infocomm-india.com

ABOUT AVIXA

AVIXA™ is the Audiovisual and Integrated Experience Association, producer of InfoComm trade shows around the world, co-owner of Integrated Systems Europe, and the international trade association representing the audiovisual industry. Established in 1939, AVIXA has more than 5,400 members, including manufacturers, systems integrators, dealers and distributors, consultants, programmers, rental and staging companies, technology managers, IT professionals, content producers, and multimedia professionals from more than 80 countries. AVIXA members create integrated AV experiences that deliver outcomes. AVIXA is a hub for professional collaboration, information, and community, and the leading resource for AV standards, certification, training, market intelligence and thought leadership.

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