

FOR IMMEDIATE RELEASE

NIXT Summit 2021: The Hub for Innovators and Entrepreneurs

Where emerging technology and Professional AudioVisual leaders and innovators meet and collaborate, and solution seekers across all industries gain business and application ideas and inspiration

21 July 2021, Beijing – The NIXT (Next Integrated Experience Technology) Summit 2021 will be held on 21 and 22 July at the China National Convention Centre in Beijing, co-located with Beijing InfoComm China. This 3rd instalment of NIXT Summit is already markedly advanced from its beginnings. NIXT Summit 2021 is a must-attend for any company planning, or undergoing, digital transformations in China.

ABOUT NIXT SUMMIT: The Driving Impetus

The NIXT Summit was launched in 2019 in response to an emerging trend where Professional AudioVisual (Pro-AV) projects involve the deployment of emerging technologies such as Artificial Intelligence (AI), Data, Cloud, 5G, Internet of Things (IoT), Robotics, Augmented Reality (AR) and Virtual Reality (VR), and more, to deliver end-to-end smarter and more sophisticated solutions. Anticipating great prospects for this innovative integrated field, the NIXT Summit was introduced to bring the emerging tech community together with the AV community to spark conversations and encourage collaborations.

NIXT SUMMIT 2021: Insights from Emerging-Tech Experts and Leaders

This 2-day Summit comprises over 25 free-to attend sessions where renowned experts and leaders will highlight the latest emerging technologies such as 5G, IoT, data, Robotics, AR and XR. Their case studies and in-depth discussions will enlighten delegates on the challenges and opportunities emerging tech can present in diverse industries, including Advanced Manufacturing, Banking, Financial Services and Insurance, Retail, Logistics & Supply Chain, Transportation, Education, and others.

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Four key speakers will delve into the four critical success factors for any company's digital transformation, namely, leadership, process, technology and talent. **Dennis Huang, Group VP and CIO at Zhongnan Holding**, will explain the importance of establishing a new mindset for technology leadership while **Chris Huang, Ericsson's Talent Management Head**, will demonstrate the type of talents needed in the digital era. **Steven Zhong, Partner at PwC**, and **Jacky He, Senior IT Manager at Mars**, will get down to the brass tacks of process redesign and successful technology implementation.

Register Early

NIXT Summit 2021 promises to take conversations and possibilities further than ever and is not to be missed. For more information and the latest updates on NIXT Summit 2021, visit www.infocomm-china.com/en/nixt-summit. Delegates can also pre-register their attendance at Beijing InfoComm China's official WeChat account or website, www.infocomm-china.com.

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About InfoCommAsia

InfoCommAsia Pte. Ltd. is the region's preeminent organizer of tradeshow 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 | infocomm-india.com | infocomm-sea.com

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Addendum – Highlighted Speakers at NIXT Summit

Cloud	
	<p>Case Study: Establish a New Mindset - the Future of Technology Leadership Dennis Huang, Group VP and CIO, Zhongnan Holding</p>
Enterprise Digital Strategy	
	<p>Case Study: How to Ensure a Smooth Digital Transformation Journey? Steven Zhong, Consulting Partner, PwC China</p>
5G, Talent & Data	
	<p>The 5G Era – What's in It for Consumers? Paul Cheung, Partner, Consulting Leader of Technology, Media and Telecommunications Market Segment, Greater China, Ernst & Young</p>
	<p>Case Study: A New Era of Intelligent Marketing Driven by Data Anthony Shi, Data Marketing Strategy, Alibaba.com</p>

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Data	
	<p>Keynote: What Types of Talent Do We Need in the Digital Era? Dr. Chris Huang, Head of North East Asia Talent Management, Ericsson (China) Communications Co., Ltd.</p>
Robotics	
	<p>Case Study: Hotel Robot Applications in China and Future Market Outlook Xun Liang, Secretary General, China Wisdom Hotel Alliance</p>
Education	
	<p>Case Study: Enhancing eLearning Experience through AR, VR and Gamification David Fan, Co-founder & CTO, Shanghai Squirrel Class AI Technology Ltd.</p>

For full agenda of NIXT Summit, please visit:
<https://www.infocomm-china.com/cn/nixt-summit>

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