



# 2024 DigiAsia Taipei

• Jun 6, 2024

# DigiAsia Evolution Since 2014



2014

Digi Beyond  
Imagination



2016

Social Next



2018

Experience AI



2020

Transformation Under  
the New Normal

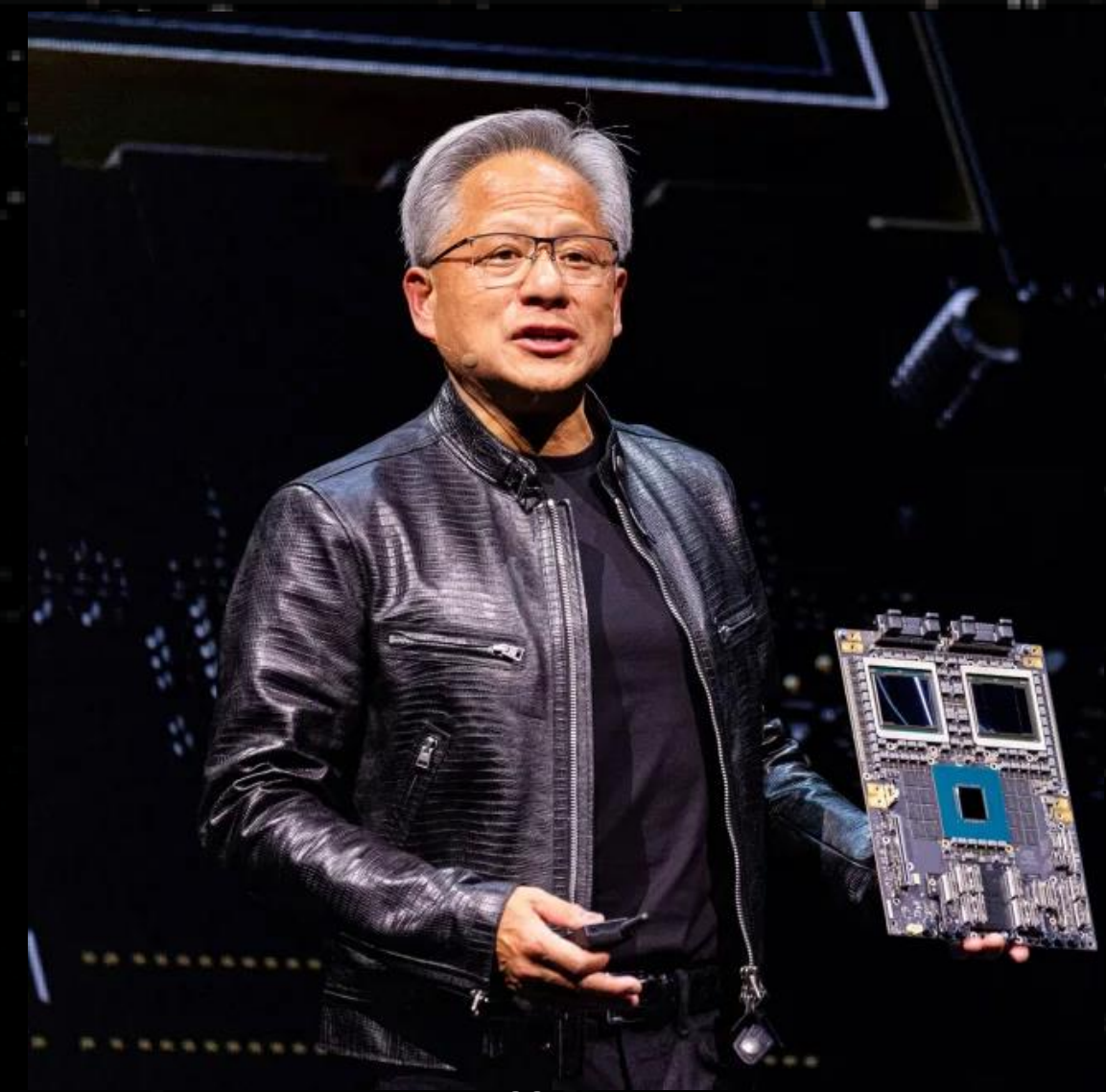


2022

Web3 Rhapsody



# Taiwan is at the center of AI revolution



Nvidia CEO Jensen Huang during his keynote address at the 2024 COMPUTEX with a tribute to Taiwan, "the unsung hero of the coming AI industrial revolution."

