ITU
DIGITAL
WORLD

'20

Ha Noi, 6–9 September

an ITU Telecom event

# ITU DIGITAL WORLD 2020

## EVENT OVERVIEW

The global ICT event for governments, corporates and tech SMEs

# Building the digital world. Together.
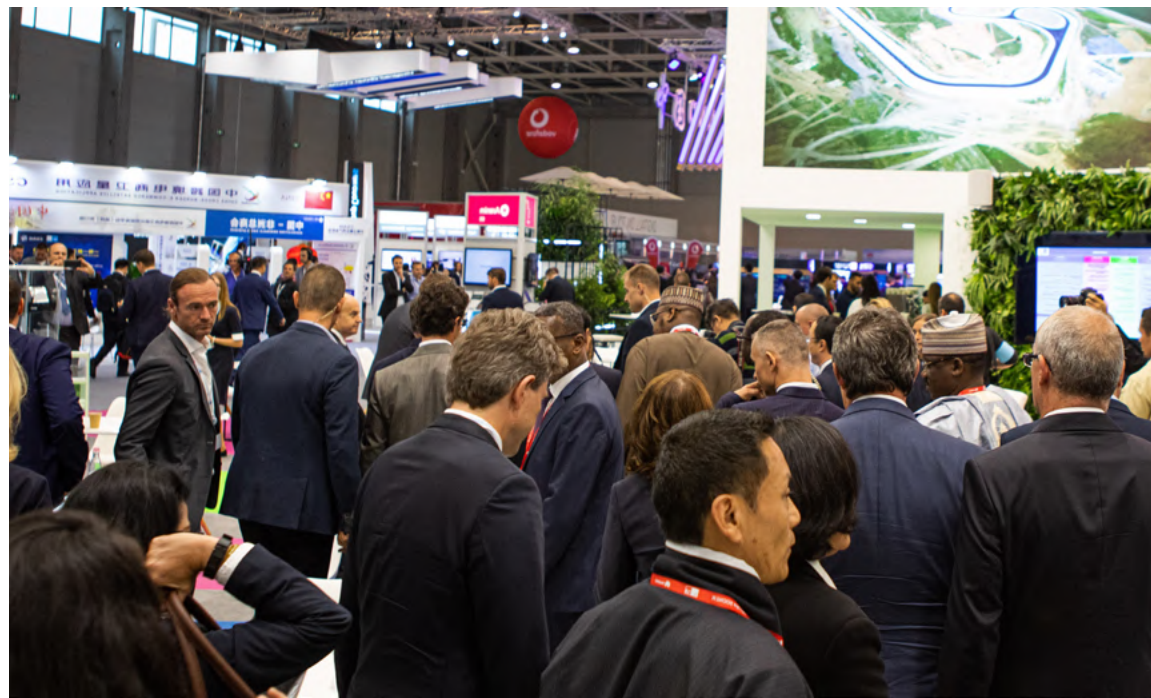
# ITU Digital World 2020

**ITU Digital World 2020 is this year's ITU Telecom World event.** It will be your opportunity to discover the technologies powering the world's communication ecosystem, and explore the drivers of global and regional digital transformation focusing on the development of digital government, economy and society.

**By joining ITU Digital World 2020 you'll gain access to a powerful global community of ICT policy makers, regulators, investors, corporates and tech SMEs.** Through our international exhibition, world-class Forum of debates, Awards Programme for innovative solutions with social impact, and networking hub. ITU Telecom, part of ITU, the United Nations specialized agency for ICTs, has been organizing leading events for the world's ICT community since 1971.

## SAVE THE DATE!

6–9 September 2020, in Ha Noi, hosted by the government of Viet Nam

# Host Country: Viet Nam

Viet Nam is the 2020 Chair of the 650m-strong ASEAN (Association of Southeast Asian Nations) region, a major market for new ideas and innovative SMEs, committed to expanding connectivity and sustainable digital development.

