



ATX Enterprise

Post Show Report 2024

29 - 31 May 2024 | Singapore EXPO

#ATxSG #ATxEnterprise

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ATxEnterprise Highlights



The 4th edition of ATxEnterprise, part of Asia Tech x Singapore (ATxSG) 2024, took place from 29-31 May, welcoming over 22,000 attendees from 110 countries. The event featured insightful discussions on AI, data, cybersecurity, and blockchain, along with numerous networking opportunities, including the inaugural ATxParty at Sentosa Beach.

New additions this year included The AI Summit Singapore, DeveloperXperience Summit, Tech Tours, and Lab Tours. We extend our heartfelt gratitude to sponsors, exhibitors, speakers, attendees, and partners for their support. We look forward to welcoming you again next year.

[▶ Watch ATxEnterprise 2024 Highlights](#)



"Asia Tech x Singapore 2024 was a resounding success with groundbreaking launches, vibrant events, insightful discussions, and unparalleled networking. ATxEnterprise showcased unique enterprise tech transformations, driving business growth. This achievement was thanks to our partners, IMDA and STB, and our dedicated sponsors and exhibitors. We look forward to an even more extraordinary Asia Tech x Singapore 2025."

Patricia Cheong, Event Director, Asia Tech x Singapore



ATxEnterprise 2024 in Numbers



22,000+
Attendees



57%
Local

43%
Overseas



71%
Management
and above



28% Manager / Supervisor / Leader

19% Director / Head of Department

19% C-Level / Founder / President / Chairman

13% Technical Expert / Specialist

11% Executive / Associate

5% Consultant

5% Managing Director / Vice President



900+
Exhibitors



180+
Start-ups



500+
Speakers



200+
Hours of
Content



110
Countries
& Regions

Top 10 Countries and Regions

*Outside of Singapore

20% China	5% India
12% Indonesia	5% Thailand
9% Malaysia	4% United States of America
7% South Korea	3% Vietnam
6% Philippines	3% Taiwan

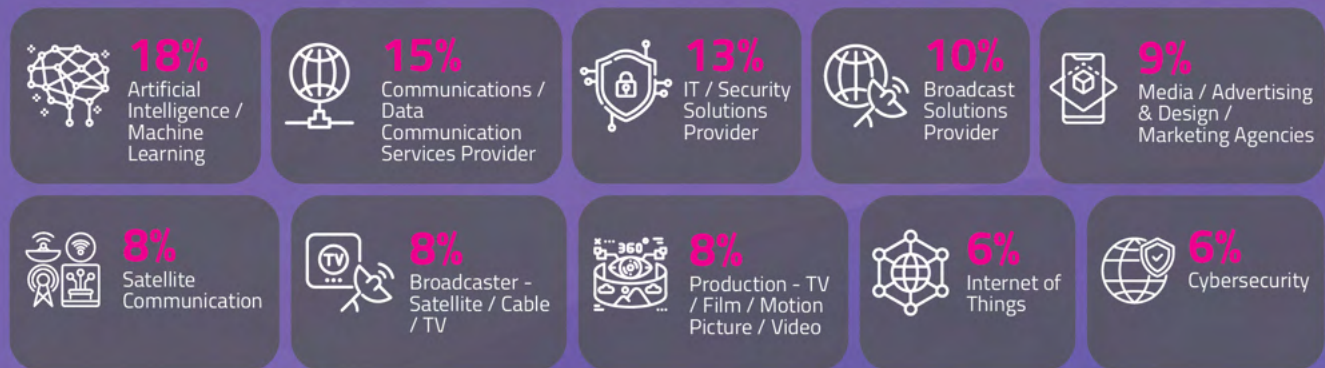
ATxEnterprise Is...

THE REGION'S ANNUAL GATHERING FOR THE BROADCAST MEDIA, INFOCOMM AND COMMUNICATIONS, SATELLITE, ENTERPRISE TECH AND START-UP COMMUNITIES.

Attendees Interest in Anchor Events:



Top Industries Represented by Our Attendees



"One of the best Tech events in Asia and a must visit for anyone wishing to succeed in the information and broadcast industry here."

