



Messe München

Connecting Global Competence

Global IoT Technology Innovation Summit 2020

Fusion, ushering a smart future



July 3–5, 2020

National Exhibition and Convention Center
(Shanghai)

electronica-china.com



electronica China

General Information

According to the latest report released by GSMA, a Think Tank, the global IoT market (connections, applications, platforms and services) will reach \$ 1.1 trillion by 2025, and there will be 1.8 billion mobile IoT connections worldwide (a total of 3.1 billion cellular IoT connections). Among them, commercial applications account for half of the entire IoT market. In addition, by 2025, there will be 13.8 billion industrial IoT connections, of which 6.3 billion, or 65%, will be in Asia Pacific and China.

At present, IoT technological innovation is surging. Technologies as AI processors, 5G baseband, 5G radio frequency, NBIoT, LoRa WAN, Bluetooth 5.0, Zigbee 3.0, WiFi, power line carrier communication, or the emerging IoT-specific Mac Bee protocol, real-time IoT Operating systems such as liteOS / AliOS / AWorks / mbedOS are making huge impact on the current market structure and are giving rise to new applications as smart homes, smart poles, smart lighting, smart communities, smart campuses, smart hospitals, smart hotels and apartments, smart parking, smart cars, smart logistics, and smart buildings. Those who fail to adapt and keep up with the trend of the smart-everything, their risk of being eliminated by the market is increasing.

Therefore, in order to help the major application markets better understand the business opportunities brought by the latest IoT technology innovation, the electronica China Organizing Committee will organize the **Global IoT Technology Innovation Summit 2020**. Global IoT Technology Innovation Summit 2020 will invite senior executives from Alibaba Cloud, Huawei, China Mobile Smart Home, Semtech, Bosch, Unabiz, Sunsea IoT, EZVIZ Network, Shenglu IoT, Analysys International, BroadLink Smart Technology, Ligong Technology, Lierda Technology and Shanghai MXCHIP to share their unique insights and market prediction. The summit will create an important international platform for expanding contacts and exploring business opportunities.

General Information

Concept Supplier:

China wisdom City working committee

Date:

July 4th, 2020 (Saturday)

Co-organizers:

Shenzhen 5G Industry Alliance
Shenzhen Beidou Industry Application Alliance
Industry 4.0 Industrial Alliance
Shanghai Internet of Things Industry Association
Shenzhen Smart Home Industry Association
Shenzhen Lock Industry Association
Shenzhen Augmented Reality Application Association
Shenzhen Smart Pole Industry Promotion Association
VR / AI Industry Innovation Center of the Greater Bay Area

Shenzhen Virtual Reality Industry
Federation
Shenzhen Integrated Circuit Industry
Promotion Association

Organizer:

Messe Muenchen Shanghai Co., Ltd.

Scale:

300+

Supporting Media:

Electronic Innovation Network news.bom.ai
Semiconductor Industry Observation DIGITimes
Global Semiconductor Observation YICAI
Exploring Technology
Electronic Product World
21st Century Power Supply
EEFOCUS
ljiwei.com



Global IoT Technology Innovation Summit 2020

July 4, 2020 | National Exhibition and Convention Center (Shanghai)

Time	Topic	Guest	
08:00 - 09:30	Registration and networking		
09:30 - 09:35	Welcome speech	Stephen Lu	COO, Messe Muenchen Shanghai
09:35 - 10:00	Trends in IoT Technology Development	Xianfeng Ding	CTO, Ali Cloud
10:00 - 10:25	The first single-chip 4D imaging solution	Nissim	Chairman, RFISEE
10:25 - 10:50	Tailored MacBee Solutions for the Chinese IoT Market	Yu Zeng	Chairman, Galaxywind
10:50 - 11:15	Smart Industrial IoT Solutions	Xueer Li	Senior Director, Bosch
11:15 - 11:40	Opportunities and Ecological Development of LoRa in China	Mike Wong	Vice President, Semtech
11:40 - 12:20	The Software Determines How Far Your Company Can Go in the IOT Market	Ligong Zhou	Chairman, Ligong Technology
12:20 - 14:00	Networking & Lunch		
14:00 - 14:25	Latest solutions and prospects for NBIoT modules	Lingpeng Ying	General Manager, Fibocom Wireless Inc.
14:25 - 14:50	Smart Home Solution for the Entire House	Zongru Liu	CEO, BroadLink
14:50 - 15:15	Vehicle Parking Solutions for Cities	Ruiheng Liu	Vice President, Turbo Technologies
15:15 - 15:40	IoT Solutions in the 5G Era	Guangdong Du	Chairman, Shenglu IoT
15:40 - 16:00	Tea Break & Networking		
16:00 - 16:15	Opportunities for Sigfox in the Global Market	Michael Chang	Supply Chain Director, Unabiz
16:15 - 16:30	Solar Panel Cleaning Robots	Gal Friedler	CTO, Blade Ranger
16:30 - 16:55	The Impact of 5G on the IoT Market	Yuhe Du	Founder, Federation of Industry 4.0
16:55 - 17:30	Roundtable Dialogue: Current IOT Applications in China	Moderator: Yan Zhao Guests: Xianfeng Ding Yu Zeng Zongru Liu Mike Guangdong Du Michael	CTO, Aliyun Chairman, Galaxywind Chairman, Broadlink Intelligent Technology Semtech VP Chairman, Shenglu IoT Supply Chain Director, Unabiz

(The actual timetable prevails)



Global IoT Technology Innovation Summit (Smart Home)

July 4, 2020 | National Exhibition and Convention Center (Shanghai)

Time	Topic		Guest
13:00 - 14:00	Sign in \ Networking \ Exhibitor Booth Visiting		
14:00 - 14:20	Smart Home Solutions	Xueer Li	Senior Director, Bosch
14:20 - 14:40	The Application Perspective of PLBus in Smart Kitchen and Toilet Appliances	Kun Liu	GM, Leaguer
14:40 - 15:00	Challenges and Solutions for Healthy Lighting in Smart Homes	Zhenyu Zhou	GM, Lierda Technologies
15:00 - 15:20	The Market Prospects of WiFi Solutions for Smart Home	Sharon Huang	Vice President, Shanghai MXCHIP
15:20 - 15:40	Tea Break		
15:40 - 16:00	Smart Solutions for the Entire House	Zhentian Zhu	President, CAMEON Technology
16:00 - 16:20	The Prospect of Bluetooth Technology in the Smart Home Market	Ren Kai	Project Manager, Bluetooth Alliance
16:20 - 16:40	Smart Home Market Development Strategy of China Mobile	Shangyun Chen	Sale Director, China Mobile Smart Home
16:40 - 17:20	Roundtable Dialogue: What technological innovations do we expect in the smart home market?	Moderator:	
(The actual timetable prevails)			

Sponsorship Packages

Sponsorship Plans	Package A RMB 30,000	Package B RMB 25,000	Package C RMB 20,000	Package D RMB 105,000
20-minute Summit speech (forenoon)				
20-minute Summit speech (afternoon)				
20-minute Workshop speech (afternoon)				
LOGO printed on background board				
Color Ads in official magazine (1P)				
1 X-display stand				
1 display table in the IoT exhibition area				

Contact

Ms. Queena Wang

Tel: +86 21 2020 5592

E-mail: queena.wang@mm-sh.com

