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ASIAN ADVERTISING SUMMIT IN TAIPEI ATTRACTS 70,000

Artificial intelligence impacts communication

Weekend Tribune Desk

2018 DigiAsia was held from November 15 to 17, 2018 in Taipei, and was combined with 'Meet Taipei'- the largest forum and startup exhibition with around 70,000 attendees from Taiwan and abroad.

The event was an 'Asian AI Summit' 30 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 bi-annually 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-'AI x Industry', 'AI x Media', 'AI x Technology' and 'AI x Creativity' were explored in depth.

"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. "The theme of DigiAsia 2018 is artificial intelligence and it's going to explore the impact of AI on communication: the impact which will change the landscape of our business and our future," he added.

He also stated, "AI technology will be utilized in all aspects of our life in the coming 30 years and it advances so quickly that nobody can



ignore it, if communication professionals do not understand and follow these new technologies and applications, we will all be excluded in the future."

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. AFAA will continue to make DigiAsia the 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.

DigiAsia is a digital marketing congress organized 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 from 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, IT talents, and many more 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. ■

For further information:

AFAA website: www.afaaglobal.org
DigiAsia website: <https://www.occupass.com/event/1805210427294527275460>