Siddharth Jain, LDR

Attendees Key Industry Interests

- Artificial Intelligence / Machine Learning
- Big Data and Analytics
- Blockchain/ Metaverse/ Web 3.0
- Broadcast Solutions Provider
- Broadcaster - Internet / New Media / Mobile App
- Broadcaster - Satellite / Cable / TV
- Cloud
- Communications / Data Communication Services Provider
- Cybersecurity
- Internet of Things
- IT / Security Solutions Provider
- Live Event / Entertainment / Music Production
- Post Production - TV / Film / Motion Picture / Video
- Production - TV / Film / Motion Picture / Video
- Smart Cities / Smart Homes

48% are from mid-market and large enterprises (100 or more employees) **21%** attendees with purchasing power exceeding \$1 million

[Download Attendee List](#)

Attendees Top 7 Job Functions

- 17%** CEO/Managing Director
- 10%** Engineer / Architect / Developer
- 8%** Consultant / Advisor
- 8%** Technical / IT
- 7%** Marketing / Comms
- 5%** Strategy / Innovation
- 4%** Product Management



"I was very impressed by the AI Summit. The summit offered a great opportunity to delve into the latest advancements and challenges in the field of Artificial Intelligence."

Milind, Mercedes-Benz

Visiting Brands at ATxEnterprise

WHERE ENTERPRISES SOURCE FOR THE LATEST TECHNOLOGIES AND SOLUTIONS TO IMPROVE THEIR BUSINESSES

Telcos



Broadcasting



Satellite



Technology



ATxEnterprise Exhibition



Exhibitor Satisfaction Rating



Apply to
Sponsor or Exhibit in 2025



ATxEnterprise Exhibition



900+
Exhibitors



40+
Countries and Regions



63
Sponsors



38
International Pavilions



Top 5

Countries Outside
of Singapore

29% China

10% South Korea

7% United States of America

6% Canada

4% United Kingdom

[View Exhibitor List](#)



Apply to
Sponsor or Exhibit in 2025



"ATXSG was a fantastic foray into the south east Asian market. Great variety of vendors and attendees replete with opportunities for partnerships and collaborations."

Jeffrey Lai, OpenRep

ATxEnterprise Conferences



8
Stages



500+
Speakers



15
Tracks



200+
Hours of
Content

 **BroadcastAsia**

InnovFest



ATxEnterprise
HEADLINERS



 **CommunicAsia**

 **IOT
WORLD**

 **TechXLR8Asia**

Fintech & Blockchain

 **TechXLR8Asia**

Cybersecurity

 **TechXLR8Asia**

AI/Robotics

 **TechXLR8Asia**

Data

 **TechXLR8Asia**
Sustainability

 **QUANTUM
COMPUTING
SUMMIT**

 **DevXperience
Summit**

 **DIGITAL
WITH
PURPOSE** **ASIA 20
SUMMIT 24**

**THE AI
SUMMIT
SINGAPORE**



Speaker Highlights



Anna Green
Chief Enterprise Services
Officer, **Toll Group**



Arthur Mak
Chairman and Chief
Product Officer, **Youtrip**



Cathy Arnold
Chief of Data Services,
Seek



Danny Han
Vice President, Head of
Asia Strategy, **Telenor Asia**



Darlene Volas
Vice President of Global
Field Engineering, **DataStax**



Eunice Park
Chief Revenue Officer,
ZIXI



Fabio Souza
Chief Solution Architect,
APAC, **Amdocs**



Feon Ang
Managing Director, APAC,
LinkedIn



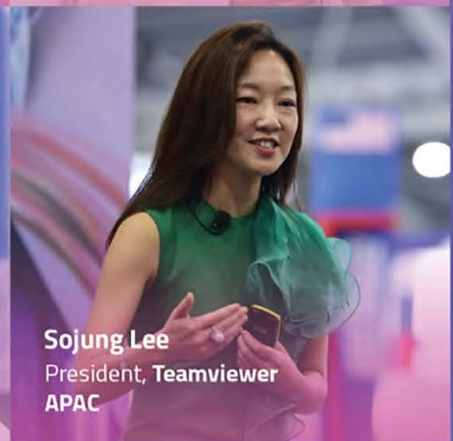
Jan Lim
Regional Chief Executive Officer,
South East Asia, **Lenskart**