Ha Noi, the capital city, combines culture, history and creativity with fast-paced innovative development, making it the ideal location for ITU Digital World 2020.
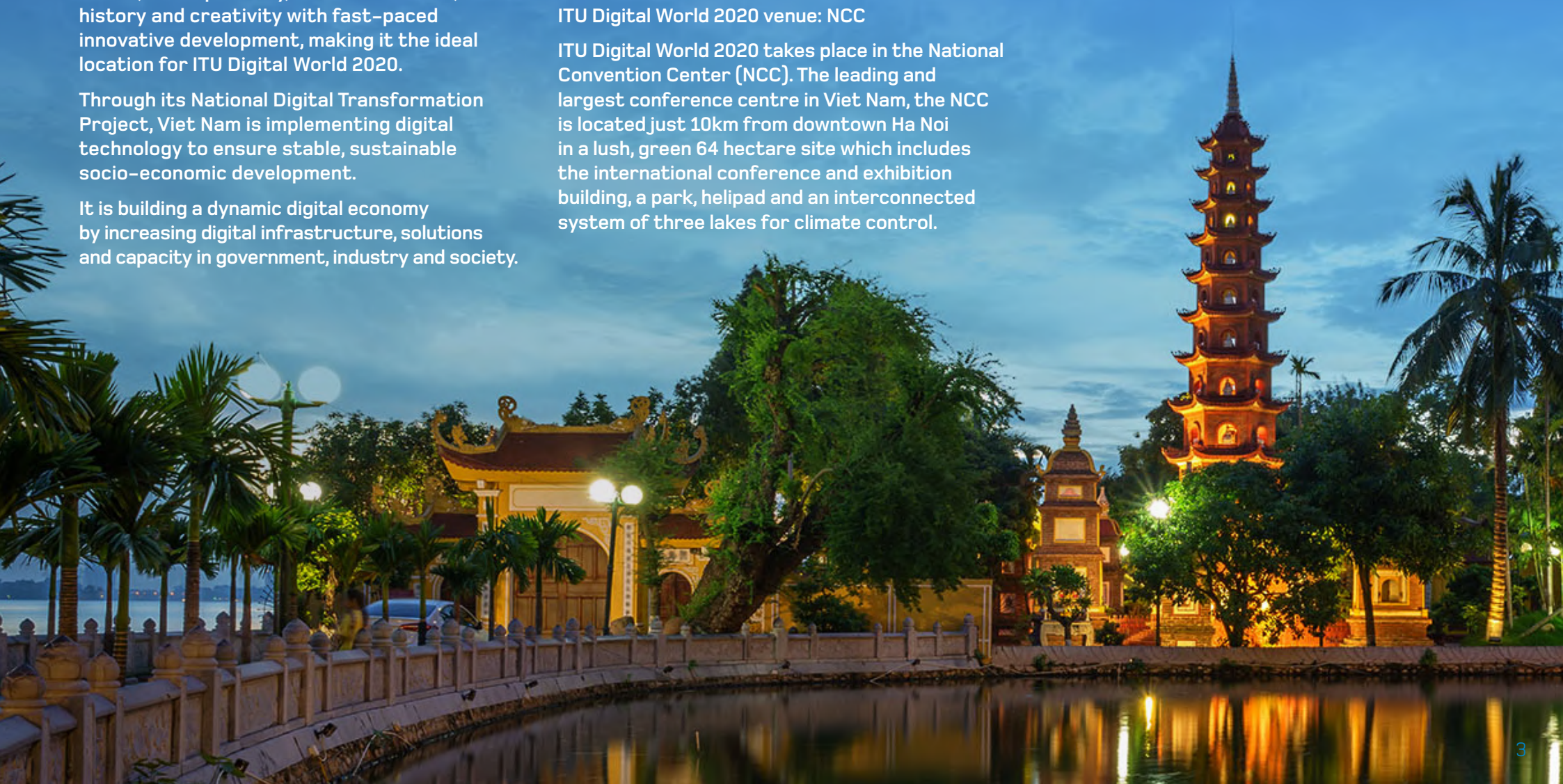
Through its National Digital Transformation Project, Viet Nam is implementing digital technology to ensure stable, sustainable socio-economic development.

It is building a dynamic digital economy by increasing digital infrastructure, solutions and capacity in government, industry and society.

It has actively embraced the fourth industrial revolution, establishing itself as one of the most attractive investment markets with a fast growing global innovation index and a national strategy to move at least 50% of its SMEs to digital platforms by 2025.

ITU Digital World 2020 venue: NCC

ITU Digital World 2020 takes place in the National Convention Center (NCC). The leading and largest conference centre in Viet Nam, the NCC is located just 10km from downtown Ha Noi in a lush, green 64 hectare site which includes the international conference and exhibition building, a park, helipad and an interconnected system of three lakes for climate control.

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# What sets us apart?

At ITU Digital World we believe in the power of technology to create a better digital future for us all.

- We're a not-for-profit organization. We're also a specialized agency of the United Nations, which means we're able to attract a truly influential audience spanning heads of international organizations, C-level executives from leading industry companies, ministers and regulators, founders of tech SMEs, digital innovators, global media and more

- When these participants come together at our events, their conversations have the power to advance and shape the industry for the benefit of all.

