

2014 Digi Asia

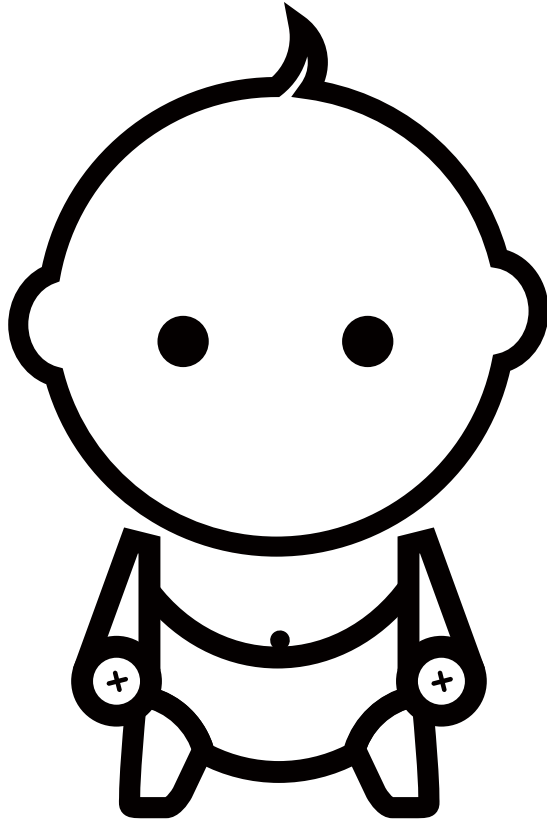
Congress Introduction

Organizer:

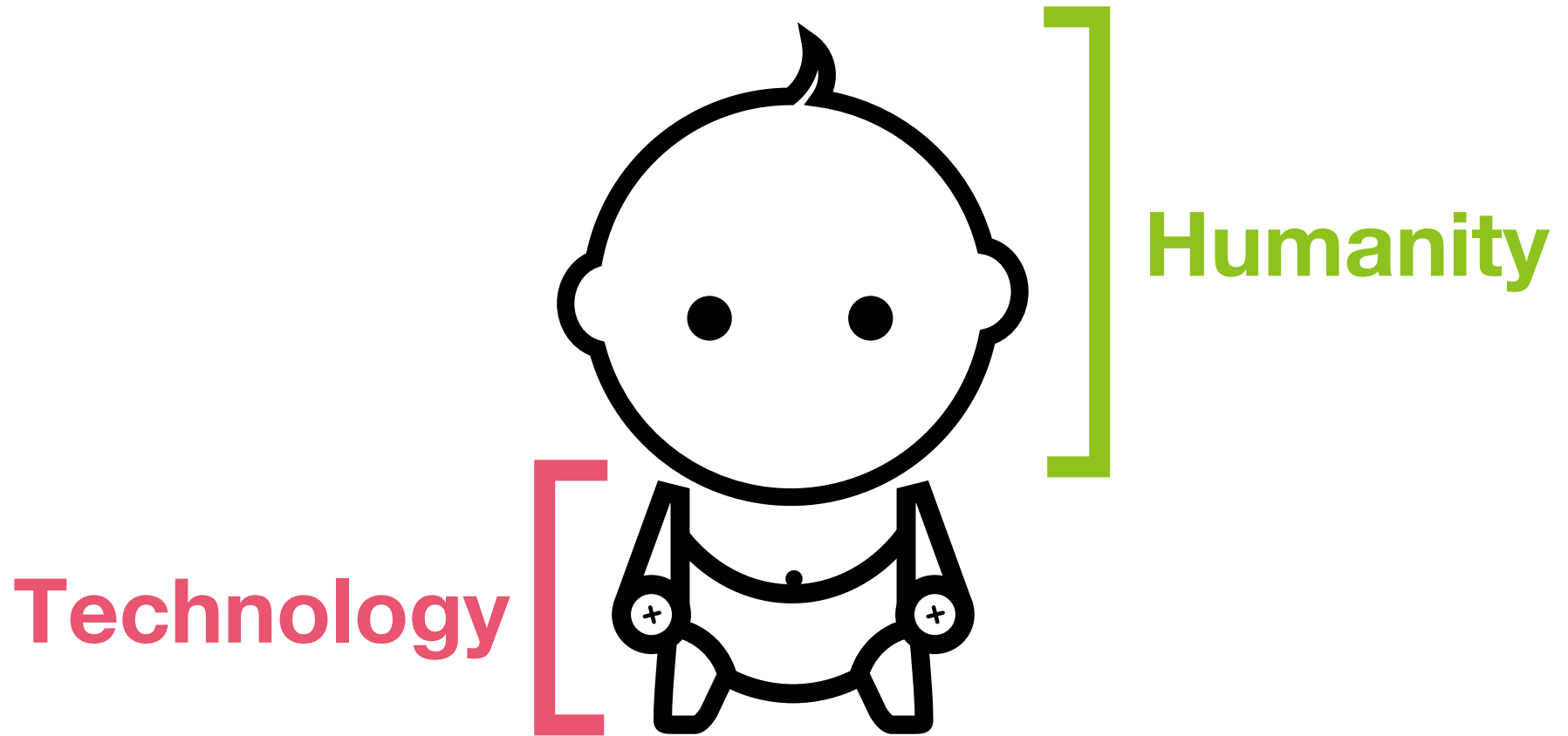


Host:

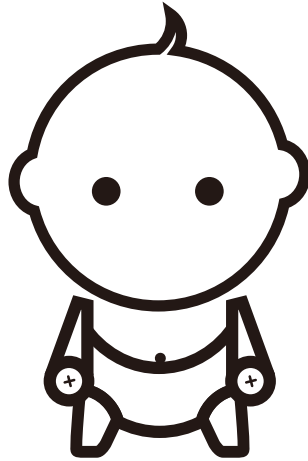




**What
is
this?**



This is DigiAsia!



2014 **Digi**
ASia

This is afaa's New Born Baby!

A whole new digital feast of AFAA conducted by TAAA

Digi[®] WHAT?

Digi[®]
beyond
Imagination **!**

No Imagination, No Digital!

Imagine you have a pair of wings, imagine you are

Captain America 、 Spider-Man 、 Steve Jobs 、

Bob Dylan 、 Picasso.

Imagine Digi as a huge and fascinating show.

Imagine Digi as the past, present and future.

Digi[®] WHEN?

11.12



~

11.14



Not too warm, not too cold. No rain and strong sunshine.
This is the best weather time in Taiwan. A Great meeting for 3 days and 4 evening.

Digi® VENUE

TAIPEI

LE MERIDIEN TAIPEI

In this friendly city, Le Meridien is the most artistic and fashionable meeting place.

TEL : +886-2-6622-8000

Add :No.38, Songren Rd., Xinyi Dist., Taipei City 110, Taiwan

Digi[®] VENUE?



LE MERIDIEN TAIPEI



www.lemeridien-taipei.com

Digi® WHO?

No matter what you do,
you must come to this exciting meeting if you are:

Creative Professionals

Management Professionals

Design Professionals

Technical Professionals

No matter you work on creative, marketing, design or new technology,
YOU ARE Digi® !

Digi[®] WHY?

3+1 Reasons

- **Learn from the experts**
- **Share the digital Knowledge**
- **Inspired by the innovation**
- **Celebrate the birth of Digi[®]**

Digi[®] Experience

- **Digi[®] Forum**
- **Digi[®] Party**
- **Digi[®] Matching**

Digi[®] Forum

Over 20 experts from around the world

Digital life designers

Digital content innovators

Digital technology dreamers

Digital communication architects

They will create a learning, sharing and inspiring platform

Let's gather together to talk about Digital

Digi[®] AGENDA

>>Registration

Nov. 11th, 2014 (Tue.)

08:00-18:00	Arrival / Registration
18:00-21:00	TAAA Welcome party for V.I.P

>>Day 1

Nov. 12th, 2014(Wed.)