Kaythaya Maw
Chief Technology Officer,
SPH Media



Nhu Le
Executive Director, Head of Technology
Strategy, **Standard Chartered Bank**



Sojung Lee
President, **Teamviewer**
APAC

ATxEnterprise Headliners Stage Throwback



Empowering Innovation: Women's Role in Driving Tech Advancements

Discover the benefits of gender diversity in tech, strategies for adapting to innovations, and how women will shape Asia's business future.

Breaking Tech Barriers in Singapore: Where Innovation and Collaboration Converge

Discover how smart tech and partnerships transform retail with Generative AI and SMART Tech, enhancing customer experiences and efficiency.



Greening the Digital Revolution: Sustainability in Technology

Explore renewable energy in IT and green initiatives in Asia's tech industry, including sustainable supply chains, eco-friendly manufacturing, and ESG Tech investments.

Adapting to Tech and Evolving Trends: Asia's Digital Enterprise Journey

Explore AI, blockchain, IoT, and Web3's impact on business. Learn how big data drives decisions, and how scalability and agility enable market adaptation.



This Year We Were Thrilled to Introduce 2 New Additions to ATxEnterprise Anchor Events

The AI Summit Singapore



Artificial intelligence is transforming industries and daily life. The AI Summit Singapore showcased commercial AI, offering leaders and specialists the latest advancements and practical insights.

Over two days (29-30 May), 500+ attendees engaged with experts across four tracks with 60+ speakers. The third day (31 May) featured the expo floor and AI Zone for hands-on experiences. This event established Singapore as an AI hub. See you in 2025, bigger and better!

[READ MORE](#)

DeveloperXperience Summit



In a rapidly evolving tech landscape, open-source stands as a beacon of innovation. The DeveloperXperience Summit, organised by Informa Tech and supported by the Infocomm Media Development Authority (IMDA), focused on the latest trends in open-source technology and collaborative development. This event provided a platform for developers, engineers, and tech visionaries to explore advancements, exchange expertise, and address industry challenges through community-driven innovation.

[READ MORE](#)

Networking @ ATxEnterprise

61,000 engagements made across 3 days

Attendees rated their engagement experience



At ATxEnterprise, we foster connections through diverse networking opportunities, bringing together leaders, innovators, and enthusiasts. Our guided tours, exclusive access, and social gatherings create environments for engagement, learning, and building lasting relationships, offering valuable insights and new opportunities in technology

"The networking opportunities at AsiaTech x Singapore are also unparalleled. With attendees from various backgrounds and industries, there are ample opportunities to meet potential partners, investors, or even future employees. The event organizers facilitate these connections through various networking events, making it easier for participants to build meaningful relationships."

Nicole Zhao, DMC Corporate Services

Here are some new networking activities we introduced this year:



Lab Tours

Participants visited state-of-the-art labs in Singapore, witnessing groundbreaking technologies through live demos. This experience highlighted the latest advancements, inspiring and educating attendees about technological progress.

95% of Lab Tours Booked



Here are some new networking activities we introduced this year:

Tech Tours

Tech Tours offered guided tours across all our anchor events, participants gained insights into the latest trends and technologies, with expert guides highlighting key innovations, making the experience easy and enriching.

Over 93% Slots Booked for Tech Tours



ATxParty

The inaugural ATxParty at Sentosa Beach on 30th May offered fun, networking, and technology. Attendees enjoyed a relaxed environment, making meaningful connections and new relationships.

