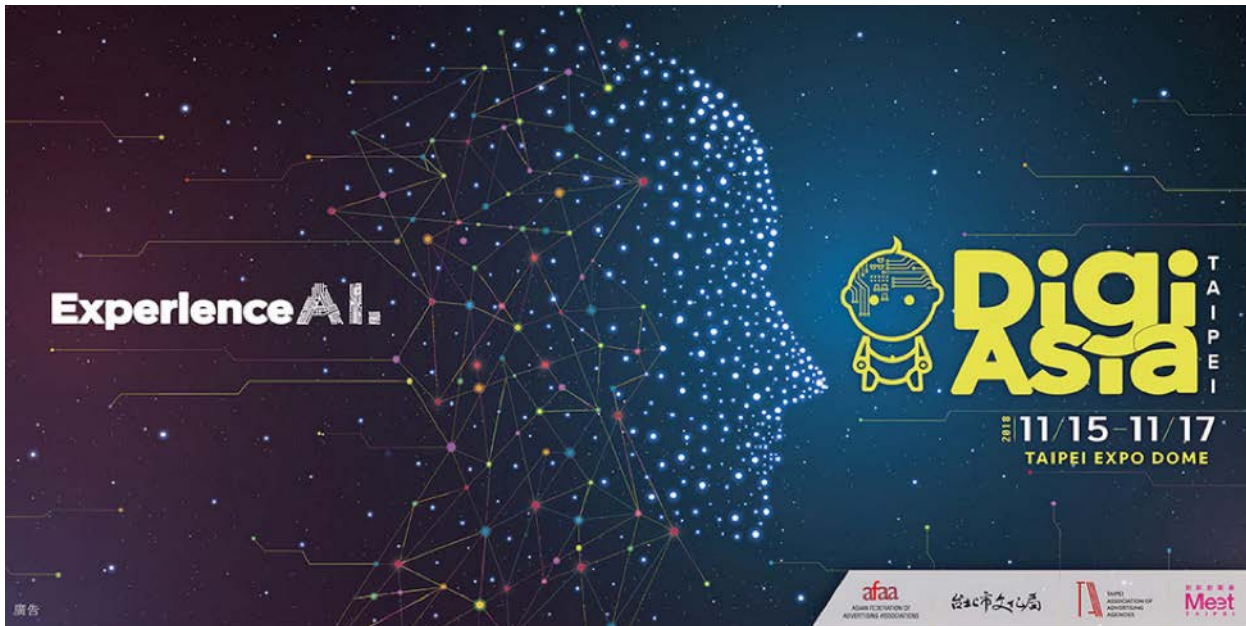


PRESS RELEASE

Asian advertising summit in Taipei attracts 70,000

Artificial intelligence impacts communication



FRIDAY 30 NOVEMBER 2018

2018 DigiAsia was held from 15 to 17 November 2018 in Taipei, and was combined with ‘Meet Taipei’ the largest forum and startup exhibition with around 70 thousand attendees from Taiwan and abroad. The event was an ‘Asian AI Summit’. Thirty leading speakers from all over the world shared their observations on AI’s impact on creative, media, technology and the future. Launched in 2014, DigiAsia is one of the most iconic digital congresses in Asia, held biannually by the Taipei Association of Advertising Agencies (TAAA) under the auspices of the Asian Federation of Advertising Associations (AFAA).

The theme of 2018 DigiAsia was ‘Experience AI’, where the four topics of ‘AI x Industry’, ‘AI x Media’, ‘AI x Technology’ and ‘AI x Creativity’ was explored in depth.



Raymond So
Chairman, Asian Federation of
Advertising Associations

“ We have made significant changes in the format and content this year by joining hands with Meet Taipei ”, said Raymond So, Chairman, Asian Federation of Advertising Associations. He added , “This new format gives us greater exposure and different experience for our delegates. It also provides a forum for communication experts and technology experts to discuss and exchange views. Our Digi-baby has made a big step forward”.

So added, “The theme of DigiAsia2018 is Artificial Intelligence and we are going to explore the impact of AI on Communication, Creative and the Industry; the impact which will change the landscape of our business and our future. AI technology will be utilised in all aspects of our life in the coming thirty years and it advances so quickly that nobody can ignore it. If communication professionals do not understand and follow these new technology and applications, we will all be excluded in the future “.

“AI technology and applications provides us with a new understanding of our consumers that we have never experienced before. It also provides us with new tools and opportunities to interact with our consumers. This new consumer insight and interaction requires a different mind-set, strategy and creativity. It is a totally new perspective to the communications industry. It empowers the communication industry to evolve and revolutionise our business. However, it also gives us great challenges on how we face change. We should capture this great opportunity and better equip us to enter the AI era”.

