

ConnecTechAsia Announces Virtual Event and 365 Marketplace for Second Half of 2020

The three-day live event originally set to happen from 29 September to 1 October 2020 will now be fully virtual

Singapore, 3 June 2020 – Informa Markets today announced that [ConnecTechAsia](#) - Asia's leading Infocomm Media and Technology event organised in partnership with Singapore's Infocomm Media Development Authority (IMDA), will be held on a virtual platform during the same dates, 29 September to 1 October 2020. This shift to a virtual event is in response to the dynamic situation of the COVID-19 pandemic, where travel and physical restrictions are still in effect globally.

Pivoting to an online stage, ConnecTechAsia, incorporating [BroadcastAsia](#), [CommunicAsia](#), [SatelliteAsia](#) and co-located with [TechXLR8 Asia](#), will be a three-day virtual event which will thereafter turn into a 24/7, 365 days interactive marketplace. Conference delegates can expect to engage at live keynote, Q&A and breakout sessions while the virtual exhibition floor will enable companies to showcase their vertical-specific products to registered attendees.

More details of the virtual format will be made available in the coming weeks.

Mr Ivan Ferrari, Event Director, Tech, Media & Entertainment Events, Informa Markets, said, "In our function as market makers we must adapt swiftly to serve our community in all possible circumstances, all year round. The permanent addition of a 365 days virtual platform to ConnecTechAsia's offering will enable a seamless, powerful,

continuous engagement within our industry and unlock additional, measurable value for audiences in the community we serve. I am convinced that this significant investment in virtual will bring about a fresh experience that they will appreciate and gain from."

Mr Howie Lau, Assistant Chief Executive (Media and Innovation) at IMDA, and co-chair of the ConnecTechAsia Advisory Committee noted the decision to organise a virtual event. He added, "In these extraordinary times, ConnecTechAsia as a virtual platform can bring the industry together, allowing companies to seek new opportunities and explore ways to navigate this new normal. We are heartened that Informa, one of the world's preeminent event organiser, continues to invest in Singapore's tech ecosystem. IMDA looks forward to even stronger partnerships in future."

"In these uncertain times, it is encouraging to see Informa Markets adapt and reconfigure ConnecTechAsia to be held on a virtual platform. Such innovations are crucial for our MICE industry to re-open safely in a post COVID-19 world, and we are proud that our partners in Singapore are leading the way. ConnecTechAsia is one of Singapore's flagship exhibitions, and we look forward to welcoming delegates here for next year's live event," said **Mr Andrew Phua, Executive Director, Exhibitions and Conferences, Singapore Tourism Board.**

ConnecTechAsia will resume its live event next year, from **9 to 11 June 2021** at the **Singapore EXPO and MAX Atria.**

For more information on ConnecTechAsia, please visit www.ConnecTechAsia.com.

To register interest for the new Virtual Event and 365 Marketplace, please visit [our website here](#).

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ConnectTechAsia is organised by Singapore Exhibition Services Pte Limited (Informa Markets in Singapore), a division of Informa plc. Informa Markets creates platforms for industries and specialist markets to trade, innovate and grow. Our portfolio is comprised of more than 550 international B2B events and brands in markets including Healthcare & Pharmaceuticals, Infrastructure, Construction & Real Estate, Fashion & Apparel, Hospitality, Food & Beverage, and Health & Nutrition, among others. We provide customers and partners around the globe with opportunities to engage, experience and do business through face-to-face exhibitions, specialist digital content and actionable data solutions. As the world's leading exhibitions organiser, we bring a diverse range of specialist markets to life, unlocking opportunities and helping them to thrive 365 days of the year. For more information, please visit www.informamarkets.com.

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