

HEART — OFFICIAL

Intelligent Marketing

用人心的溫度，成就無法被演算的感動

THE
HUB

臺北文創會所

NEW HORIZON EVENT SPACE, 14F

10.27 (TUE.) - 10.30 (FRI.)

HOST →
授權單位

afaa
ASIAN FEDERATION OF
ADVERTISING ASSOCIATIONS

ORGANIZER →
主辦單位



TAIPEI
ASSOCIATION OF
ADVERTISING
AGENCIES

CO-ORGANIZER →
協辦單位



VISUAL DESIGN →
視覺設計

medialand

WEB DESIGN →
網立占設計

isobar



DigiAsia, Asia's Largest Digital Creative & Innovation Platform

Connecting Asia to the World through Creativity & Tech.

DigiAsia inspires digital elites to innovate, create, and venture for a better human life by integrating technology with a human touch.



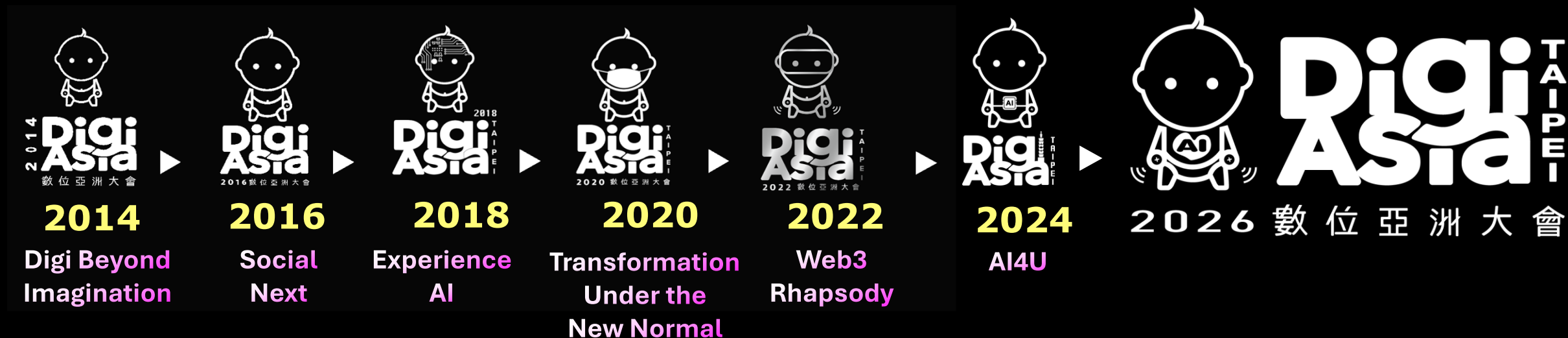
- **Shaping into Asia's Most Influential International Event.**
- **Projecting the Power of Taiwan's Marketing & Communications Industry to the Asia and the world.**
- **Strategic Leadership in Global Digital Industry, Innovation, and Entrepreneurship Trends.**

Achieved





Evolution



DigiBaby's Evolution: A Journey of Heart & Tech

2014 | Birth: A perfect fusion of AFAA lineage and digital cutting-edge.

2016 - 2024: From AI Experience to Web3 Convergence, evolving through every tech wave.

2026 | HEARTificial: In the era of Agentic AI, DigiBaby combines immense computational power with a human heart.

More than AI, it's **HEART**ificial !

DigiAsia 2026 Theme

HERATificial Intelligent Marketing

As AI rapidly transforms the marketing industry, DigiAsia introduces “**HEART**ificial” — the fusion of **HEART** + Artificial Intelligence — advocating a new era of Human-Centric Intelligence Marketing. Rather than replacing humanity, AI and humans coexist in symbiosis: AI drives efficiency, while humans focus on what truly matters — Brand Love, creativity, empathy, and curiosity. In 2026, Taipei will lead this new “AI × Humanity” era by exploring how technology and humanity can meaningfully coexist.