Huang told the media, "This is a very exciting time for Taiwan... We are at the beginning of a new age of computing, the age of AI, and Taiwan is at the center."

Image source: NVIDIA video  、 CNN news 

Text quoted from Fox Business news: 

# Artificial Intelligence (AI) 9 Global industry Leaders in Taiwan

Jensen Huang, CEO of NVIDIA

Lisa Su, Chair and CEO of AMD

Cristiano Amon, President and CEO of Qualcomm

Pat Gelsinger, CEO of Intel

Rick Tsai, Vice Chairman and CEO of MediaTek

Lars Reger, CTO of NXP

Tzi-cker Chiueh, General Director of Delta Electronics

Rene Haas, CEO of Arm



**Dr. Lisa Su**  
Chair and CEO



**Cristiano Amon**  
President and CEO



**Pat Gelsinger**  
CEO



**Rick Tsai**  
MediaTek Vice  
Chairman and CEO



**Charles Liang**  
President and CEO



**Lars Reger**  
EVP and CTO



**Tzi-cker Chiueh**  
General Director  
Delta Research Center



**Jensen Huang**  
CEO and Founder



**Rene Haas**  
CEO

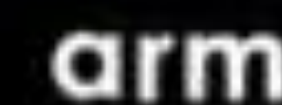
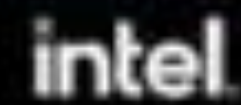
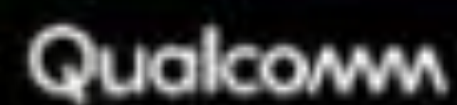


Image source: TAITRA

# Congress Programs Sep.2- Sep.5

## Seminar . Experience . Social



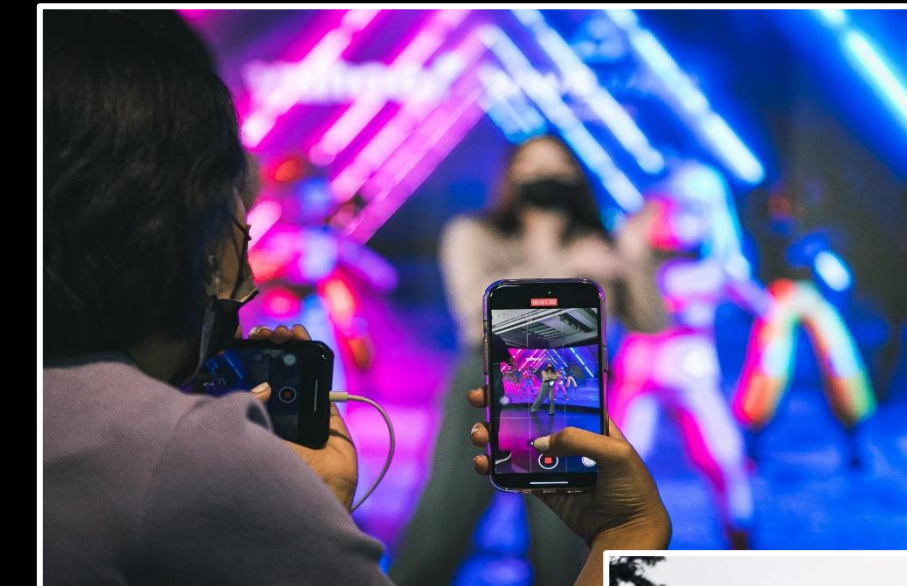
### Keynote Speeches & Panel Discussions

**Sep.3- Day 1 : AI x Technology**  
**Sep.4- Day 2 : AI x Application**  
**Sep.5- Day 3 : AI x Matching**



### Social Events & Parties

**Sep.2- Welcome Dinner**  
**Sep.3- Gala Dinner**  
**Sep.5- Farewell**  
**Sep.3&4- 2 Luncheon**



### AI Showcases

### AI Enterprises Site Visit

**Sep.5- Day 3**

# Congress Agenda

In the process of confirmation.



