

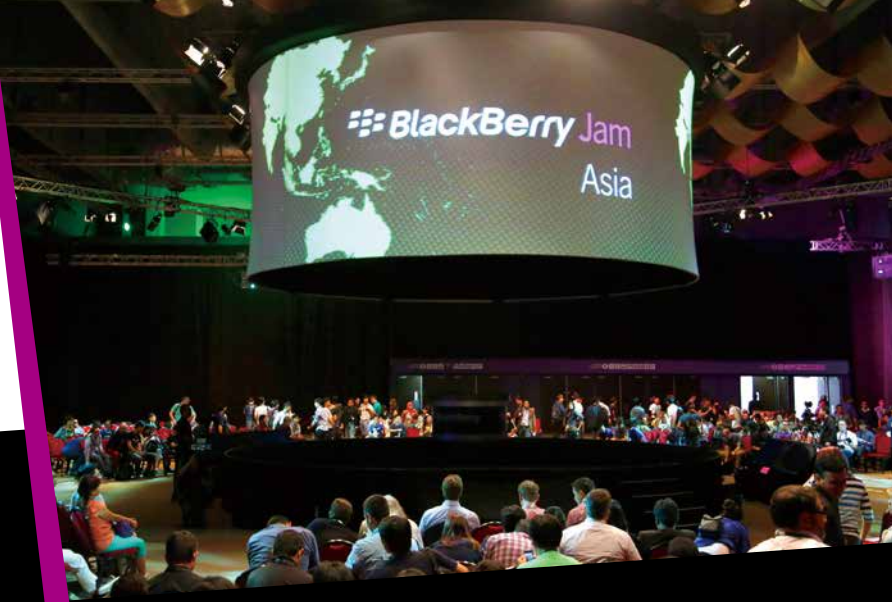
Delivering conference excellence for a global IT giant

World-renowned tech giant BlackBerry chose AsiaWorld-Expo for its 2013 annual developer conference in Asia. Attended by over 1,000 industry professionals from across the region and beyond, BlackBerry Jam Asia featured keynotes from leading experts, as well as more than 55 breakout sessions and a packed programme of interactive demos.

The success of this high-profile, technology-driven event required a convenient and accessible location, as well as world-class data connectivity. AsiaWorld-Expo delivered all this and much more, with value-added services that made the event a resounding success.

Seamless data connectivity

Technology is revolutionising today's way of life, including how meeting content is communicated. With the emergence of mobile connectivity and cloud-based delivery models, real-time data transmission and instant access to information are creating new trends in communication. AsiaWorld-Expo's ultra-high-speed internet not only offers a fast and dependable connection for vast transmissions of data, its built-in resilience also ensures the highest levels of stability. This world-class backbone infrastructure equipped with venue-wide broadband and Wi-Fi connections ensured the smooth-running of BlackBerry Jam Asia, even for data-intensive and time-critical applications.



BlackBerry Jam Asia

26-27 September, 2013 | Hong Kong

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“The infrastructure at AsiaWorld-Expo is very modern,” said Alec Saunders, Vice President, Developer Relations and Ecosystem Development at BlackBerry. “We enjoyed access to a very high-speed network for many of our real-time demonstrations. Being a technology company, we rely on a good network for media-to-media streaming such as live casting, and require strong cellular and Wi-Fi connectivity. One of the appeals of being here is that we can stream media from the conference venue out to the rest of the world.”

“Connections are very important to app developers,” agreed Thomas Wiradikusuma, Flockme, who was attending from Southeast Asia. “The internet connectivity at AsiaWorld-Expo has been excellent throughout my time here.”





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A sensational 360-degree experience

With over a thousand guests in attendance, it was vital to ensure the event felt welcoming and personalised. Thanks to AsiaWorld-Expo’s enormous scale and flexible design, BlackBerry was able to create a spectacular 360-degree stage that ensured everyone in the audience had a great view. An abundance of adjacent breakout rooms and interactive demo areas further ensured an engaging and inspirational experience.

“The spaciousness of AsiaWorld-Expo gave us a lot of flexibility to arrange our breakout rooms exactly the way we wanted,” said Sarim Aziz, Manager, Developer Relations, APAC, BlackBerry. “We are really happy with the venue in terms of flexibility and, from a capacity perspective, it was easy to manage all our programmes under one roof. The general session was conducted in a 360-degree setting, which is something that we haven’t tried before. It was really unique and worked out very well.”





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It’s very **centralised.**”

Simply a good location! ”

Mr. Simon Hain, Developer from Germany

A fun-filled MICE destination that has it all

Thanks to its unique location, AsiaWorld-Expo offers a total solution for events of all sizes, with superb hotels, F&B amenities and renowned tourist attractions all within easy reach. The venue is also integrated with Hong Kong International Airport, and enjoys its own Airport Express station.

“From an event planning perspective, we look for a location where everything is accessible,” said Monica Compton, Event Management Consultant at Hartman Studio. “Lantau Island has it all.”

“Lantau Island is a self-contained MICE destination,” agreed Tom Anderson, Manager, BlackBerry Developer Evangelism. “The venue and SkyCity Marriott hotel are within walking distance, and there are many great leisure activities available on the Island, which are particularly good for overseas visitors.”

“What impressed me the most is the convenience of the venue,” added Jeff Lin, Design Engineer at Delta Networks, Inc., visiting from Taiwan. “The venue is close by a number of hotels and key tourist destinations. After the conference, I am especially interested in visiting Ngong Ping 360 for the Big Buddha, and Citygate Outlets.”

The many attributes of AsiaWorld-Expo are perhaps best summed up by Simon Hain of Developer ISEC7, who had travelled to the event from Germany. “Everything is very integrated here. It’s very centralised. Simply a good location!”