Over 300 Attended ATxParty



4 in 5

attendees are likely to return in 2025

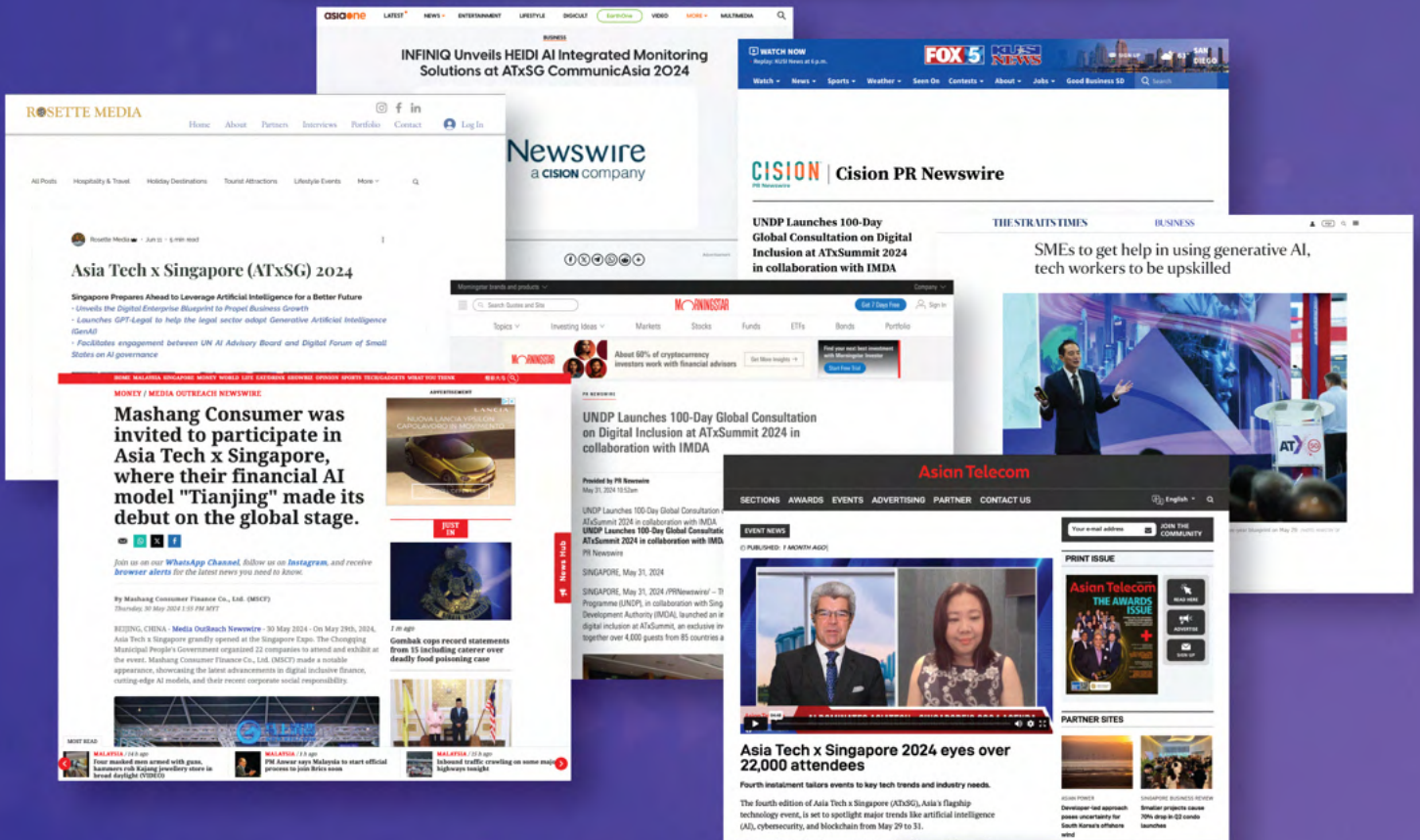
Media Coverage

4.7+ Billion
Potential Audience Reached

10,404
Media Mentions

4.97M+
Total Social Reach

83% positive sentiment across unique/organic coverage



Attending Media



Best of Post Show Report Sponsor - IBM



How your business can prioritise responsible AI with IBM watsonx

Over the next decade, AI will impact all industries and help shape which companies, teams, and executives come out ahead. This is why many early AI adopters are seen in sports, where even the slightest competitive advantage can be the difference between first and second place.

