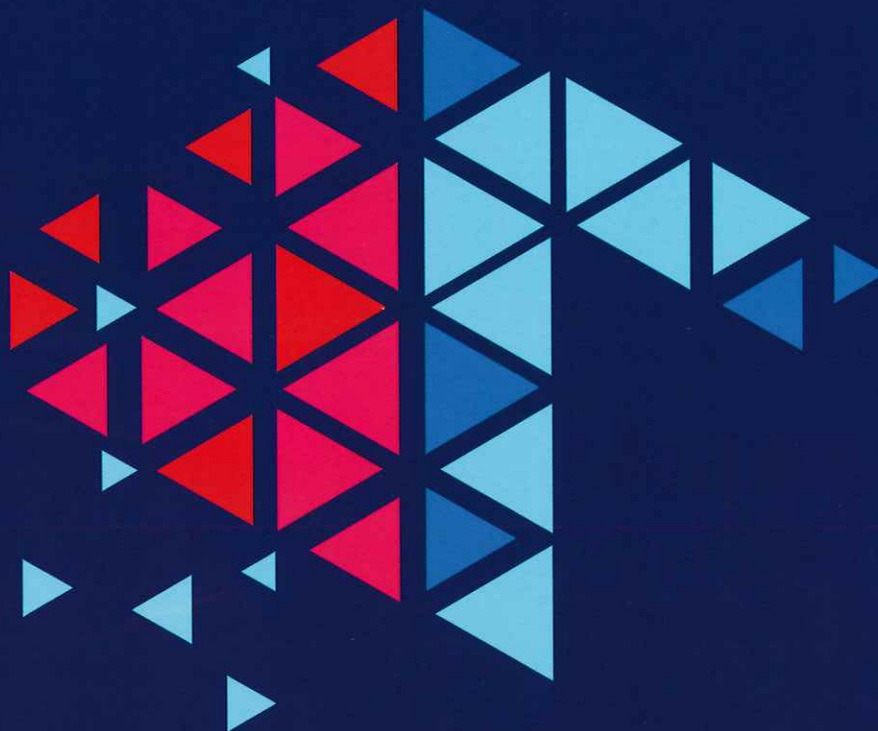




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DIGITAL THAILAND  
**BIG BANG**  
**2018**

“THAILAND BIG DATA”

**19-23**  
SEPTEMBER  
**2018**

**CHALLENGER HALL 1-3**  
**IMPACT MUANG THONG THANI**



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# DIGITAL THAILAND BIG BANG 2017

Digital Thailand  
Big Bang 2017  
Mission: Created social  
awareness of Thailand  
digital transformation



**241,004** visitors



**30,000** seminar attendees  
(online viewers incl.)



**50,000** audiences &  
**1,267** contestant in IoT,  
mini drone & eSport competition



**144** seminar topics





# DIGITAL THAILAND BIG BANG 2018



## What is Digital Thailand Big Bang 2018 ?

**Digital Thailand** Innovative transformation

**Big** Biggest digital expo in SEA

**Bang** Leaping forward with inspiration



### Theme

#### Thailand Big Data

Data is the new gold. Big data analytics: enhancing the quality of life  
Prosperity/ Convenience/ Security

### Date

September 19-23, 2018 (5 days)

### Opening ceremony

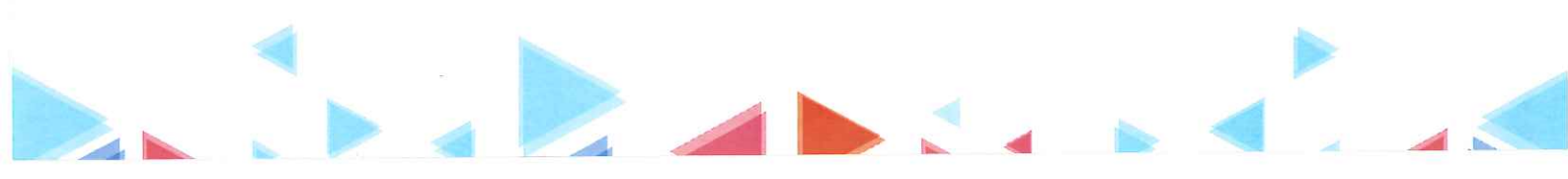
September 19, 2018 (Morning) at Impact Challenger Hall 2

### Venue

Impact Muang Thong Thani Challenger Hall 1-3

### Host

Digital Economy Promotion Agency (depa),  
Ministry of Digital Economy and Society (MDES)



