

## FACT SHEET: INNOVFEST UNBOUND 2017

### About innovfest unbound: Southeast Asia's largest innovation festival

innovfest unbound is the anchor event of Smart Nation Innovations, a week-long series of events that showcase Asia's most innovative developments. We will see over 8,000 entrepreneurs, brands, corporates, government agencies, institutes of higher learning, investors and tech start-ups meet and share new ideas, build partnerships and celebrate digital disruption.

**innovfest unbound**, organised by **NUS Enterprise** and **unbound**, in partnership with **Infocomm Media Development Authority (IMDA)**, is Southeast Asia's most exciting innovation festival. Co-Chaired by Yossi Vardi and Lily Chan, it is the place where brands connect with disruptive innovation and explore Asian opportunities.

This year, for the first time, four additional satellite events are being launched to highlight the trends shaping the world of tech throughout 2017; **convergence**, **futurenow**, **fintech360** and **arise**.

When: 08:30 AM - 19:00 PM 3rd and 4th May 2017

Where: Marina Bay Sands, 10 Bayfront Avenue, Singapore 018956

Who: **8000 attendees** – made up of 40% Corporate & Brand Executives, 35% Founders & Entrepreneurs, 12% Government & Trade Agencies, 7% Academics & Researchers, 3% Investors, 3% Media

#### Key highlights, from over 200 speakers:

- Dirk Ahlborn, CEO, Hyperloop Transportation Technologies
- Taizo Son, CEO, Mistletoe
- Deborah Barta, SVP Innovation Management and Start-up Engagement, Mastercard
- Robert Gilby, Managing Director Southeast Asia, The Walt Disney Company
- Cristina Magdalena, Head of Innovation, Fujitsu
- Min-Liang Tan, CEO, Co-Founder & Creative Director, Razer
- Hiroshi Saijou, CEO & Managing Director, Yamaha Motor Ventures and Laboratory
- Mark Adams, SVP Innovation, Vice Media
- David Hanson, Founder and CEO, Hanson Robotics Limited
- Kemal Malik, Board Member, Bayer AG

## The stages at innovfest unbound

To ensure all attendees gain maximum value at innovfest unbound, four additional satellite stages are being launched to drill down into the trends shaping the tech world in 2017 and beyond:



Supported by *SGInnovate*, the **arise** stage explores the emerging trends in Artificial Intelligence and how it will affect the way we live and work in years to come.



In association with *IMDA*, and galvanising industry-wide participation by local and global marketers, brands, media owners and creative agencies, **convergence** delves into how we can harness the power of adtech.



**fintech360**, supported by the *Singapore Fintech Association*, takes a look at how technology is shaping the region's financial ecosystem and how fintech will help us build relationships and create business opportunities.



Presented by *NUS Enterprise*, futurenow is a showcase for universities, corporations and start-ups. It explores the *Future of Healthcare*. The *Future of Manufacturing* and the *Future of the Digital Economy*.

## Workshops @ innovfest unbound

Interactive sessions run by partners of innovfest unbound, include:

- Facebook Blueprint: Crafting Mobile Ready Videos on Facebook and Instagram
- Yahoo! Masterclass - The Art of Storytelling 2.0
- Dentons Rodyk – From Founders to Being Found
- VICE Media – with Mark Adams, Senior Vice President of Innovation
- Insights into the IP Landscape in Asia
- The Trade Desk

## Forums @ innovfest unbound

Programmes of content run by innovfest unbound together with its partners include:

- Singtel Innov8 VC Forum
- Huawei – How to Create an Innovation Friendly Environment for the Digital Economy
- Y&R e-commerce Forum
- National Supercomputer Centre Forum - The Rise of Big Data: Harnessing the power of data analytics in the Government and Industry
- Publicis Forum

- Ascendas-Singbridge - Co-innovation 2.0: Catalysing Industry & Deep Technology Collaborations in Singapore Science Park
- Finland – Singapore Dialogue Series: Facing Common Challenges – Helsinki and Singapore as Ecosystems for Innovation

## Pitch sessions @ innovfest unbound

An innovation festival, **innovfest unbound** offers many opportunities for start-ups to meet with brands and investors. These include:

- Founders & Investors Speed-Dating
- Corporate Pitch Sessions with brands including Singtel Innov8, Publicis, Y&R, Dentsu
- Start-up Soapbox – An IHL Tech Pitching Event
- The Unilever Foundry Start-up Battle
- Oracle Startup Cloud Accelerator Battle
- Bayer Grants4Apps

## About NUS Enterprise

NUS Enterprise plays a pivotal role in advancing innovation and entrepreneurship at NUS. It actively promotes entrepreneurship and cultivates global mind-sets and talents through the synergies of experiential entrepreneurial education, active industry partnerships, holistic entrepreneurship support and catalytic entrepreneurship outreach. As Asia's Thought Leader for Innovation & Enterprise, its initiatives complement and add a unique perspective to NUS teaching and research at the University and beyond.

For more information, please visit [www.enterprise.nus.edu.sg](http://www.enterprise.nus.edu.sg)

## About unbound

unbound connects brands and corporates with disruptive technology, products and services, in order to fuel their innovation and growth. unbound works across three key areas:

- **unbound insights** identifies the patterns and relationships that connect emerging technologies with business.
- **unbound festivals** are a global series of events that celebrate innovation.
- **unbound labs** use our global network to connect brands and corporations with start-ups.

For more information, please visit [www.unbound.live](http://www.unbound.live) or follow on [Facebook](#) and Twitter [@unboundglobal](#).

## About IMDA

The Infocomm Media Development Authority (IMDA) will develop a vibrant, world-class infocomm media sector that drives the economy, connects people, bonds communities and powers Singapore's Smart Nation vision. IMDA does this by developing talent, strengthening business capabilities, and enhancing Singapore's ICT and media infrastructure. IMDA also regulates the telecommunications and media sectors to safeguard consumer interests while fostering a pro-business environment. IMDA also enhances Singapore's data protection regime through the Personal Data Protection Commission. For more news and information, visit [www.imda.gov.sg](http://www.imda.gov.sg) or follow IMDA on Facebook [IMDAsg](#) and Twitter [@IMDAsg](#).

SMART NATION  
INNOVATIONS WEEK  
presents

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