“One of the key objectives of The Asian Federation Advertising Associations (AFAA) is to provide a platform and forum for Asian professionals to work together in the advancement of the industry. We will continue to make DigiAsia our best platform for Asian Digital communication professionals. The Asia Pacific region, while sharing similar perspectives on various industry issues, is heterogeneous in many ways. Over the last 35 years, AFAA has played a key role in bringing about a greater understanding and appreciation among advertising, marketing and media professionals of both the commonalities and the differences among Asia Pacific nations.

The Asian economies have been seeing a phase of unprecedented growth in almost all areas of activity. This is also the continent with the largest and perhaps, the youngest population in the world. Along with this demographic dividend come the obvious growth pangs which different countries are dealing with, in different ways. With all the depth of our markets and the ancient wisdom we pride ourselves on having, we still have a long way to go before Asian brands take their rightful place amongst the world’s top brands. With shared experiences and coordinated efforts at learning and up gradation of skills, AFAA hopes to harness the region’s brainpower in mitigating this oddity. The digital world is shaping up to be the next Big Thing for our industry, moulding markets around us by people around us. We need to gear up to face the fascinating challenges that these dramatic developments are throwing up. AFAA is readying itself for this new ecosystem. As advertising professionals the cornerstone of our business is providing consumers the freedom of choice. However, it is also our duty as an industry and individuals to not mask unsustainable and unethical options under the garb of free choice. To stay relevant as an industry, AFAA is now in the early stages of leading the crusade to make freedom of choice also an ethical affair,” said Raymond So.



Evan Teng

Chairman of DigiAsia 2018 Organising Committee
Chairman of Taipei Association of Advertising Agencies

“We are grateful to have all participants at DigiAsia 2018 to celebrate the third milestone of DigiAsia together “ were the welcoming words of Evan Teng, Chairman of DigiAsia 2018 Organising Committee and Chairman of Taipei Association of Advertising Agencies to all participants in the three day event. Teng added “Launched in 2014, DigiAsia is a biannual digital congress planned by the Taipei Association of Advertising Agencies (TAAA) under the commission of the Asian Federation of Advertising Associations (AFAA). Starting from Digi beyond Imagination (2014), DigiAsia has embarked upon a journey to explore the diverse dimensions of the digital age. In Social Next (2016), lively, in-depth discussions about the social media era unfolded. Now in 2018, we will gather again in the vibrant city of Taipei to Experience AI”.

Evan Teng also commented, “DigiAsia 2018 was a fresh new experience. This year, in partnership with 2018 Meet Taipei Start-up Festival, the largest event of its kind in Asia, the three-day congress will feature dozens of insightful keynote addresses by internationally renowned experts, exhibitions of 300 local start-ups and companies, 100 global start-ups, among many other programmes-all taking place at the Taipei Expo Park, the main venue for the acclaimed 2010 Taipei International Floral Exposition. This added another flavour to the local experience as delegates explored the city. DigiAsia 2018 was supported by the following bodies and organisations: the Department of Cultural Affairs of Taipei City Government, the Department of Commerce and the Bureau of Foreign Trade of the Ministry of Economic Affairs, the Asian Federation of Advertising Associations (AFAA), the Kaohsiung Association of Advertising Agencies (KAAA), International Advertising Association Taipei Chapter (IAA), the Association of Accredited Advertising Agents Taipei, (4As), the Media Agency Association (MAA), Taiwan Digital Media and Marketing Association (DMA), Taiwan/Taipei International Public Relations Association (TIPRA) “.

DigiAsia is a digital marketing congress organised by the Asian Federation of Advertising Associations (AFAA). Taipei Association of Advertising Agencies (TAAA) is the host for this event which takes place in Taiwan every two years (every even year) starting 2014.

DigiAsia aims at creating the biggest digital innovation platform in the world, serving as a forum in connecting talents around the world. The congress encourages digital professionals to learn, share, and experience under the common goal of creating a better future.

Why is DigiAsia important? DigiAsia is tailored to the needs of an ever-increasingly technology driven conference in Asia, it gathers technology professionals including managers, creative, designers, and IT talents, etc. from all over the world. Through DigiAsia, professionals may come with different experiences and expertise, but share similar goals and exchange ideas to seek opportunities for cooperation with each other!

AFAA website: www.afaaglobal.org

DigiAsia website: <https://www.accupass.com/event/1805210427294527275460>

For further information:

Secretariat.

Asian Federation of Advertising Associations

James Selva email: jameselva53@brandequity.com.my

Mobile : +6012 2036624

Media Relations ;

Joe D'Silva, JDS Communications, joefdsilva@yahoo.com