For example, at last year's US Open, IBM watsonx™ projected the level of advantage or disadvantage of all players in the singles draw. Overseas, Sevilla FC launched a tool built on watsonx to provide scouts with comprehensive data-driven identification and evaluation of potential recruits. Additionally, EDGE3 will embed into IBM watsonx to help universities and athletes navigate the increasingly complex world of recruiting by improving the decision-making process for college programs and players.

These examples align with rapid enterprise adoption. IBM is working together with Adobe to embed watsonx into their platform to support key industries. With SAP, IBM is incorporating additional AI, machine learning, and other intelligent technologies into SAP solutions that can lead to better business outcomes for joint customers.

Companies of all shapes, sizes, and industries are taking the first step in their AI journey. Two key questions they should be asking are:

Is AI right for your business?

Absolutely. Whether leading a high-growth startup or an established enterprise, businesses are likely playing in a highly competitive market where AI can add enormous value. The AI journey begins by determining the use case and the goals to be accomplished.

Today, partners across industries are embedding IBM watsonx into their workflows, offerings, and solutions in different ways to enhance their existing technology. For example, by integrating watsonx with Box's Content Cloud, customers can use IBM AI with proprietary data housed in Box to help accelerate business processes. In the financial investment and wealth management space, QuantumStreet AI offers a comprehensive AI platform which embeds watsonx for professional investors, representing USD 6 billion of client assets covering 50,000 publicly traded global companies and asset classes.

IBM's approach, which uses smaller models tuned to specific business use cases, helps lower the AI barrier to entry by enabling enterprises to adopt specific models that run on cheaper infrastructure and offer more flexibility to be deployed on public cloud, private cloud, or on-premises.

How can I ensure responsible AI innovation for my company?

Today's corporate leaders shouldn't be questioning whether to explore AI for their business, but how to do so responsibly. When AI is applied to the enterprise, there is no room for error—it must be implemented with the right guardrails in place.

A key ingredient in responsible AI is governance, which should be the top concern for every developer, software provider, and business with plans to implement AI. The availability of watsonx.governance was such a tentpole moment for IBM, providing enterprises with a toolkit that helps manage risk, embrace transparency, and anticipate compliance with future AI-focused regulation. Partners that choose to use their data can take advantage of watsonx.data, a fit-for-purpose data store that helps scale AI workloads for all their data, wherever it resides. An important distinction for IBM is the longstanding policy that such data belongs to the partner. Alternatively, many partners use watsonx.ai, which includes the Granite model series (with openly shared data sources).

IBM's partners regard data use just as seriously. For instance, the relationship with Dun & Bradstreet combines Dun & Bradstreet Data Cloud with watsonx to help enterprises responsibly expand their use of generative AI. Another IBM Partner, Boxes, is using IBM watsonx Assistant™ to help retailers gather customer insights and generate buyer-ready reports to introduce new products and get samples in the hands of consumers. Partners like Jaxon.ai are using watsonx foundation models to address some of the more challenging aspects of AI, such as hallucinations.

IBM draws on decades of industry leadership, investment, and research in AI to help guide partners along every step of their AI journey. Regardless of a company's age, size, shape, or industry, IBM has the right tools and partner programs to help businesses adopt and scale responsible AI.

Begin your journey with responsible AI use cases

Embed AI into your commercial solutions

Best of Post Show Report Sponsor - GODOX



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Godox

Industry Overview

Innovations in lighting technology, increasing demand for high-quality visual content, and the rise of social media influencers have significantly driven the market. More and more creators showed a keen interest in versatile and high-performance lighting solutions, indicating a strong trend towards integrating advanced features like wireless control and energy efficiency into photography lighting products.

Company Overview

Godox has been at the forefront of the photography lighting industry, known for our commitment to innovation, quality, and affordability. Our extensive product line caters to both amateur photographers and seasoned professionals. By constantly adapting to market trends and technological advancements, we strive to provide lighting solutions that meet the evolving needs of our customers globally.

Product Series

Godox offers a diverse range of LED lighting products, including:

- **Flash Series:** High-speed flashes suitable for various photography settings.
- **LED Video Lights:** Continuous lighting solutions for filmmaking, broadcasting, TV commercial, short video and livestreaming....
- **Studio Lighting:** Comprehensive kits and accessories for professional studio setups.
- **Portable Lighting:** Compact and lightweight options for on-the-go shooting.