## Objectives

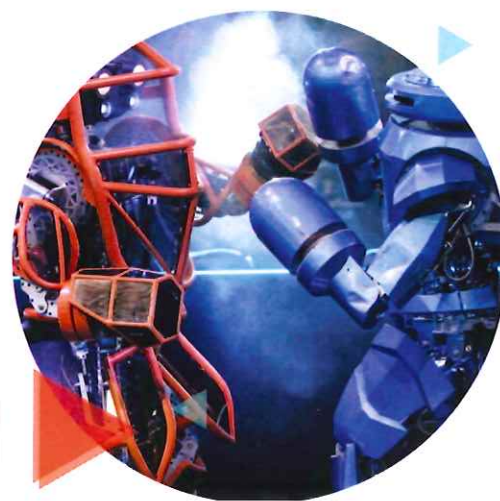
1. To present Thailand's planning and policy in transforming the country into digital economy.
2. To create social awareness of Thailand digital transformation, innovation and technology.
3. To offer a learning opportunity to those interested in digital technology, application & solution both for business platform and lifestyle convenience.
4. To present Thailand's showcase of digital innovations to ensure the country's capability in moving towards digital economy.

## Activities

### Exhibition

#### 7 Golden Zones

- Zone 1** "Golden cloud computing"
- Zone 2** "Big data & data analytics"
- Zone 3** "Emerging innovation & Digital startup"
- Zone 4** "Digital transformation"
- Zone 5** "Digital manpower"
- Zone 6** "Liveable city & Smart city"
- Zone 7** "Thailand grand challenge"



### International seminars

Keynote speakers

Seminar and discussion under the theme "Thailand Big Data"

### Competition

International eSport league, Drone racing and IoT & robotic competition



### Digital Startup International Fest





## Highlight

19 September



DIGITAL THAILAND  
**BIG BANG**  
2018

Opening ceremony



### Keynote Speakers

- **Toufi Saliba**

CEO , Privacy Shell (TBC)

- **Guy Kawasaki**

Marketing Specialist, Author and Silicon Valley Venture Capitalist

- **Dr. Supasorn Suwajanakorn**

Researcher, Google Brain (TBC)

20 September



Roundtable Startup seminar & International Hackathon



### Big Data and Future Tech

- **Adam Gravitis**

VP of Engineering, Upverter (TBC)

21 September



International drone & AI showcase



- **Ian Balina**

Cryptocurrency evangelis (TBC)

- Expert in Blockchain

22 September



Mega Startup Weekend Thailand Concert



### Digital Content

- **Casey Neistat**

co-founder, Beme (TBC)

- Representative from Black Mirror (TBC)

- Representative from 9 Gag (TBC)

23 September



International eSports League Championship



Thailand Social Media All Stars

## 7 Golden Zones



### Zone 1

"Golden cloud computing"

Data is the new gold. Data symbolizes a golden cloud of opportunity. It allows the world to connect without boundaries. The cloud platform brings along convenience, a new way lifestyle and business format as well as a great concern in personal data.



### Zone 2

"Big data & data analytics"

Unveil Thailand's plan to become regional data hub through digital backbone: satellite, fiber optic and submarine cable. Discover the fascination of data analytics and unlimited options of services via application and solution as well as e-Government.



### Zone 3

"Emerging innovation & Digital startup"

See with your own eyes innovative technology from cloud computing and Big data for the digital future.



### Zone 4

"Digital transformation"

Get ready to grab the opportunity through new business format: blockchain for everything & personalized products.



### Zone 5

"Digital manpower"

Witness the birth of the nation in digital era. Join force with 70 million Thai citizens to create "Thailand coding nation" and "online educational platform" to develop digital literacy and skill enhancement.



### Zone 6

"Liveable city & Smart city"

Visit Thailand's showcase of smart city, hub of IoT and the amazing Digital Park Thailand.



### Zone 7

"Thailand grand challenge"

Be inspired by smart action and brain games: drone racing, international eSports competition, IoT contest, Coding Thailand and Robotic competition.