An influential audience made up of key decision makers from public and private sectors – and with a strong representation from emerging markets

From tech SMEs and entrepreneurs to leading vendors, operators, MVNOs, investors, ministers and regulators, you'll find broad participation from right across the industry

Our exhibition features tech SMEs & industry stands, national, regional & thematic pavilions showcasing their ICT innovations and creativity

High-level Forum debates on the power of technology to transform lives in developed and developing countries alike

SME Programme of business matchmaking, networking and debate designed to facilitate national SME success on an international stage

Networking at the highest level with key decision makers including our targeted B2B/B2G business matchmaking service

The ITU Digital World Awards recognising the most innovative ICT-based solutions and initiatives working for social good

**SUCCESS STORIES**

Participants from

# 125

countries took part in ITU Telecom World 2019

# Our audience

## ITU Telecom World events in Asia

### 2017 BUSAN

**9,100** participants

**188** leaders

**458** exhibitors & sponsors

**125** speakers from 41 countries

### 2016 BANGKOK

**8,800** participants

**336** leaders

**250** exhibitors & sponsors

**173** speakers from 56 countries

### 2013 BANGKOK

**6,000+** participants

**359** leaders

**166** exhibitors & sponsors

**239** speakers

# Exhibition

Whether an SME or an established industry player, exhibiting at ITU Digital World 2020 offers an exceptional opportunity to showcase your organization, country, innovation, talents and ideas to our influential audience. Whatever the size of your company or organization, we offer a range of cost-effective, practical participation options.

## At a glance:
## KEY BENEFITS OF EXHIBITING

→ **Position** your brand, thought-leadership or company as a leader in your field

→ **Showcase** innovative technologies, SMEs, products and services

→ **Highlight** key projects and investment potential

→ **Explore** partnerships, business deals and high-quality leads with governments, industry and tech SMEs

→ **Network and connect** across all sectors of Viet Nam's dynamic digital ecosystem

→ **Learn and share knowledge** on the latest developments in the ICT industry and share best practices

→ **Announce** partnerships, launch new products, sign agreements on an international stage

→ **Raise profile** – Access Passes to invite clients, visibility on the event website and mobile app, plus complete marketing toolkit to help build your event promotional campaign



"We would like to exhibit and show our products which fit to the themes, but it is also about networking. Digital transformation is the new trend which is changing our society and it is good for this kind of event to meet people to talk about it, because we as a company have to adapt to the future technology. So that's it, exhibition and networking.

Mathias Pauli, Vice President R&D, ROHDE & SCHWARZ

# Exhibition

## Independent stands

Inspire a global audience with your technology, innovation and ideas! Whatever the size of your company, we have the right exhibition presence for you, from raw space options for a fully-customized build to cost-effective, practical turnkey solutions.

## National pavilions

Showcase your country's ICT industry, key national projects, best and brightest tech SMEs, investment and partnership potential, creativity and entrepreneurship. Meet and share best practices with decision-makers, policy shapers, vendors and investors from around the world.

## Thematic pavilions

Organize a Thematic pavilion focused on a key sector of the ICT ecosystem — smart cities, for example, or the satellite industry, ICTs for emergencies, cybersecurity or e-health. You choose the theme, we provide a direct link between the exhibition and Forum discussions.

**Why not combine your showfloor presence with a sponsorship to increase impact? Engage with targeted, high-level audiences through Forum sessions, networking activities, the ITU Digital World Awards, and visibility in key event zones.**



" It is critical for us to be here – we learn new things being done in other countries, we share our experiences with our colleagues, we meet companies with innovative products to sell, we meet leaders in the field and discuss emerging issues. This event has helped us develop many of the critical innovations that we are working on in Ghana.

Ursula G. Owusu Ekuful, Minister of Communications, Ghana

**Find out more at
digital-world.itu.int/
events/2020-ha-noi/
showcase-in-our-exhibition**

**or contact us at
participate.telecom@itu.int
for further information**

**Download exhibition
brochure here**

# Sponsorship

Sponsorship at ITU Digital World is the ideal way to engage with our global audience and promote your brand, message and strategy before influential decision-takers and deal-makers from around the world.
Choose from sponsorships within 3 different areas:

- ## Content
  Work with ITU to produce industry-leading meaningful content with free usage rights

- ## Networking
  Facilitate targeted connections between your delegation and other participants to advance your business goals

- ## Branding
  Visibility for your brand and message in front of a powerful global audience

**Find out more at
digital-world.itu.int/
events/2020-ha-noi/take-part/
sponsorship-opportunities**

**or contact us at
participate.telecom@itu.int
for further information**



" It is a great event for us, with great value for us and also for the industry. First, it is a show for the latest innovation, and also a platform so the private and public can have a very good dialogue, and this creates a very good environment for all of us for the industry to grow. "