	Day 0-Sep. 2 (Mon.)	Day 1-Sep. 3 (Tue.)	Day 2-Sep. 4 (Wed.)	Day 3-Sep. 5 (Tue.)		
10:00-12:00	AFAA Excom Meeting	Opening Ceremony	Keynote	Keynote		
		Welcome Speech		IAA-What' coming next		
Keynote		Keynote				
12:00-14:00		Luncheon Sponsored by Yahoo	Luncheon Sponsored by OMG	MarTech Future Star -Demo speech	AI Enterprises side visit • TSMC Museum of Innovation • Moonshine Studio (Limited to the first 40 to sign up.) * There are other options.	
		Keynote	Keynote	Luncheon on own		
14:00-15:00		Break	Break	AI Showcases		
15:00-15:20		Keynote	Keynote	"19 <sup>th</sup> AdTaiwan" (Taiwan Advertising Festival)		
15:20-16:20		Panel Discussion	Panel Discussion			
16:20-17:00	International delegates check-in	Taipei Gala Dinner (Invitation only)	Discover your own Taipei	Farewell Party Sponsored by DMA (Invitation only)		
18:30-21:00	Welcome Party Sponsored by LINE (Invitation only)					



# Overseas Visitors



The first 80 **afaa** members will be offered complimentary registration for the DigiAsia Congress.

Looking forward to seeing you soon!

## AFAA members VIP Visit:

- Onsite Speech
- Social Events & Parties

Enjoy 2 lunches and 3 dinners

- Enterprises Site Visit

( No additional charge)



(Limited to the first 40 to sign up.)



## AI Enterprises side visit

September 5th (Tue.)

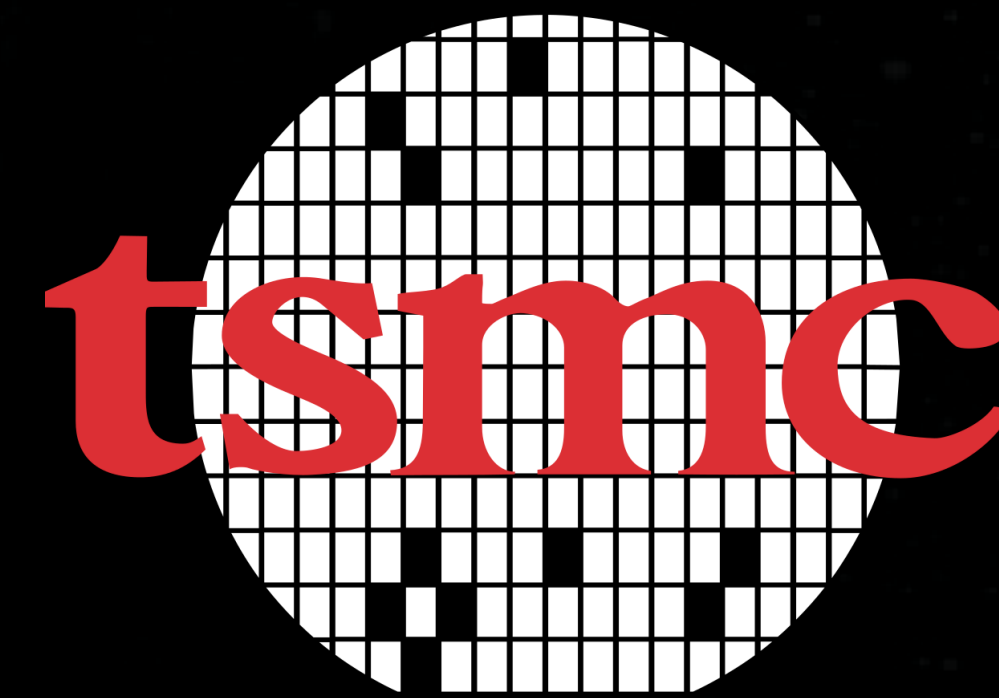
### Objective

- TSMC Museum of Innovation
- Moonshine Studio

### Logistics:

Time: Departing around noon

Transportation: Organized car ride.



夢想動畫  
MOONSHINE

Experience the power of AI and cutting-edge tech.

