2018 Post Show Report
About the Organizer: TAITRA

• Taiwan External Trade Development Council, TAITRA, is Taiwan’s foremost non-profit trade promotion organization.

• Founded in 1970 and sponsored by the government, TAITRA assists Taiwanese enterprises to expand their global reach. Headquartered in Taipei, TAITRA has a team of 1,300 specialists and operates a total of 61 branches worldwide.

• TAITRA’s main services:
  – Global marketing
  – Taiwan Industry Enhancement Project
  – Promoting the Service Sector
  – Market Research and Publication
  – Digital and E-commerce Marketing
  – Gaining Trade Insights with Trade Data Analytics
  – International Trade Institute
  – Taiwan International Trade Shows
  – Exhibition and Convention Venues
  – External Relations
Co-organizers for Summit

1. Federation of Indian Chambers of Commerce and Industry
2. Intelligent Transportation Society of Taiwan
3. Advanced Public Transportation Research Center

Event Partners

1. Consultancy service: Inspiredge
2. Federation of Indian Micro and Small & Medium Enterprises
3. World Trade Center Bangalore
TAITRA’s 4 branch offices in India & SMART ASIA 2018

- Bangalore
- New Delhi
- Kolkata
- Mumbai
- Chennai
3 Expo Themes

- Smart City Solutions
- City Development Products & Services
- Smart Technology Applications
4 Exhibit Areas & Summit Focuses

- Smart Transportation
- Smart Energy & Water management
- Smart City Development & Environmental Sustainability
- IoT Solutions
Event Highlights

01 Inauguration
- H. D. Kumaraswamy, Chief Minister of Karnataka, India
- James C. F. Huang, Chairman of TWTC, Taiwan

02 EV Business Opportunities Forum
- Co-organized by SMEV, the Society of Manufacturers of Electric Vehicles, India
- MOU signing between Taiwan and Indian enterprises
- Knowledge sharing and Partnerships building at the Forum

03 India-Taiwan Smart City Summit
- Co-organized by FICCI, the Federation of Indian Chambers of Commerce and Industry
- 7 Summit sessions covering topics on Bilateral Market Collaborations, Future Trends in Indian Smart Cities, Leveraging Data to Realize the Smart Cities Vision, Smart Energy & Water Management Systems, and Smart Transportation

04 B2B & B2G Interactions
- Highly engaged interactions between exhibitors, speakers, Indian government leaders and industry professionals
Positive responses from the Indian Government

Narendra Modi, the Prime Minister of India

Shri H.D. Kumaraswamy, the Chief Minister of Karnataka

Shri Giriraj Singh, the minister of Micro, Small & Medium Enterprises of State

A.B. Ibrahim, the director of Smart City Mission, Karnataka Urban Infrastructure Development & Finance Corp.
Key Exhibitors

• 50 exhibitors, 100 booths
5 Pavilions

01 TAIWAN EXCELLENCE

02 COMPUTEX TAIPEI

03 TAIWAN-CV ALLIANCE PAVILION

04 GDP GREEN TRADE PROJECT OFFICE MINISTRY OF ECONOMIC AFFAIRS

05 Taiwantrade.com
India-Taiwan Smart City Summit

- 7 Summit sessions
- 30+ Prominent speakers
- 600+ Onsite attendance
India-Taiwan Smart City Summit: Sessions Day 1

01. Effective Bilateral Market Collaborations for India’s 100 Smart Cities Mission

02. Opportunities, Developments and Future Trends in Indian Smart Cities

03. Smart Cities and Technology - Leveraging Data to Realize the Smart Cities Vision
India-Taiwan Smart City Summit: Sessions Day 2

- Smart Water Management - Future of Utilities
- Smart Energy Management Systems
- Smart Transportation: Integration of Transportation Systems
- Smart Transportation: Smart & Green Mobility
Featured speakers at the Summit

Milind Pagar, Chief Solution Architect, Smart Cities, Tata Projects India

Karthi Madhavan, Country Head, Tata Consultancy Services, Taiwan

Mark Yang, GM of India & Intercontinental, Advantech, Taiwan

Chockalingam Chidambaram, Nagpur Smart Cities & Head, Security, Larsen & Toubro
Featured speakers at the Summit (cont.)

Sudeep Das, Director, PwC India

Lux Rao, Solutions Director & Leader, Digital Transformation, Dimension Data

Daisy Chittilapilly, Managing Director, Digital Transformation Office, Cisco India & SAARC

Ramakrishna Dasari, CEO, Eftrronics Systems India
Featured speakers at the Summit (cont.)

Sanjivrao Katakam, Principal Consultant, Energy & Utilities, Wipro

N. Seshadri, Senior Vice President, Urban Mass Transit Company

Jason S.K. Chang, Professor, National Taiwan University; Director, Advanced Public Transport Research Centre, Taiwan

Naresh Pradhan, Project Officer (Transport), Asian Development Bank
Key Visitors

• 1,500+ professionals from 12 countries

India, Taiwan, China, Canada, Ethiopia, Mozambique, Nepal, Singapore, UAE, UK, USA, Vietnam

TATA PROJECTS
Simplify.Create

L&T Construction
Buildings & Factories

Jio

Qualcomm

HEROELECTRIC

CISCO

wipro

Schneider Electric

BOSCH
Invented for life

Honeywell

3M India Limited

DELL Technologies

MIZUHO
Event Marketing

- Print Ads
- Outdoor
- Social Media
- Radio
- TV
Media Exposure

- Media attendance: 85 media houses, 96 journalists
- Online news reports: 147, Printed news report: 45
- One-on-one Media Interview onsite: 5
- Official Media Partner: The Economic Times
  - Pre Event Exposure
  - Pre Event Advertorial
  - Post Event Coverage
Key Media attendance

- The Hindu
- The Economic Times
- Deccan Herald
- Deccan Chronicle
- The New Indian Express
- Bangalore Mirror
- Telangana Today
- Sanjeevani
- Kannada Prabha
- Vijaya Karnataka
- Samyukta Karnataka
- India Today
- IANS
2019 SMART ASIA India
17-19 October, 2019 @ Bombay Exhibition Center

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