

Bangkok Software Summit 2010
BSS 2010
“Software : The Untold Value Maker”

September 21-22, 2010
Queen Sirikit National Convention Center

Hosted by



Organized by



Objectives

- To be the Annual Software Show for Thailand and neighboring countries to update ICT trend, technology & utilization that will help improve productivity and competitiveness to their business operation
- To be the regional market place for Thai and ASOCIO ICT companies to present and exhibit their software solutions and technology innovations to the target users
- To be the platform for Thai and ASOCIO ICT companies to network and explore their business opportunity and partnership
- To promote Thai Software Industry and regional ICT growth through the power of SME and ASOCIO connection



Target Audiences

- **Cross Industry**

- **Key Segment**

- Agriculture, Food and Food Processing
- Tourism and related services
- Automotive & Spare Parts
- Healthcare
- Retail
- Logistics
- Education
- Government & Public Sectors
- Etc.

Expected to attract over 1,000 conference delegates and over 3,000 visitors

Highlights

- Hall of Fame
- Learn ICT Trends and Emerging Technologies
- Gathering of Local & Regional Market Players
- Face to face meeting between local and regional SME users & suppliers
- Showcase latest innovative technology & solutions from TICTA & APICTA and ASOCIO companies
- Opportunity for local and regional companies to partner and invest
- Meeting Place for Distributors, Reseller, ISV and Venture Capital Investor
- A regional platform for Network and Explore Business Opportunity
- Venue for Software Park Operators to meet, sharing experiences & business opportunities among each others and w/Software Business People

Path of Bangkok Software Summit (BSS) to the future

- 3 Years commitment as continuous event to support the growth of Thailand ICT Industry
- Position to be total solution event for SME in the Asian and Oceanian region
- Focusing the new management paradigm and business process as SME entered into the Digital Generation
- Important market forum for innovation, new technology showcase, trend setter for SME solutions
- Marketplace for business contacts, deals, investment opportunities and solutions bundling



Hosted by:



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Other Organizations that support BSS 2010

- Department of Export Promotion
- The Federation of Thai Industries
- The Thai Chamber of Commerce & Board of Trade of Thailand
- Thailand Logistics & Production Society
- Purchasing & Supply Chain Management Association
- Thailand Automotive Institute
- Thai Auto Parts Manufacturers Association
- Thai Medical Informatics Association
- Thai Frozen Food Association
- Thai Retail Association
- Tourism Authority of Thailand
- Thailand Convention and Exhibition Bureau
- etc

Sponsor's Benefits

- Invitation to all functions and show at BSS 2010
- Display LOGO as a supporter to the show
- Responsive to the needs of the industry
- Direct Promotion of the use of ICT in Key Industry Sector
- Generate Demand of ICT Market
- Initiative of a major high profile project
- High visibility through multiple media coverage
- Opportunity to address mass audience and delegates
- Be the host of the big show for a minimal investment
- Springboard to international and global market
- Opportunity to gain feed back from the event
- Capitalize the final event report for further analysis and planning

**Funding Event Requested for.....
(see the sponsor programs)**

Thank you