



FOR IMMEDIATE RELEASE

E.J. Krause & Associates and VNU Asia Pacific partner to launch BYOND MOBILE

Bangkok, Thailand (March 23, 2021) - E.J. Krause & Associates and VNU Asia Pacific partner to launch BYOND MOBILE, an exhibition and conference dedicated to the next-generation mobile network and its impact of speeding the adoption of Industry 4.0 techniques in Southeast Asia. The event will take place at Samyan Mitrtown Hall, March 16-17, 2022 in Bangkok, Thailand, under the theme *“The Networked Economy: Unlocking the potential of the IoT era.”*

Businesses are gaining a competitive edge by preparing for 5G integration. Next-generation mobile network adoption is changing the landscape and impacting application development for the Internet of Things (IoT) as well as Industrial Internet penetration in unprecedented ways. The value of 5G goes beyond just faster internet – it goes BYOND MOBILE. With everything being connected, it will become a major force in facilitating new products and services to emerge in industries such as Agriculture, Health, Manufacturing and Mobility.

The Asia Pacific region will account for 40% of the world’s connectivity within the next 5 years. With Southeast Asia being the growth engine of that region, BYOND MOBILE will set the stage to drive the super-connected economy in the heart of Asia – a region being strategically contested between the superpowers’ 5G heroes. The conference and exhibition will host a community of change-makers that will serve as a force for enhancing end-user experience, transforming business processes and utilizing data flow.

BYOND MOBILE will be the meeting place for the 5G ecosystem, where industries can connect with established suppliers and disrupting start-ups across the world. It will provide insight and strategies for business leaders seeking to explore and evaluate the latest technology solutions and services that drive necessary innovation.

The event will bring together business leaders from various industry verticals with strategy experts from the Internet, Mobile Communications and IT sectors. The dedicated 5G exhibition will feature leading blue-chip companies as well as promising start-ups drawn from the whole technology stack. Focused areas include those from mobile network and cloud solutions, cyber-security and robotics, as well as the latest in AR/VR, machine learning and AI.

Be part of BYOND MOBILE to learn everything about the wireless network of the future!

For additional information on participation please visit www.beyondmobile.asia

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About E.J. Krause & Associates:

For more than 30 years, E.J. Krause & Associates, Inc. (EJK) has been a worldwide leader in exhibition and conference management. EJK is one of the largest privately held exhibition management companies in the world, with offices on three continents. EJK produces a growing portfolio of over 40 events, serving 14 different industries. EJK excels in creating global brand leading events, bringing companies together to network and generate business. For more information, please visit www.ejkrause.com

About VNU Asia Pacific:

VNU Asia Pacific is part of VNU Group, a globally operating exhibition company with offices in Utrecht, Shanghai as well as in Bangkok, and consolidates the international exhibition business of Royal Dutch Jaarbeurs. In southeast Asia, Jaarbeurs formed a Joint Venture with the TCC Group, a leading corporate conglomerate in the fast-growing region. From its business hub located in Bangkok, VNU Asia Pacific covers all key exhibition markets in South East Asia. VNU Asia Pacific has a constantly expanding portfolio with currently 15 trade shows and event formats including brands from the AgriTech, Animal Husbandry, Animal Companion, Food, Life Sciences, Biotechnology, 5G and IoT and Disaster Resilience industries. For more information, please visit www.vnuasiapacific.com