	Digi-Living & Digi-Communication
	Moderator : Frank Chen Stephanie Chu, Digital Vice President, Carat Taiwan-Interactive
09:30-09:45	Opening Performance
09:45-10:05	Greeting Words : Michael Hsu, Chairman, DigiAsia2014/ Chairman, Taipei Association of Advertising Agencies(TAAA) Greeting Words : Pradeep Guha, Chairman, Asian Federation of Advertising Associations (AFAA) Greeting Words : Stan Shih, The Honorary Chairman, DigiAsia2014 / Founder, Acer Inc.
10:05-10:15	Welcome Address (TBC)
10:15-10:30	Coffee Break
10:30-11:15	Keynote Speech 1 Keynote Speaker : Chairman, Chunghwa Telecom Co. Ltd (CHT) (TBC)
11:15-12:00	Keynote Speech 2 Keynote Speaker : Nick A'loisio, Founder, Yahoo Summly
12:00-14:00	DMA Luncheon at Le Meridien

	Digi-Living	Digi-Communication
	Moderator : Gary Chi, Managing Director , McCann Worldgroup Taiwan	Moderator : Raymond So, Vice Chairman, AFAA
14:00-14:45	Speech A1 Uber(TBC)	Speech B1 India(TBC)
14:45-15:30	Speech A2 CHT (TBC)	Speech B2 Nobuyoshi Noda, Director of Global Business Development Group, Adways Inc.
15:30-15:50	Coffee Break	
15:50-17:00	Panel Discussion : Digi-Living Panelist : Hong Kong Representative / Uber / CHT (TBC) / Yahoo	Panel Discussion : Digi-Communication Panelist : Adways / Mr.Khoo / India(TBC)
18:30-21:00	CHT Night at Humble House (TBC)	

Digi[®] AGENDA

>>Day 2

Nov. 13th, 2014(Thu.)

Digi-Creative & Digi-Brands		
Moderator : Yahoo (TBC)		
09:30-10:15	Keynote Speech 1 Keynote Speaker : Lung Ying-Tai , Minister, Ministry of culture	
10:15-10:30	Coffee Break	
10:30-11:15	Keynote Speech 2 Google	
11:15-12:00	Keynote Speech 3 Weibo	
12:00-14:00	Weibo Luncheon at Le Meridien	
	Digi-Creative Moderator : Elle Huang, Chairman, MAA	Digi-Brands Moderator : Stephanie Chu, Digital Vice President, Carat Taiwan-Interactive
14:00-14:45	Speech C1 Jayne Leung, Director North Asia, Facebook	Speech D1 McCann(TBC)
14:45-15:30	Speech C2 Tim Doherty, Chief Creative Officer, Isobar China	Speech D2 Microsoft
15:30-15:50	Coffee Break	

15:50-17:00	Panel Discussion : Digi-Creative Panelist : Facebook / Japan Representative (TBC) / Weibo / Isobar China	Panel Discussion : Digi-Brands Panelist : McCann / Korea Representative (TBC) / Microsoft / Google
17:00-21:00	Free Taipei Experience Tour (Discover your own Taipei)	

Digi[®] AGENDA

>>Day 3

Nov. 14th 2014 (Fri.)

	Digi-Innovation & Digi-Entrepreneurs
	Moderator : Raymond So, Vice Chairman, AFAA
09:30-10:15	Keynote Speech 1 Jean Lin, Global CEO, Isobar
10:15-10:30	Coffee Break
10:30-11:15	Keynote Speech 2 AKB48(TBC)
11:15-12:00	Keynote Speech 3 Sunita Kaur, Asia director, Spotify
12:00-13:30	Isobar Luncheon at Le Meridien
13:30-14:00	Keynote Speech 4 Koki Takahashi, Senior Advisor, Vision Studio Japan Co., Ltd
14:00-16:30	Digi-Dreams Moderator : (TBC) We will invite 15 groups with proven brilliance in digital industry to share about their projects The sharing topics will come include: 1. Mobile Social Media 2. Social Media 3. E-Commerce