Edward Zhou VP, Global Public Affairs, Huawei

# The Forum

Under the central theme of "**Building the digital world. Together.**" Forum debates will focus on three pillars:

- **Connectivity**: bringing access to the digital world to all
- **Innovation and digital transformation**: enabling technologies such as 5G, IoT, Industry 4.0 and AI
- **Sustainability and inclusion**: ensuring that solutions are here for the long term and of benefit to all societies

Forum sessions will feature CEO and Ministerial Roundtables, interactive panel debates and open dialogues between experts drawn from governments, key ICT industry players, international organizations, high-growth SMEs, consultants, academia and media.

Topics include:

- Entering the 5G era
- Expanding connectivity
- Establishing the foundations for smart sustainable cities
- Fostering digital innovation ecosystems
- AI, machine learning and future tech
- Trust and cybersecurity in the digital era
- Climate neutral policies in the tech industry
- Industry 4.0 case studies
- Spectrum management
- Banking in the digital future
- Digital health, education and agriculture



We're currently seeking nominations for the most respected, radical and insightful speakers.

Why not join us? Find out more at digital-world.itu.int/events/2020-ha-noi/take-part/call-for-speakers

" It is really great to come to an event, see how far the conversation has advanced and see the new technology on display as we talk about the policy issues and the regulatory issues advancing, so for me it's great to be here at ITU Telecom World. "

Jade Nester, Director of Consumer Policy, GSMA

# ITU Digital World Awards

Back for a sixth successful year, the ITU Digital World Awards (2020's ITU Telecom World Awards) are a key component of the event, recognising the most innovative, exciting tech SMEs and corporate initiatives with social impact to accelerate the SDGs. Open to all exhibitors and sponsors present at ITU Digital World 2020, the Awards provide an outstanding opportunity to gain global recognition, visibility on an international stage and the prestige of a major UN award

- **Global SME Award**: for the most promising innovative solution from an SME

- **Industry Award**: for the most promising innovative solutions within large companies

- **Host Country SME**: for the best and most innovative SME or solution from the event host country

- **Government Award**: for the National Pavilion (Government) showcasing the most innovative SMEs

- **Recognition of Excellence Certificate**: for the best innovative exhibitor within each National Pavilion at ITU Digital World 2020



" I am very excited to know a lot of people are recognizing the work we are doing. Here you get to network with people you wouldn't have back home, some of whom want to work with us when we go back, so we are going to convert all this into business. "

Mercy Njue, Botlab, Finalist, ITU Telecom World SME Award Greatest Social Impact

# SME Programme

SMEs joining the event can take part in a special programme of masterclasses, matchmaking, showcasing and debate. Network with peers, meet other exhibitors and set up bilaterals or demos with potential investors, buyers and partners. Capacity-building investor-led masterclasses will help develop skills, make connections and establish partnerships for success as an SME emerging on the world stage — and are complemented by SME-focused sessions in the Forum.

Pitching sessions for the ITU Digital World Global SME Awards are judged by an international jury of experts and attended by ministers and high-level event participants.

> As an entrepreneur you often go down quite a lonely journey, so it's really wonderful to be recognised for the work we are doing. It's been a really great week, being able to showcase your ICT solution on an international stage has been very valuable.

Miguel da Costa, UTHINI

# Networking

ITU Digital World 2020 is the best tech event of its kind to meet global influencers from emerging and developed markets, from governments, tech SMEs and companies across the ICT ecosystem.

It's an ideal platform to access leading players in the dynamic ASEAN market, networking and engaging all sectors of Viet Nam's dynamic ICT ecosystem.

Share ideas, build partnerships, and make connections that matter with our targeted networking events and activities — including networking breaks and lunches, LeaderSpace Happy Hour, Cocktail Reception, the Event App, and our results-oriented business matchmaking service.



" I believe that events like this are the most efficient platform for international collaboration and networking. You can find decision makers from the whole spectrum of ICT in the same place, the right mix of decision makers and experts. I believe that we cannot achieve much without collaboration and this event is a very useful tool to achieve this.

Konstantinos Masselos, President, Hellenic Telecommunications & Post Commission

Why not take advantage of our global platform, influential audience and media presence to announce a new partnership, launch a white paper or report, or outline a dynamic new initiative?

**Contact participate.telecom@itu.int to find out more**

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Find out more on all visibility opportunities at ITU Digital World 2020 with our range of sponsorship and exhibition packages.

Or contact us directly to find out more at participate.telecom@itu.int

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digital–world.itu.int