

New Event Launch: IoT & Mobility Europe, October 3 2019 in Brussels!

Brussels, February 4, 2019,

Mark-Com Event and TIMGlobal Media are renewing their cooperation for the first ever edition of “IoT & Mobility Europe” that will take place in Brussels on the 3rd of October 2019.

Following a format combining quality conferences and exhibition space for Sponsors, the day will be entirely dedicated to the Internet of Things and mobile business applications.

It is addressed to both public and private players willing to learn about the state of affairs, challenges and potential developments of these new industries.

THE FUTURE OF IoT/MOBILITY

Just a few years ago, the economic turn that the IoT was bound to take was regarded with scepticism, but these times are now over. Recent estimates forecast for 2020 that no less than 50 billion objects will be connected or/and have some level of intelligence. According to a study conducted by the McKinsey Global Institute, the potential economic impact of IoT is set to reach US \$ 11 trillion per year in 2025.

Numerous enablers turned this trend into a genuine strategic imperative. First, there was the boom in wireless networking technology and the rapid adoption of cloud platforms. Then there was the upgrade and uptake of both advanced Data Analytics and Data processing, and finally a global decrease in the cost of connected devices. In addition to that, the end-users' sentiment towards these data-collecting sensors has grown warmer with a slight increase in demand while the move to professionalisation within the supply side overtook the somewhat hands-off approach that was prevalent until now.

SECTORAL CHALLENGES AND CONSTRAINTS:

However quick the rise of IoT so far, its course might suffer a setback arising from the considerably slower-paced evolution of the necessary infrastructure. The swelling volume of data, the surge in bandwidth demand and the multiplication of connections necessitate a variety of adjustments and updates such as moving to +5G and seven-core glass fibre or a speedup in converting to IPv6 systems.

On top of that, the deployment of these technologies is further impeded by interoperability issues that the lack of standards is only reinforcing. By the same token, the sector, falls into the trap of pending issues surrounding the legal framework for the protection of personal data.

THE WHY AND WHEREFORE OF THIS DAY

The event draws on its past regional edition of IoT mobility organised at Namur Expo in 2018 and 2017 but aligns with the wider European scale in order to be in tune with the geographic scope of investments and development. In IIoT (Industrial IoT), a market expected to weigh close to US \$ 123.8 billion by 2021, Europe should in fact, in the future, occupy a leading position, or so is the claim of IndustryARC's latest study. These forecasts appear to be consistent with the peak in demand of European patents; the EPO (European Patent Office) reported a jump of 54% over three years of demands related to the Fourth Industrial revolution compared to a general increase of 7.65% only.

This essentially B2B conference day is the chance to strengthen the growing IoT and Mobility ecosystem. It is also a unique occasion to learn more about the latest applications and business models and to seek information on legal aspects that could prove decisive for the future of these sectors. All in all, one can expect to come out with a precise picture of the issues at hand and of the key actors that form the European IoT landscape (governments, agencies, corporate groups, incubators, research centres, universities ...).

COMPLEMENTARITIES AND INTERDEPENDENCIES BETWEEN IoT AND MOBILITY

As far as business organisation is concerned, and in particular regarding digital transformation, both the IoT and mobility for enterprise have been assisting each other in their expansion: it is undoubtedly the ever-growing number of devices coupled with the massive data analysis capacity set up by mobile enterprises that enabled the IoT to exist. On the other hand, a constant rise in connected devices will make it vital for its users to possess an « Enterprise Mobile Management » solution (EEM).

Used jointly, and efficiently run, they make for a non-negligible competitive advantage by boosting productivity (stronger reactivity, more precise predictions etc...) and by reducing costs simply by exploiting their synergies and positive externalities.

OBJECTIVES AND GAINS FROM THE CONFERENCE-DAY

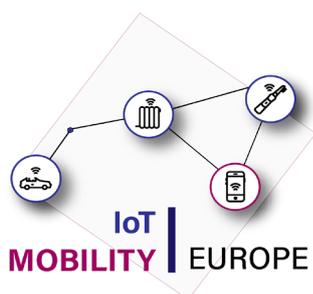
- Get informed about the development of the legal framework or compliance at the European and international levels: Data protection (GDPR, ePrivacy), standards / Interoperability, security (NIS Directive).
- Strengthening of the ecosystem between start-ups and big corporations.
- Consolidating existing links amongst the players composing the « machine-to-machine » value chain.
- Match-making between sought-after tech competences and recruiters.
- Creating synergies (ex: between companies/sectors that collect certain data and others able to make commercial use of it).
- Gain insight into the latest innovations and those to come.
- Gain information, hear testimonials and learn from the experience of experts in the field.

ABOUT MARK-COM EVENT:

Relying on 30 years of experience in planning and managing events specific for the ICT sector and new technology, Mark-Com Event has established itself in Brussels and more largely Belgium for about four years. Our various events serve as true unmissable annual rendez-vous for its participants and sponsors who come to seek information, to gain visibility and extend their network. Recently, we have set ourselves to enlarge our scope to a more European audience with Brussels, the capital of the EU, as its centre of gravity for R&D-intensive new technologies.

ABOUT TIM GLOBAL MEDIA :

Covering the whole of Europe with publications in the English, German, French, Italian and Turkish languages, TIMGlobal Media has within its subscribers over 400 000 people who are decision-makers in their company. For over 40 years, TIMGlobal Media has been delivering information on all the latest industry trends and innovations to the smartphone or desktop of engineers, managers and executives who design, develop and maintain factory and process automation solutions.



MARKCOM
EVENT



CONTACTS @ Mark-Com Event:

François Vajda
Managing Director
fvajda@mark-com.com
+32 473 56 32 08

Sharelynn Paras
Sales & Communication
sharelynn@mark-com.com
+32 470 18 49 16

CONTACTS @ TIMGlobal Media:

Orhan Erenberk
President
o.erenberk@tim-europe.com
+32 474 71 49 51

Sara Ibrahim
Editor
s.ibrahim@tim-europe.com
+33 60 13 88 802