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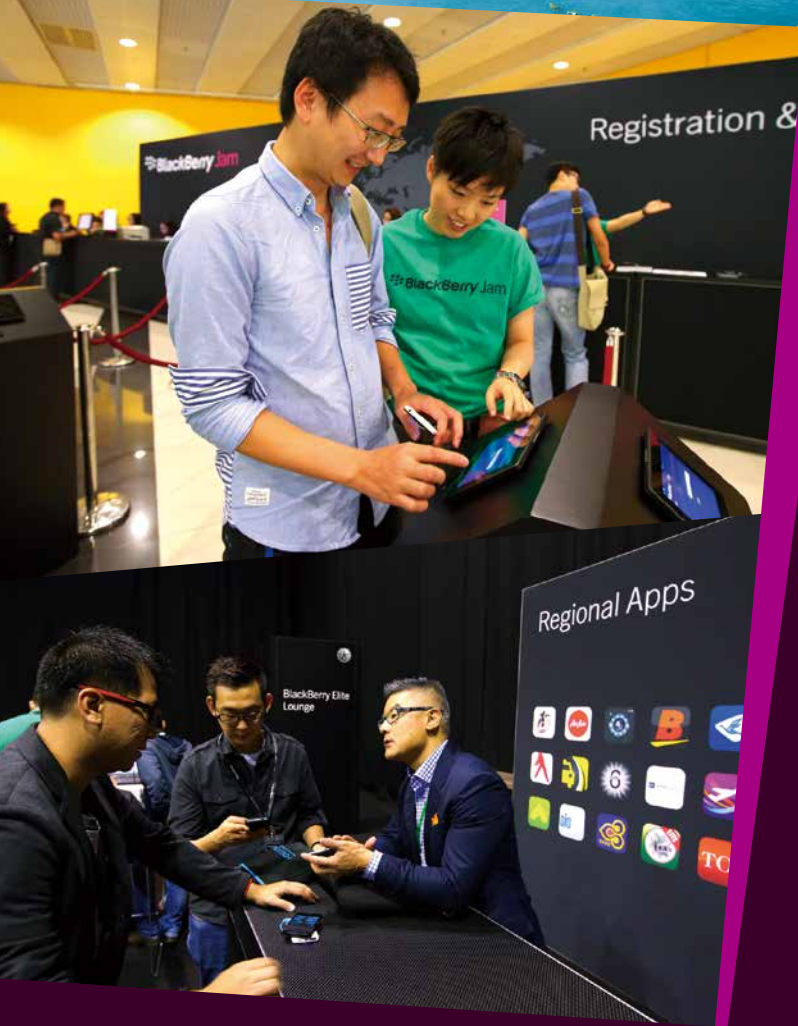
Twelfth Five-Year Plan of the People's Republic of China
Five Major Projects among Guangdong, Hong Kong and Macao

A prime location shaping up to offer even more

Since China and India are the world's two largest engines of growth for the mobile software industry, and with Asia being home to the world's largest community of mobile application developers, it was essential for BlackBerry Jam Asia to be accessible to delegates from across the region.

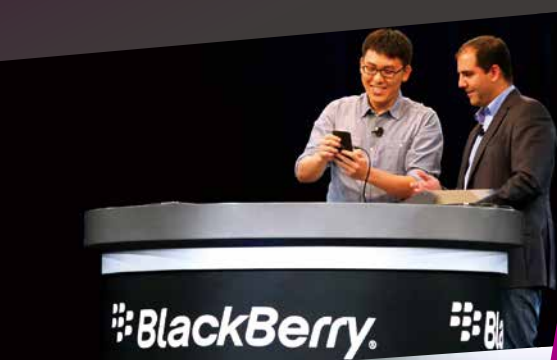
"It's always hard doing a regional conference in Asia, because it's a diverse community, and it's tough to find a place that is easy to get to for everyone," explained Sarim Aziz, Manager, Developer Relations, APAC, BlackBerry. "We're very happy with Hong Kong because it has direct flights from most of Asia, such as from Malaysia, India, Indonesia, Singapore, and China. We're especially happy that it was so easy for all our developers in Guangzhou and Shenzhen to attend this conference."

With the opening of the Hong Kong-Zhuhai-Macao Bridge and the Tuen Mun – Chek Lap Kok Link in 2016 and 2018 respectively, Lantau will become an essential connecting point for journeys to and from Hong Kong, Zhuhai and Macao. Indeed, comprehensive new developments are planned in the vicinity of AsiaWorld-Expo, which will create even more options for hotel accommodation, shopping, dining and entertainment. Strategically located at the heart of this vibrant new community, and within a one-hour commute of Qianhai, Hengqin, Zhuhai and Macao, AsiaWorld-Expo is destined to become the focal point for business in the PRD region.



“ The convenience of AsiaWorld-Expo, with all the facilities in one place, made it a very collaborative and cohesive experience for us. ”

Mr. Martyn Mallick, Vice President, BlackBerry World & Global Alliances, BlackBerry



“The event here in Hong Kong was a phenomenal success,” continued Sarim Aziz. “We attracted developers from across the region, and we received lots of positive feedback from delegates on the conference and the venue.”

“It was an excellent turnout, with a lot of excitement and energy,” added Martyn Mallick, Vice President, BlackBerry World & Global Alliances, BlackBerry. “The convenience of AsiaWorld-Expo, with all the facilities in one place, made it a very collaborative and cohesive experience for us.”

Offering flexible capacity, an unrivalled location, and proven competency to play host to the world’s most innovative companies, AsiaWorld-Expo sets a new standard of excellence in today’s global MICE industry. To find out what it can do for your next event, contact AsiaWorld-Expo today.

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