HEART + Artificial = **HEART**ificial

DigiAsia 2026 Promo Video





HEART — OFFICIAL

Intelligent Marketing

用人心的溫度，成就無法被演算的感動

Date

Oct 27 (Tue) - Oct 30 (Fri)

Venue

Taipei New Horizon Event Space

(Address: 14F, No. 88, Yanchang Rd, Xinyi Dist.,
Taipei - Songshan Culture & Creative Park)

Nestled within the Songshan Cultural and Creative Park, the venue stands in beautiful harmony with the historical 1930s Songshan Tobacco Factory. It represents a sophisticated fusion of heritage and modernity, perfectly showcasing the vibrant cultural essence of Taipei.





DigiAsia
TAIPEI

Schedule

Day1 Wednesday, Oct 28

AI x Creativity

Empowering Humanity through AI
Co-creating Infinite Possibilities

10:00
|
12:00

- Opening Ceremony & Welcome Address
- Keynote Sessions 1- 3

14:00
|
18:00

- 12:00 – 14:00 | Congress Luncheon
- 14:00 – 17:00 | Afternoon Programmes
- Breakout Sessions 1 – 4
- AdAsia 2027 Roadshow Presentation
- Breakout Sessions 5 – 9
- Panel Discussion 1

18:30
|
21:00

- Gala Dinner

Day2 Thursday, Oct 29

AI x Empathy

The Human Return
Marketing with Empathetic Intelligence

- Keynote Sessions 4 – 7

- 12:00 – 14:00 | Congress Luncheon
- Breakout Sessions 10 – 14
- Breakout Sessions 15 – 19
- Panel Discussion 2

- Networking Party | DJ Music Night

Day3 Friday, Oct 30

AI x Curiosity

Fearless Exploration
Discovering the Future through Curiosity

- Immersive Cultural Experience
- AI Showcase & Tech Tours

- Corporate Site Visits

- 21st AdTaiwan 2026
(Taiwan Advertising Festival)

- See You at DigiAsia 2028!



Experiences & Site visits

Date Oct 30 (Fri)

Enterprises Site visit

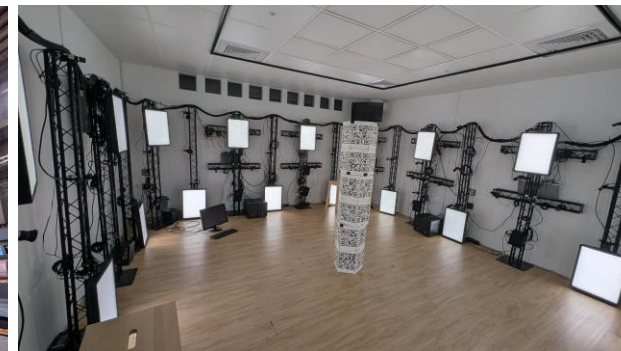
AI Tech Company

Cultural Tour

National Railway Museum

Urban Exploration

Taipei Sightseeing Bus



The corporate/institutional visit (subject to final confirmation) is currently planned to be free of charge. However, due to the capacity of the hosting institutions, this visit is capped at the first 20 registered delegates.

Welcome Dinner

- Date: Oct 27 (Tue) | 18:30-21:30
- Taipei New Horizon Event Space, 14F

A grand Taiwanese "Bando" banquet feast will be lavishly served at the DigiAsia 2026!



Gala Dinner

- Date: Oct 28 (Wed) | 18:30-21:30
- In Between, Eslite Hotel, 2F

In Between blends sophisticated Italian-French cuisine with a relaxed American flair.

