



SMART CITY  
ASIA 2023

eXPORUM

# SMART CITY ASIA 2023

BE SMART BE CONNECTED

13 - 15.4.2023 ■ SECC

## MARKET OVERVIEW

### GOVERNMENT PLAN

According to preliminary statistics as of November 2021, across the country, 54/63 provinces/cities directly under the Central Government have or are developing smart urban development projects, including: The plan is issued for the whole province and the scheme, the plan is issued for a provincial town...

Thu Duc New City - The city has been working on the eastern innovative urban area project, including the Thu Thiem New Urban Area in District 2, the Northwest urban area, and the Can Gio sea tourist urban area pointed out that the city needs more capital for public investment in infrastructure.

By 2035, Thu Duc will contribute 1/3 of HCMC's GRDP and 7% of the country's GDP; attracting 100,000 inhabitants to live and work, including about 80,000 engineers and experts; Public transport needs to meet 50-60% of travel demand, and the density of the public transport network increases. The density of highways and urban main shafts reaches 1-1.2km/km<sup>2</sup>. Deploying a flood control system, ensuring flood prevention up to 80% frequency (5 years only occurs once a year); 30% of the park area will become a regulating lake to reduce the risk of flooding...



### ENTERPRISES ROOM TO GROWTH WITH TREMENDOUS NEEDS FROM THE MARKET

An important part of a smart city is smart buildings - a market predicted by Market Research to grow from 60.7 billion USD in 2019 to 105.8 billion USD in 2024. The use of technologies Smart, energy-saving technology can reduce a building's energy consumption by 40-50%. This is also one of the many reasons that public and private enterprises have embarked on investing in developing smart buildings and creating large-scale smart cities.

It is forecast that the global smart home market revenue will reach about 122.9 billion USD in 2022; 142.8 billion USD by 2023; 182.4 billion USD in 2025, 1.5 times more than in 2021 and higher than the previous forecast of 175.7 billion USD. By 2026, the global smart home market will reach \$207 billion, growing steadily at 13%.

This market in Vietnam will reach 240 million USD in 2022, 407 million USD in 2025, and is expected to reach 454 million USD in 2026. Global smart home users in 2026 will reach 573.7 million people, which accounts for about 7% of the world's population.

According to Statista, in 2022, Vietnam will have 11.9% of households using smart home.



## EVENT INTRODUCTION



### SMART CITY ASIA 2023 Expo and National Conference Program

<b>Show Date</b>	13-15.04.2023
<b>Venue</b>	SECC, HCMC
<b>Event Scale</b>	300 Exhibitors, 450 Booths 15,000 Visitors
<b>Concurrent Events</b>	National Conference Program Business Matching Seminar Talk Experience Zone MOU Signing between Cities
<b>Participants</b>	Local Top Enterprises Government Agencies SMEs, Start-ups Enterprises International Pavilion

## BOOTH PARTICIPATION

BOOTH TYPE	UNIT PRICE	DETAIL
Raw Space	USD 3,000 / booth / 9 sqm	Space Only (Management Fee And Electricity Fee are excluded) Minimum Size: 18 sqm
Shell Scheme Booth	USD 3,300 / booth / 9 sqm	Fascia Board, Information Counter, Folding Chairs, Spotlight, Power Socket, Paper Basket, Carpet

Register before Oct 31<sup>st</sup> to receive Early Bird Discount



## CONCURRENT EVENT

### NATIONAL CONFERENCE PROGRAM

Participants (Speaker): Government Agencies, Sponsors, Experts

Participants (Audience): Government Agencies, Enterprises, City Leaders, Buyers, Visitors



### MATCHING PORTAL

Expected number of Direct Meetings: 10.000 meetings

### O2O HYBRID BUSINESS MATCHING

Expected number of Online Meetings: 1.000 meetings



### SMART SEMINAR INTERNATIONAL ENTERPRISES EXPERIENCE HUB

Participants (Speaker): Government Agencies Sponsors, Exhibitors Experts, Professor

Participants (Audience): Buyers, Visitors



### CO-OPERATION, MOU SIGNING

Cities MOU Signing For Supporting Smart City Development

International MOU in Supporting Smart City Development (Korea, Taiwan, EU...)



# SPONSOR PARTICIPATION



Sponsor Title

Logo on Marketing Campaign



Logo on Banners, Invitation



Logo on Lanyard



Speaking Opportunity

National Conference

National Conference

Seminar

Exhibit Space

72 sqm

36 sqm

18 sqm

Booth Allocation

1<sup>st</sup> Line

1<sup>st</sup> Line

2<sup>nd</sup> Line

Show Guide Ad Page



Onsite interview

With Press and TV Station (30s)

With Press and TV Station (30s)

Press Only

Discount on Additional Booth

30%

20%

20%

Banner at Gangway



Participation Inquiry - Smart City Asia 2023 Secretariat

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# OVERVIEW

Date	May 26-28, 2022
Venue	SECC, HCMC
Event Scale	120 Exhibitors, 220 Booths
Number of Visitors	9,865 Trade visitors
Concurrent Events	Business Matching Conference Program Seminar Talk Experience Zone

## ORGANIZER



## SUPPORTER



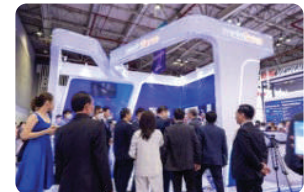
## SPONSOR ORGANIZATION



## SPONSOR



## PHOTO OF 2022



Smart City Asia is a professional platform for trade business and meeting new partners, customers.

