

# Welcome

mbed Connect Asia 2016

#mbedConnectAsia



Good Morning and Welcome!

早上好！欢迎您参加！

**ARM**

David Pan 潘劭齐

Director of Marketing – Asia, ARM

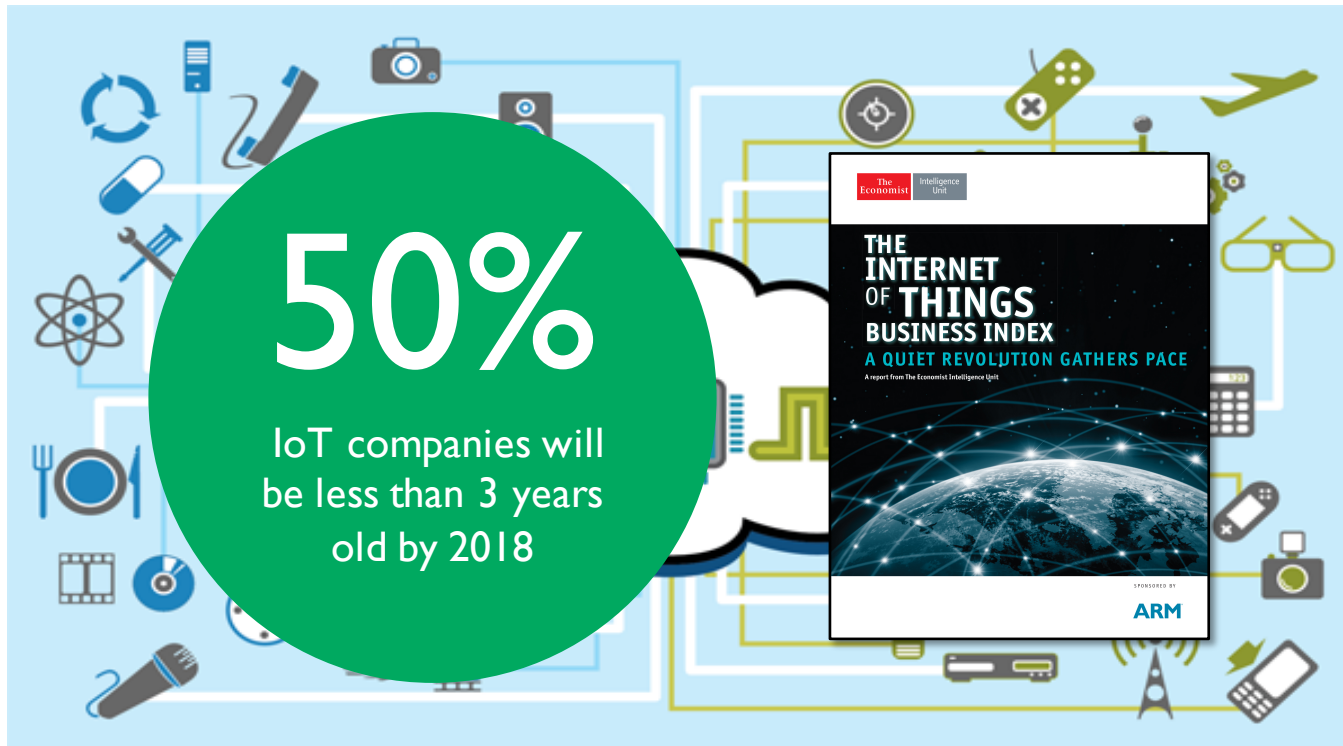
Mbed Connect Asia  
December 5<sup>th</sup>, 2016

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# IoT opportunities everywhere



# IoT: “There is More Going On Than You Might Think”



Gartner, 2013  
Economist Intelligence Business Unit Study released October, 2013