# Digital innovation seminar by international speakers

- **World class keynote speakers**
- **International seminars** on General data protection (GDPR), digital manpower, smart city development and governmental open data, etc.
- **Co-hosted events with international partners** i.e., Techstar, Gen Asia and APT
- **Free digital workshops** i.e., coding for kids, and digital marketing



**H.E. General  
Prayut Chan-o-cha**  
Prime Minister



**H.E. ACM Dr. Prajin Juntong**  
Deputy Prime Minister



**H.E. Dr. Somkid Jatusripitak**  
Deputy Prime Minister



**H.E. Dr. Pichet Durongkaveroj**  
Minister of Digital Economy and Society



**Dr. Supasorn Suwajanakorn**  
Researcher, Google Brain



**Casey Neistat**  
Co-founder, Beme



**Toufi Saliba**  
CEO, Privacy Shell



**Guy Kawasaki**  
Marketing Specialist, Author and  
Silicon Valley Venture Capitalist



**Ian Balina**  
Crypto Evangelist

**(Tentative speakers)**

# Timeline



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Friday / Saturday / Sunday

June

July

August

September

Khonkaen  
Chiangmai  
Rayong  
Songkhla

CentralPlaza Khonkaen  
CentralPlaza Chiangmai Airport  
CentralPlaza Rayong  
CentralFestival Hatyai

19-23  
SEPTEMBER  
2018

CHALLENGER HALL 1-3  
IMPACT MUANG THONG THANI

## Digital Thailand Big Bang Roadshow

Chiangmai  
CentralPlaza Chiangmai Airport  
20-22 July

Khonkaen  
CentralPlaza Khonkaen  
6-8 July

Exhibition area: 1,000-2,000 m<sup>2</sup>  
Seminar: 1 main stage

Rayong  
CentralPlaza Rayong  
17-19 August

Songkhla  
CentralFestival Hatyai  
24-26 August

## Digital Thailand Big Bang 2018

**1,000,000**  
Attendees and  
Public Awareness

**60,000 m<sup>2</sup>**  
**3 Halls**  
**7 Zones**

**5 days**



## Sponsorship Packages

| Detail   | Beyond<br>2 M.     | Platinum<br>1 M.   | Gold<br>500 K.    | Silver<br>100 K.  | Bronze<br>20 K.  |
|--|--------------------|--------------------|-------------------|-------------------|------------------|
| Core Sponsorship Packages  |                    |                    |                   |                   |                  |
| 1.Exhibition Raw Space   | 200 m <sup>2</sup> | 100 m <sup>2</sup> | 45 m <sup>2</sup> | 18 m <sup>2</sup> | 4 m <sup>2</sup> |
| 2.VIP Badges for Opening Ceremony  | 3 VIP              | 2 VIP              | 2 VIP             | —                 | —                |
| 3.VIP Badges for Luncheon  | 2 VIP              | 2 VIP              | —                 | —                 | —                |
| 4.VIP Badges for Networking Dinner   | 2 VIP              | 2 VIP              | —                 | —                 | —                |
| 5.Photo opportunity with VVIP in Opening Ceremony                                      | ✓                  | —                  | —                 | —                 | —                |
| Digital Thailand Big Bang Roadshow   |                    |                    |                   |                   |                  |
| Khonkaen / Chiangmai / Rayong / Songkhla   | ✓                  | ✓                  | —                 | —                 | —                |
| Press Conference   |                    |                    |                   |                   |                  |
| 1.Named as Event Sponsor   | ✓                  | ✓                  | ✓                 | ✓                 | —                |
| 2.Photo opportunity with VVIP in Press Conference                                      | ✓                  | —                  | —                 | —                 | —                |
| 3.Logo on Backdrop and on PR Material<br>(Press Invitation, Press Release)             | ✓                  | ✓                  | ✓                 | —                 | —                |
| Company Logo Placement   |                    |                    |                   |                   |                  |
| 1.Logo on promotion materials  | ✓                  | ✓                  | ✓                 | ✓                 | —                |
| 2.Logo on event homepage / social media, onsite signage,<br>name badges and mobile app | ✓                  | ✓                  | ✓                 | ✓                 | —                |
| 3.Advertising in event directory   | ✓                  | ✓                  | —                 | —                 | —                |



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## Goals

**1,000,000**  
Attendees and  
Public Awareness

Economic Value  
Business Matching  
Investment Center  
Digital Hub  
International Seminar

Innovation Learning  
Fun & Challenge  
Passion & Possible  
Inspiration and creation

## Partners and alliances

- Accelerators
- Bank and venture capital
- Startup associations and entrepreneurs from over 30 countries
- Global Entrepreneurship Network (GEN)
- Government agencies
- CLMV countries and ASEAN+6

