



## PRESS RELEASE

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### PRESS CONFERENCE:

### INTERNATIONAL TECHNOLOGY EXPOSITION

### **iTECH EXPO HOCHIMINH CITY 2024 – NEW TECH FOR THE NEW ERA**

*Ho Chi Minh City, May 20, 2024 – HoChiMinh City Computer Association (HCA), in collaboration with VIETBUILD International Construction Exhibition Organizer, ALTA MEDIA, and other partners, is pleased to announce the **iTECH EXPO – Ho Chi Minh City 2024 International Technology Exposition**. This special event will take place over three consecutive days from July 10–12, 2024, at the SKY EXPO Vietnam International Exhibition Center (Quang Trung Software City, District 12, Ho Chi Minh City). With the theme "**New Tech For The New Era**" iTECH EXPO 2024 promises to showcase cutting-edge technologies, breakthrough digital transformations, and advancements in science, technology, and engineering globally, enhancing future connectivity.*

Our world is experiencing an extraordinary technological era. The rapid pace of development and innovation in science and technology continues to play a vital role in global socio-economic growth. The flow of the fourth industrial revolution is still strong, promising remarkable breakthroughs with the convergence of many new technological trends. Quick access and adaptation to these changes will help organizations and businesses position their brands and create competitive advantages in the future.

With this in mind, HoChiMinh City Computer Association, in collaboration with VIETBUILD International Construction Exhibition Organizer, ALTA MEDIA, and other partners, is organizing the **iTECH EXPO International Technology Exposition**. This prestigious, professional event is being held for the first time in Vietnam on an international scale, bringing practical value not only to organizations and businesses in the Information Technology, Communications, and Telecommunications sectors but also to companies and end-users across various other industries.

At iTECH EXPO, attendees will elevate their experience with the highest level of technological applications in organization and operation. This will be one of the highlights that sets iTECH EXPO apart from other technology exhibitions in Vietnam.

**iTECH EXPO 2024: New Tech For The New Era** will take place from July 10th–12th, 2024, at the SKY EXPO Vietnam International Convention Exhibition Center in District 12 in HoChiMinh City. This event is expected to gather leading experts, suppliers, corporations and technology companies from all over the world. It also offers a great deal of potential opportunities for networking and business cooperation, as well as creating a forum for sharing world-class, most-dated experiences towards new technology trends; exhibiting smart products and solutions with intensive application in various fields of life and industry in line with the goals of a sustainable development era.

**iTECH EXPO 2024: Key Activities with Impressive Numbers.**

**iTECH Expo** – 500 technology booths, 300 domestic and international suppliers with an exhibition scale of 50,000 square meters, expected to attract over 50,000 visitors during the 3-day event, featuring smart, advanced, and modern products, solutions, and applications across 18 trending technology fields such as 5G, AI, IoT, AR-VR, holograms, LEDs, blockchain, smart factories, high-tech agriculture, etc. Most notably, groups of products, solutions, and services related to smart lighting technology, smart city development applications, consumer electronics & information technology, manufacturing equipment, and electronic components will be highlighted.

**iTECH Forum** – 12 specialized seminars, 50 in-depth technology reports gathering over 300 top experts and speakers, helping to tap into technical potential and implementation experience, addressing practical application challenges in response to technology trends of public interest such as sustainable development, ESG, Fintech, high-quality human resource development, smart technology applications in the development of key industries, etc...

**iTECH Activities** – 1,000 business matchmaking sessions, 30 cooperation and technology transfer agreements signed, 10 field trips and exchanges with organizations, institutes, technology companies, and multi-sector enterprises, creating opportunities to reach potential customer groups and expand the global partner network.

iTECH EXPO promises to be a convergence of units, organizations, and businesses from many countries such as the United States, the United Kingdom, China, Russia, India, South Korea, Japan, Taiwan, Singapore, Thailand, and more. Furthermore, the active participation and companionship of several localities within the country will create many potential opportunities for trade promotion, investment attraction, and technology sector development.

**Information about HoChiMinh City Computer Association (HCA):**

*HoChiMinh City Computer Association (HCA), established in 1988, has over 35 years of construction and development. It is the first and largest representative organization for the ICT community nationwide, with 470 member enterprises and partnerships with over 50 trade promotion organizations, associations, industry associations, and business communities domestically and internationally. HCA is always aware of its role, responsibility, and commitment to the development of the ICT industry, becoming a reliable address and a solid support for the ICT community both at home and abroad.*

Website: <https://www.hca.org.vn/>

**Information about VIETBUILD Construction International Exhibition Organization Corporation:**

*VIETBUILD Construction International Exhibition Organization Corporation organizes the VIETBUILD International Exhibition, with 10 exhibitions annually in major cities such as Ho Chi Minh City, Hanoi, Da Nang, and Can Tho. With its professional and high-class nature, VIETBUILD has gained the trust and active participation of many businesses, corporations, and major brands from 36 countries worldwide. Each exhibition attracts thousands of booths and brings significant trade promotion, technology transfer, and investment cooperation benefits to businesses. VIETBUILD also collaborates with major international organizers to host many specialized exhibitions in Vietnam and other countries.*

Website: <https://vietbuilandexhibition.com.vn/>

**Information about ALTA MEDIA:**

*Founded in 2008, Alta Media is a reputable unit specializing in providing creative technology solutions, digital devices, and multimedia communications. The company consistently applies modern technology to deliver the best experiences, improve product and service quality, and increase business efficiency. To date, Alta Media has successfully executed many projects and become a trusted partner in the technology field. With its vision and mission, Alta Media continues to create breakthrough values and promote national digital transformation.*

Website: <https://altamedia.vn/>

**For more information, please contact:**

*HoChiMinh City Computer Association Office:*

*- Ms. Truc Vy | [vynht@hca.org.vn](mailto:vynht@hca.org.vn) | 0776988049*

*- Ms. Thu Hong | [hongnguyen@hca.org.vn](mailto:hongnguyen@hca.org.vn) | 0792944989*

*Event website: <https://itechexpo.com.vn/>*

*Event fanpage: <https://www.facebook.com/hca.itechexpo>*