## 76%

Of companies exploring or using IoT internally

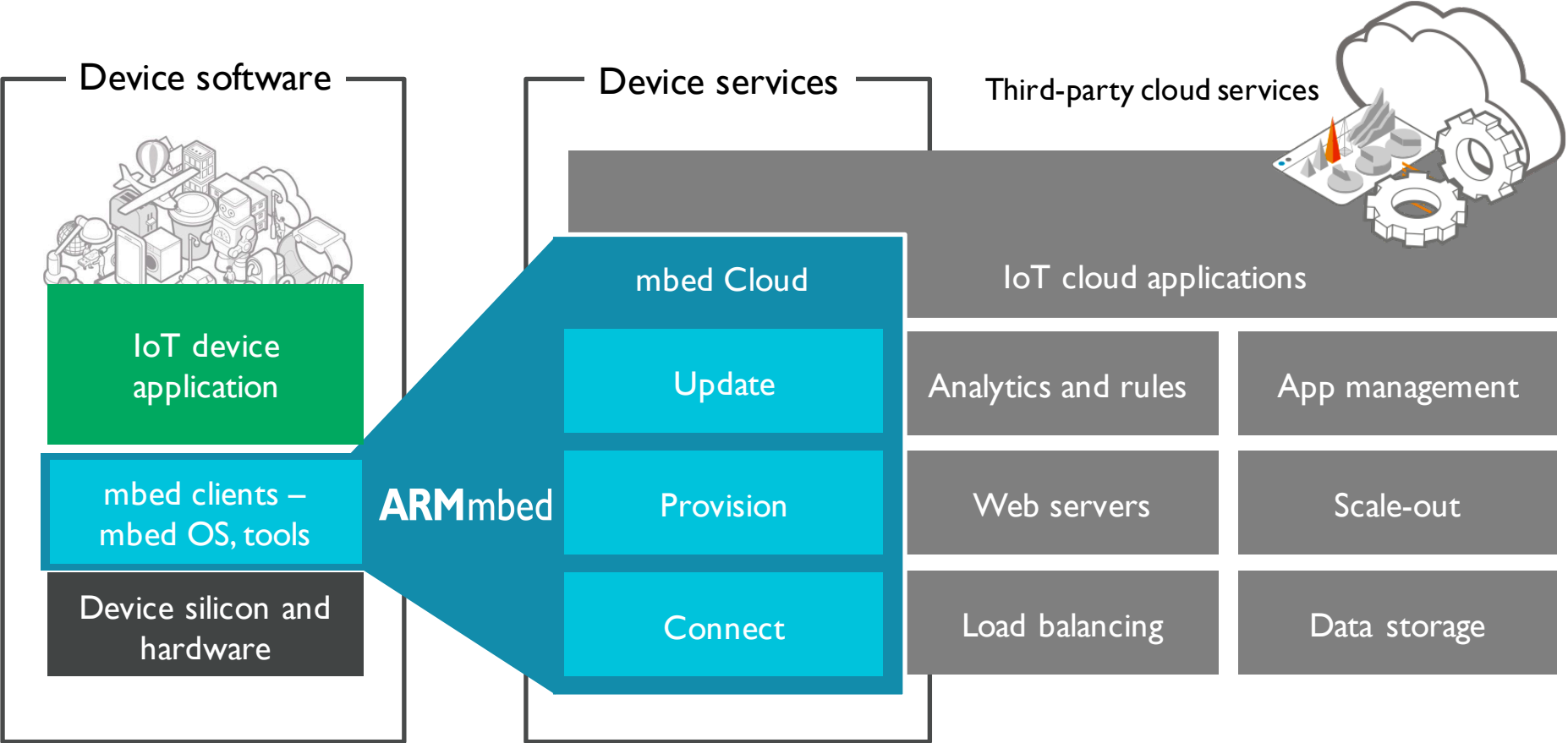
## 74%

Of companies exploring or using IoT externally

## 29%

Believe IoT will inspire new working practices or business processes

# Connecting chip to cloud



Over 200K ARM mbed developers worldwide and growing at 30%+ every year organically.

1 111,277



Over 66 partners, 15 new in 2016

# 2016 CSIP Award for ARM mbed

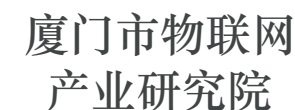


- ARM's continual commitment to investing in China has been recognized by the Chinese government.
- Example: CSIP Award Recognition from 2016 World IoT Expo at Wuxi on Oct 31<sup>st</sup>, 2016:

*ARM mbed as the Best Localized IoT Solution*



# Special thanks to



#mbedConnect  
**ARM** mbed Connect



# Shenzhen and IoT

**FIOT**

**深圳市蜂群物联网公益基金会**  
The Foundation of Internet of Things

# Morning Agenda

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09.30 – 09.40	Opening Remarks	David Pan Director of Marketing Asia, ARM
09.40 – 09.45	Welcome to Shenzhen	Ming Wang Initiator, Shenzhen Foundation of IoT
09.45 – 10.30	Building the Next Generation IoT for a global ecosystem	Michael Horne VP Sales & Marketing & Deputy GM, ARM
10.30 – 10.45	ARM Accelerator: ARM Accelerator Enables IoT Innovations	Andy Chen CEO of ARM Accelerator
10.45 – 11.15	Coffee Break / Networking	
11.15 – 12.05	Industry Panel: Opening the door to IoT through edge computing ST, Baidu, Xiamen IoT Research Center, Lierda, Minewtech	Lifeng Geng IoT Segment Marketing Manager, ARM
12.05 – 12.15	mbd Partnership Signing Ceremony: Minew	Bing Yin Sales Director, ARM
12.15 – 13.30	Lunch / Networking	

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