16:30-17:30	Business Matching
	Farewell Party at Le Meridien
	Moderator : Raymond So, Vice Chairman, AFAA
19:00-19:20	Greeting Words : San-Cheng Chang, Minister, Ministry of Science and Technology
19:20-19:30	Performance : (TBC)
19:30-22:00	See you in DigiAsia 2016

Digi[®] Speaker



Adam Anger
Microsoft Advertising
General Manager for
Asia Pacific and Greater



Lung Yingtai
Minister, Ministry of Culture



Jean Lin
Global CEO Isobar



Sunita Kaur
Spotify's Managing Director of Asia

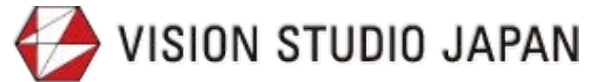


Koki Takahashi
Adviser, Vision Studio Japan Co., Ltd



In succession...

Digi[®] Speaker



Digi[®] Party

11/11 Welcome Party @ HUMBLE HOUSE TAIPEI

11/12 Taipei Night @ HUMBLE HOUSE TAIPEI

11/14 Farewell Party @ LE MERIDIEN TAIPEI

Three dinner parties for digital experts around the world to make friends and experience Taipei.

Unforgettable **Digi[®]** Parties

Digi[®] 11/11.12 PARTY **VENUE**

TAIPEI

HUMBLE HOUSE TAIPEI

Humble House Taipei represents a non-conventional concept that blends art, culture, and living in its aesthetics.

TEL : +886-2-6631-8000

Add :NO.18, Songgao Rd., Xinyi Dist., Taipei 110, Taiwan

Digi[®] 11/11.12 PARTY VENUE



HUMBLE HOUSE TAIPEI



www.humblehousehotels.com

Digi[®] 11/13 PARTY VENUE

TAIPEI

LE MERIDIEN TAIPEI

In this friendly city, Le Meridien is the most artistic and fashionable meeting place.

TEL : +886-2-6622-8000

Add :No.38, Songren Rd., Xinyi Dist., Taipei City 110, Taiwan

Digi[®] 11/13 PARTY VENUE



LE MERIDIEN TAIPEI



www.lemeridien-taipei.com

Digi[®] Luncheon **VENUE** **LE MERIDIEN TAIPEI 2F**



11/12 DMA Luncheon
11/13 Weibo Luncheon
11/14 Isobar Luncheon

**Three Days to Shock and
Amaze Your Taste Buds with Taiwanese Local Food!**
Luncheon sponsored by DMA, Weibo and Isobar
let you completely unwind with Taiwanese cuisine!

Digi[®] Matching

Over 15 innovation teams

New creativity, New models

Entrepreneurship & Business matching

Digi[®] How Much?

- Overseas -

Full 4 days (11th-14th) only \$ 800 US

This fee includes:

Welcome Party, Gala Dinner, Farewell Party, and three days Luncheon

- Local -

Full 3 days (12th-14th) only \$ 14,000 TWD

This fee includes: Gala Dinner, Farewell Party

Digi[®] Early Bird?

On and before Oct 3st 2014

- Overseas -

Full 4 days (11th-14th) only \$ 600 USD

This fee includes:

Welcome Party, Gala Dinner, Farewell Party, and three days Luncheon

- Local -

Full 3 days (12th-14th) only \$ 12,000 TWD

This fee includes: Gala Dinner, Farewell Party

Digi[®] HOW

Register at

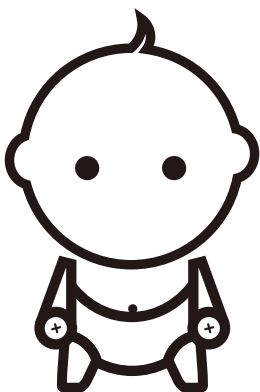
www.DigiAsia.org

to join this important bi-annual digital congress

Digi[®] Website



Visit our official website. Register NOW !



Organizer:



Host:



**Congress
Operator:**



uniplanTM

Digi[®] soon!

