



**PRESS RELEASE**

For immediate release

## **NIXT Conference 2020: Supporting China's Rise as a Leader in Emerging Technologies**

**Beijing, 28 Sep 2020** – The second edition of the **NIXT Conference**, which runs today and tomorrow (28-29 September) at the China National Convention Center, comes at an opportune moment in China's technological development journey.

First organized in 2019, the NIXT (Next Integrated Experience Technology) Conference is devoted to technologies on the forefront of innovation including AI, IoT, Robotics, Smart Wearables, Extended Reality and 5G.

The Conference is supported by the Guangdong New Intelligent City Construction Service Center and China InfoWorld. It will feature 23 speakers who will give participants a glimpse into the transformative power of these technologies and how it will transform five key areas: new media and entertainment, manufacturing, retail, smart cities and transportation.

The speakers hail from big-name companies known for innovation including pre-eminent technology company Huawei, and organizations tasked to effect transformative change like the Guangdong New Intelligent City Construction Service Center.

Some of the visionary topics which the speakers will shed insights on include "Future Factories: Connecting IIoT Beyond Just Sensors, the Cloud and Edge", "Unlocking the Future Value of Retail: A Digital Transformation Journey" and "Factory Digitalization: Integrating AR and VR into Manufacturing".

Mr Richard Tan, Executive Director of the event's organizer InfoCommAsia, said: "China is striving to be a global leader for innovation. Because of COVID-19, the technology wave which was already sweeping through the country has grown in magnitude, and businesses in China are going even further in exploring and adopting emerging technologies in the new normal.

"As such, the NIXT Conference supports and enables these businesses to leverage emerging technologies to effect transformative change."

The NIXT Conference comes at a time when, according to a report by the South China Morning Post, the effects of COVID-19 have accelerated China's digital infrastructure plans. This is driven by both the central government and businesses.



In April 2020, China's Ministry of Industry and Information Technology announced plans to accelerate digital infrastructure development, including enhanced R&D support for 5G technologies. Just on 5G alone, China's 5G market is expected to hit US\$70-85 billion in 2020 with an estimated 160-175 million 5G subscribers. Companies like Alibaba Cloud are investing an additional US\$28.2 billion in the next three years on its cloud infrastructure to help speed up the digital transformation of businesses in China.

The NIXT Conference is running alongside InfoCommAsia's flagship Beijing InfoComm China event, which is the premier Pro-AV and Integrated Experience Solutions show in the region. This year's Exhibition also features a new Start-up and Incubator Zone showcasing solutions based on emerging technologies like AI and IoT from thirty start-ups. It is a collaboration with Beijing Zhongguancun Software Park, Shenzhen Overseas Chinese High-Tech Venture Park and Chinaccelerator.

###

#### **About InfocommAsia**

InfoCommAsia Pte. Ltd. is the region's preeminent organizer of tradeshows for the Professional AudioVisual (Pro-AV) and Transformative Solutions industries. Through industry-leading shows in China, India and Southeast Asia, InfoCommAsia connects global and regional solution providers, vertical market end-users and the supply chain with the most important markets of Asia Pacific.

#### **Additional information is available at:**

[infocomm-china.com](http://infocomm-china.com) | [infocomm-india.com](http://infocomm-india.com) | [infocomm-sea.com](http://infocomm-sea.com)

#### **For more information, please contact:**

##### **Baobab Tree Event – Event Manager**

Hong Kong SAR, Macao SAR, Taiwan China &  
Other Countries

Agnes Au

T: +852 3520 3638

E: [agnes.au@baobab-tree-event.com](mailto:agnes.au@baobab-tree-event.com)

Mainland China

Candy He

T: +86 20 3758 3765

E: [candy.he@baobab-tree-event.com](mailto:candy.he@baobab-tree-event.com)