## Contact

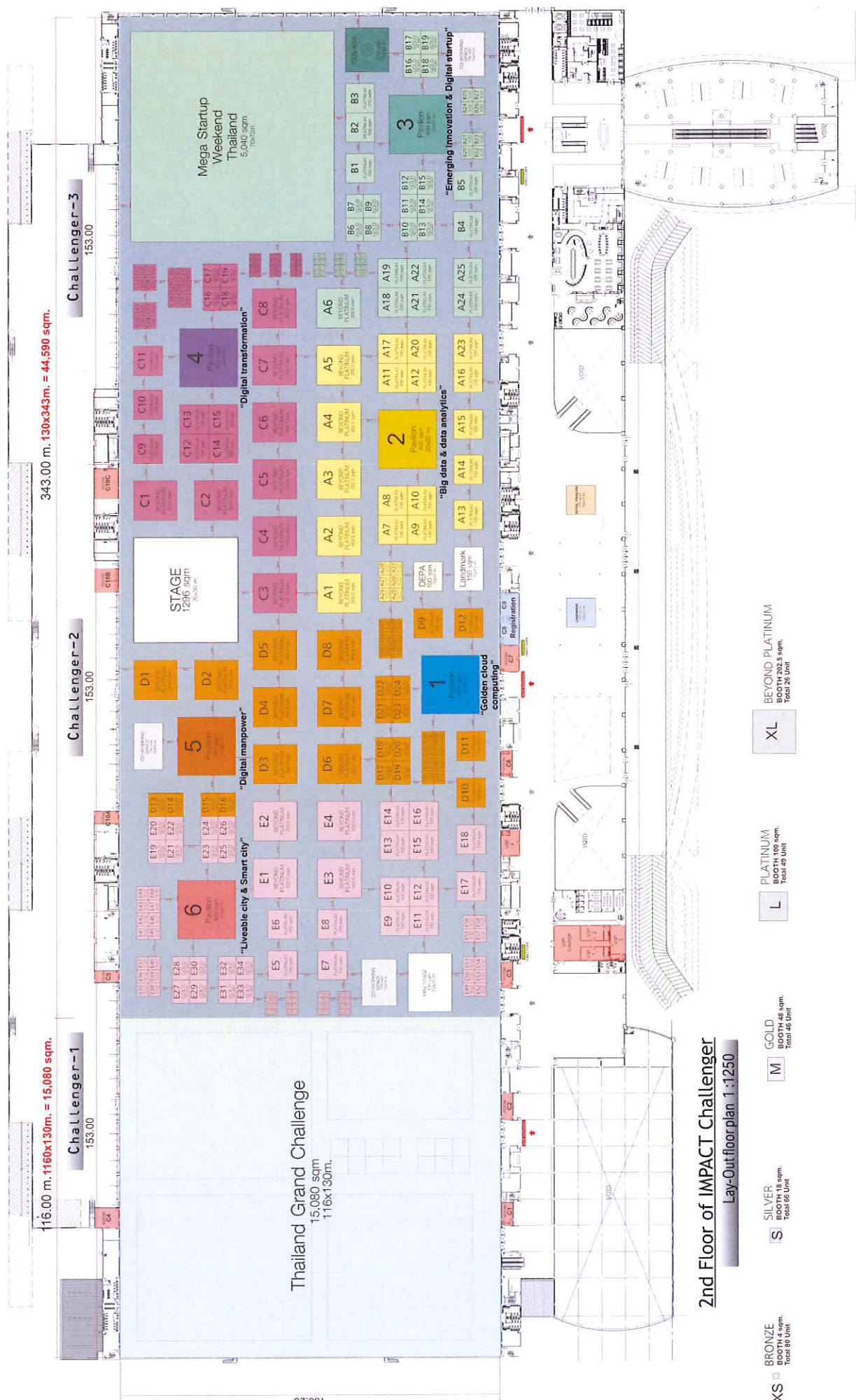
Digital Economy Promotion Agency  
The Government Complex, Ratthaprasasanabhakti Building, 9th Floor,  
120 Chaengwattana Road, Thungsonghong, Laksi, Bangkok 10210, Thailand  
Tel: (66) 2 141 7100 Fax: (66) 2 143 8059

**[www.digitalthailandbigbang.com](http://www.digitalthailandbigbang.com) Email: [infobigbang@depa.or.th](mailto:infobigbang@depa.or.th)**

Kingkade Niyomsen Tel: (66) 6 3994 0666

Sirintip Srimai Tel: (66) 2 141 7142 or (66) 8 1839 8881





## 2nd Floor of IMPACT Challenger

Lay-Out floor plan 1:1250