# AI Enterprises side visit- September 5th

## TSMC Museum of Innovation

- At Hsinchu Science Park, a major high-tech hub in Taiwan
- Discover TSMC's innovative business model
- Learn about integrated circuit (IC) design and product applications
- Understand how TSMC's innovations contribute to the ubiquity of ICs in modern life and improve our daily lives

Explore cutting-edge innovations and business models in AI and high-tech industries



# AI Enterprises side visit- September 5th

## Moonshine Studio Virtual Production

Moonshine made the FIRST LED virtual studio in Taiwan into reality.

- Visit a premier visual effects company specializing in VFX & motion design.
- Experience their work in advertising, film, and VR industries.
- Explore the integration of real spaces, virtual production, and augmented reality (AR) for a new visual experience.
- Client: ACER, ASUS, MSI, NIKE, YAMAHA, BYD...
- Movie: 《The Last Queen》 《Gold Leaf》 《Seqalu》 ...



(Other option: Limited to 20 to sign up.)



## Urban exploration-September 5th

### Taipei 101

Experience New Taipei and Old Taipei at a glance

- The observation deck on the 89th floor offers a superb 360-degree perspective of the Taipei cityscape.

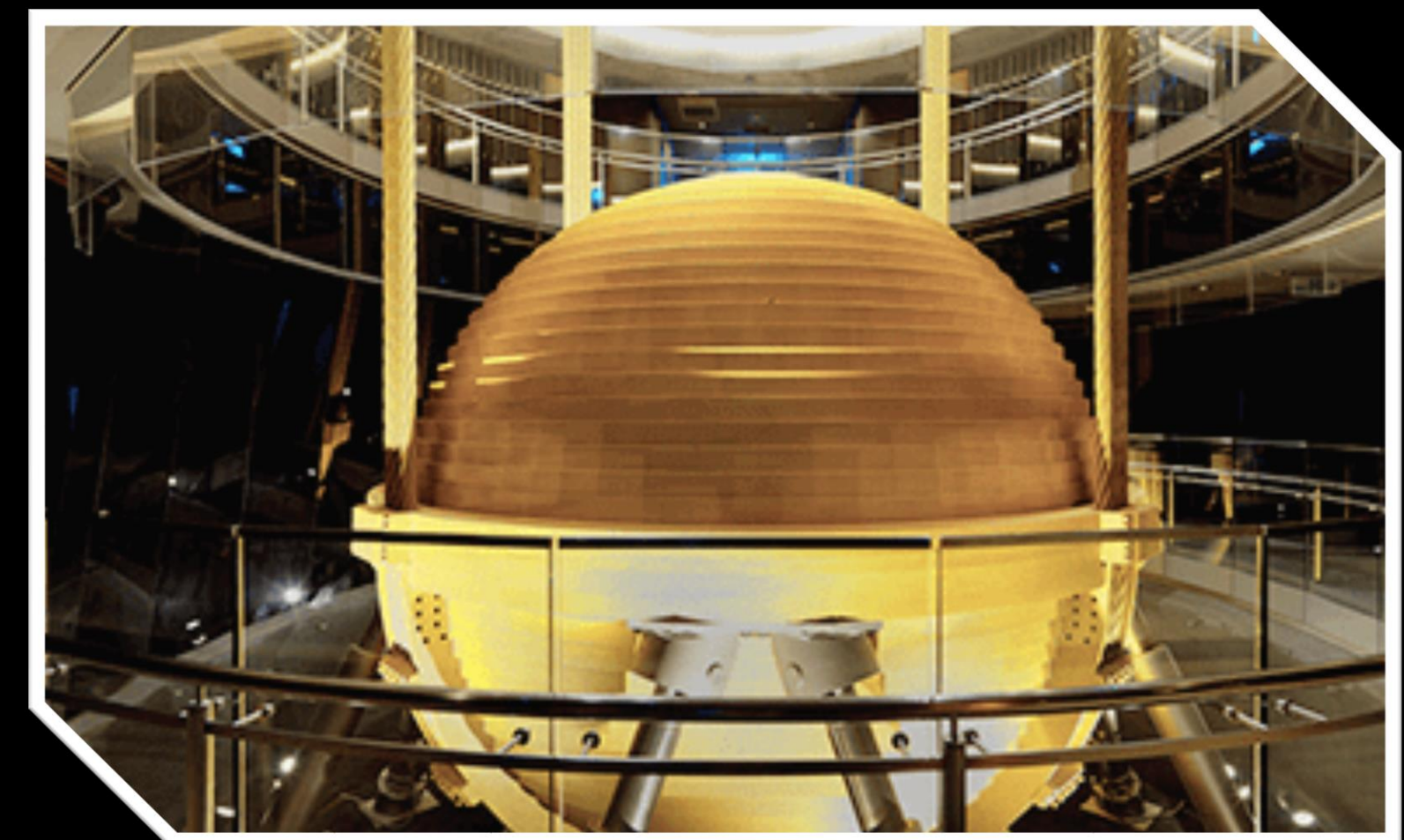


### Exploring Taiwan

- An amazing overview of Taiwan through 8K x 2K ultra-high-quality images.

### Mass Damper (TMD)

- The world's largest wind damper ball on public display features a diameter of 5.5 meters and a total weight of 660 metric tons. Come and experience firsthand its principles and functions..



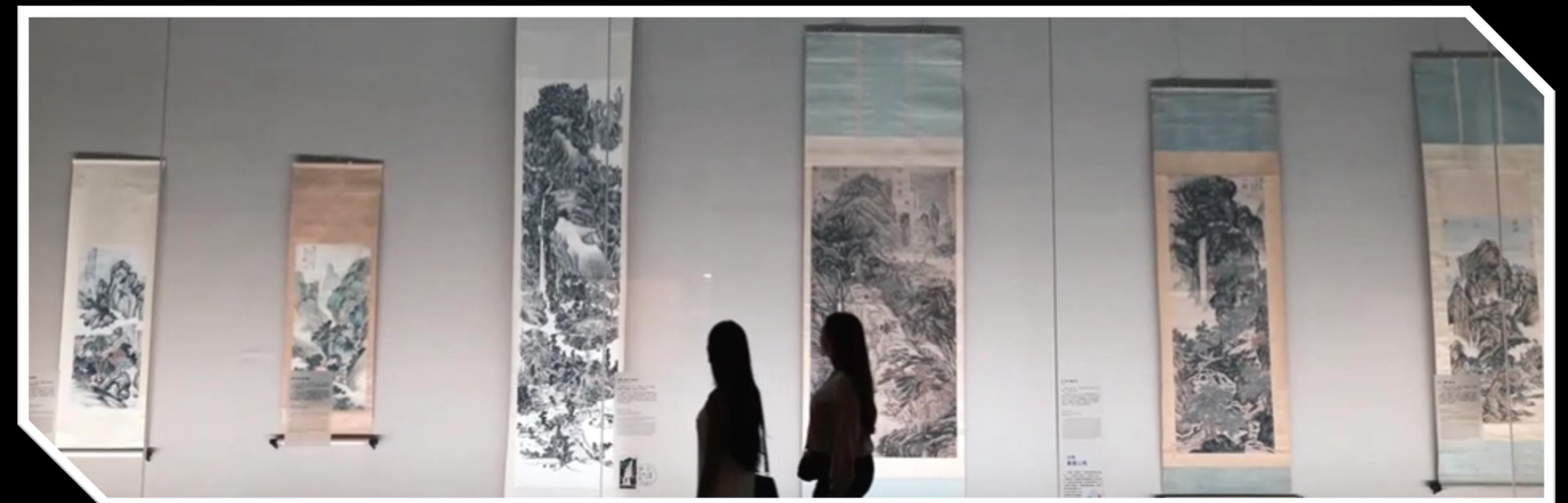
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## Cultural tour-September 5th