LED Product Highlights

BeamLight Max90

The BeamLight Max90 is our brand-new star in Knowled cinematic lighting ecosystem. We're really excited to introduce this first parallel beam optics made for high-power LEDs on the market, offering an innovative solution.

P600R Hard/P1200R Hard

Panel lights are very versatile in film production. In response to market demands, we have developed the compact yet powerful P600R Hard and P1200R Hard. These are currently the most powerful panel lights of their size available on the market. The P600R Hard and P1200R Hard are full-color 1x1 and 2x1 light panels, offering a perfect blend of brightness and compactness.

KNOWLED APP

Here we have the Godox KNOWLED app, a lighting control app designed for tablets. It's based on the universal DMX protocol, which means you can manage all DMX-enabled lights, regardless of the brand. You can control all the lights on set using this app.

MG1200R

The MG1200R is a 1200W full-color point light source with advanced color management. Despite its high power, both the lamp head and control box are lightweight.



Visit Website

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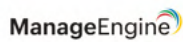
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InnovFest x Elevating Founders Silver Sponsors



InnovFest x Elevating Founders Bronze Sponsors



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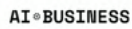
ATxEnterprise Co-organisers and Partners



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ATxEnterprise Media Partners



InnovFest x Elevating Founders Institutes of Higher Learning



InnovFest x Elevating Founders Knowledge Partners



ATxSG Year-Round Community Engagement Opportunities



Asia Tech x Singapore is a premier tech event and year-round engagement platform. We offer sponsors opportunities to enhance brand presence and engage with the tech community. Collaborate with us to build lasting brand awareness and engagement.

- 1. Webinars:** ATxSG hosts webinars with industry leaders discussing trends and innovations. Sponsors can co-host to gain visibility and engage with a targeted audience.
- 2. Tech Meetups and Networking Events:** Regular meetups bring together professionals, enthusiasts, and leaders for meaningful conversations. Sponsors benefit from branding, product demos, and client engagement.
- 3. Trade Business Missions:** ATxSG organises trips to emerging Southeast Asian markets, facilitating meetings between tech companies and potential partners. Sponsors gain market exposure and valuable connections.
- 4. Curated Partnership Opportunities:** ATxSG offers bespoke partnership programs, including digital content, virtual experiences, workshops, and targeted campaigns. Sponsors collaborate with our team to achieve branding and engagement goals.

Let's start discussing ways we can deliver a powerful and valuable experience for your business.

[FIND OUT MORE](#)

Discover the Future of Tech at ATxSG 2025

Asia Tech x Singapore (ATxSG) 2025 aims to build on 2024's success, becoming Asia's top tech festival. We unite global leaders, innovators, and enthusiasts to foster innovation, collaboration, and growth. Our goal is to deliver an unparalleled experience with cutting-edge exhibitions, insightful conferences, and unique networking opportunities.



Expanded Exhibition Space

ATxSG 2025 offers a larger exhibition floor, inviting tech leaders to create interactive experience zones showcasing the latest advancements and innovative solutions.

Enhanced Sponsorship Opportunities

Amplify your brand with bespoke packages offering naming rights, exclusive networking events, and branding. Sponsor keynote sessions, panel discussions, and the ATxAwards.

New Events and Features

Enterprise Tech Leaders Summit: In-depth discussions and networking for C-Suite executives and VIPs, focusing on enterprise tech and digital transformation.

ATxAwards Event: Celebrating ATxSG's 5th anniversary, honoring tech innovations with an awards dinner.

Extended Festivalisation: Week-long celebration with fringe events, workshops, and after-parties for deeper connections.

New Sponsorship Opportunities: Enhance engagement with Focus Groups, Tech Sandbox Pitch, VIP & Speakers Reception, and more.



[FIND OUT MORE](#)



SAVE THE DATE!

27 - 29 MAY
SEE YOU IN 2025



Pre-Register for
**Asia Tech x Singapore
2025**



Apply to
**Sponsor or Exhibit
in 2025**