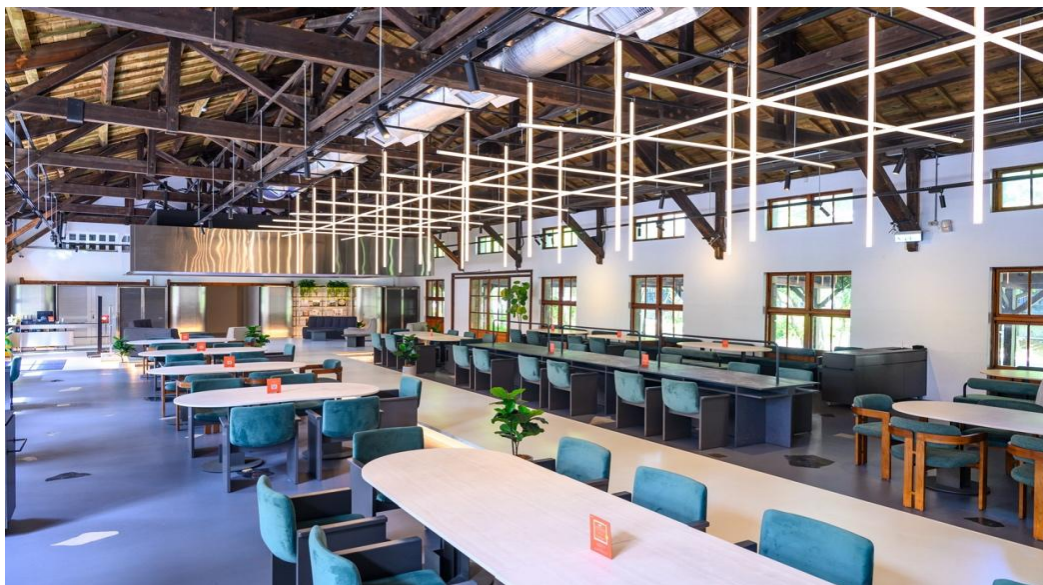


*For illustrative purposes only

Luncheon

- Date: Oct 28 (Wed) / Oct 29 (Thu) 12:00-14:00
- ISLAND133 GONNA+

Mediterranean dining and fine wine in a historic industrial setting at Songshan Cultural Park.



Networking Party

- Date: Oct 29 (Thu) | 18:30-21:30
- SPORTS NATION Restaurant, 1F

Taiwan's first electronic alcohol exchange combining sports, tech, and themed dining.



*For illustrative purposes only



DigiAsia
TAIPEI

Congress Registration

EARLY BIRD

Local Full Access

NTD15,000

Regular Price : NTD 22,000

- ✓ All-Access Pass
- ✓ Gala Dinner
- ✗ Luncheons & Banquets

EARLY BIRD

Local Speeches Only

NTD10,000

Regular Price : NTD15,000

- ✓ Congress Pass
- ✗ Luncheons & Banquets

Academic Rate: NTD 4,000
(Limit 100 | ID Required)

EARLY BIRD

Overseas Full Access

USD 600

Regular Price : USD 1,000

- ✓ All-Access Pass
- ✓ Gala Dinner
- ✓ Luncheons & Banquets
- ✓ Site Visits

This year, we are pleased to offer the first 80 AFAA members priority registration with complimentary access to the event.

Welcome To Taipei

October 27 - 30 , 2026
Taipei New Horizon Event Space

20⁺

**Keynote
Speeches**

2

**Panel
Discussions**

4

**AI Work
Showcases**

2

**Networking
Luncheons**

3

**Networking
Banquets**

Connecting over 20 global AI thought leaders and digital decision-makers to build Asia's richest creative ecosystem, we inject warm and innovative momentum into Asia's digital future.

(Details are subject to change. Please refer to official announcements for final updates)



Organizing Committee

- **Hosted by:** Asian Federation of Advertising Associations (AFAA)
- **Organized by:** Taipei Association of Advertising Agencies (TAAA)
- **Co-organized by**
 - The Digital Media & Marketing Association (DMA)
 - International Advertising Association (IAA)
 - The Association of Accredited Advertising Agents of Taipei (4A)
 - Media Agency Association (MAA)
 - Taipei International Public Relations Association (TIPRA)
 - Kaohsiung Association of Advertising Agencies (KAAA)

DigiAsia 2024 Highlight Video



HEART — OFFICIAL

Intelligent Marketing

用人心的溫度，成就無法被演算的感動

THE
HUB

臺北文創會所

NEW HORIZON EVENT SPACE, 14F

10.27 (TUE.) - 10.30 (FRI.)

HOST →
授權單位

afaa
ASIAN FEDERATION OF
ADVERTISING ASSOCIATIONS

ORGANIZER →
主辦單位

 **TAIPEI**
ASSOCIATION OF
ADVERTISING
AGENCIES

CO-ORGANIZER →
協辦單位

EMA
Taiwan Digital Media and Marketing Association

IAA
CHINESE TAIPEI

AAA
The Association of Advertising Agencies of Taipei (AAAT)
台北廣告代理商公會

MAA

TIPAA
台灣國際公共關係協會



VISUAL DESIGN →
視覺設計

medialand

WEB DESIGN →
網立占設計

isobar