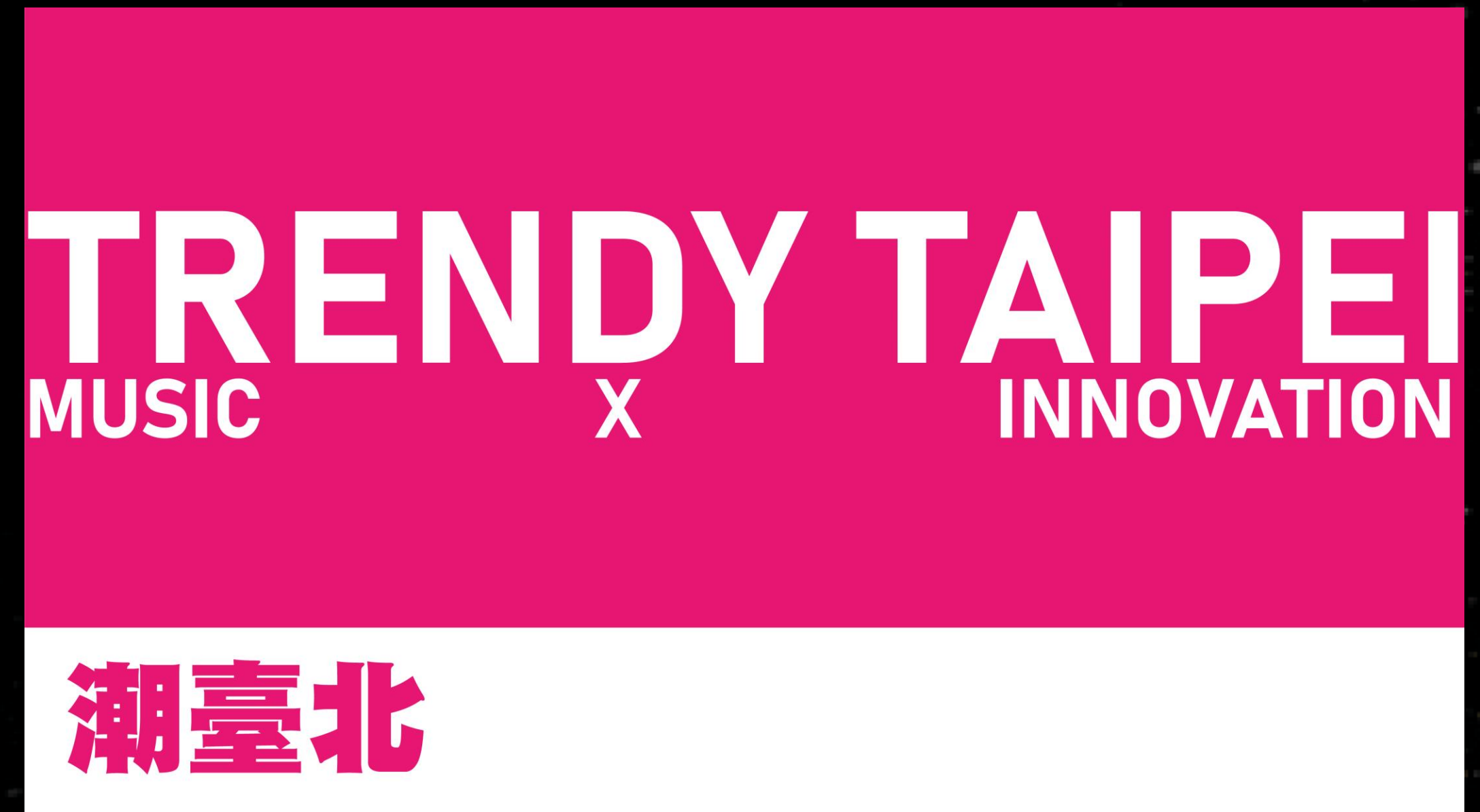
### Taiwan National Palace Museum

- The National Palace Museum (aka NPM) in Taiwan has one of the largest collections of Chinese artifacts in the world, and perhaps the finest collection of Chinese art in the world. The museum is open year round and offers tours in many different languages. It is a must-see spot for any foreign tourist visiting Taiwan.



# TRENDY TAIPEI- Music X Innovation

- DigiAsia is partnering with the Taipei City Government for the "TRENDY TAIPEI- Music X Innovation" event.
- The event will feature concerts, a jazz festival, and a creative content forum.
- "TRENDY TAIPEI" will showcase Taipei's vibrant music scene and explore the intersection of music and innovation.
- DigiAsia attendees are encouraged to participate in the event and experience the culture of Taipei.



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# Registration



2024 DigiAsia Taipei offers first 80 FREE tickets for AFAA Members & whom Registers through AFAA before 30th June.



# Welcome to the Party of 2024 DigiAsia Taipei



September 2-5, 2024



Hosted by:



Asian Federation of  
Advertising Associations

Organized by:



Taipei Association of  
Advertising Agencies



# See you in Taipei!

Embrace Technology

Unleash Creativity

Welcome The Future

