

27 December 2017

MyloTC & KiasuLabs' Event Series - IoT Marketplace Drive

On 20 December 2017, an IoT Marketplace Drive was organized by MyloTC (Malaysia IoT Consortium) at KiasuLab, the co-working arm of K-One. Through a shared aspiration to make Malaysia an IoT R&D, manufacturing and competency hub, MyloTC was founded by seven Malaysian homegrown companies - SilTerra, Cytron, CEEDtec, K-One, Eclimo, Pensonic and Exabytes to promote IoT applications and business partnerships. The above event was done in collaboration with MDEC and supported by MIDA, two prestigious government agencies.

The event was held to promote awareness on the Internet of Things (IoT) as well as to share the IoT Marketplace, a platform created by MyloTC where local businesses can collaborate to bridge the gaps in designing, prototyping, manufacturing, promoting and marketing IoT solutions to the local and global markets. There was an exciting buzz at every corner of KiasuLab as the 40 plus attendees, comprising VIP guests from MDEC, MIDA, startups and other business professionals mingled with one another in anticipation of the event.



Participants helped themselves to refreshments during registration.

The opening speech was given by Ir. Dr. Karl Ng Kah Hou, Director of the Data Economy Division at MDEC. He was certainly no stranger to the field having had the privilege of driving and witnessing the development of the Malaysian ICT sector throughout the 16 years of his career there. The room listened with all ears as Ir. Dr. Karl Ng painted the future of data technology adoption in the form of IoT, Big Data Analytics and Artificial Intelligence.



*Guest speakers
(from left: Ir. Dr. Karl Ng, Tan Eng Tong
and Tan She Yong).*

An introduction to the IoT Marketplace was given by one of the founding companies of MyloTC - Cytron, a robotics company based in Penang. Mr. Tan Eng Tong, founder of Cytron, shared with us how lucky he felt to have met Dato' Lai Yit Loong, who is the MyloTC Chairman and Silterra's Senior VP of Sales and Marketing as well as the other 6 founding companies who see the significant IoT potential in Malaysia, ASEAN and the world over. He strongly encouraged local IoT practitioners to leverage on the IoT Marketplace to secure their supply of products and/or services.

Subsequently, Mr. Tan She Yong shared with us his personal experience and lessons learnt from founding BiB, an app for running enthusiasts. His practical advice was relatable to many – as an engineer, he was inclined to dive straight into product development, however instead he advised startups to focus on analysing market demand first as the latter ultimately drives sales.

The presentations concluded with a panel discussion comprising Edwin Lim from K-One, Sylvain from Pensonic, Chin Wei from DF Automation and Robotics and Eng Tong from Cytron. MDEC moderater, Diana facilitated the discussion by posing interesting questions surrounding IoT to allow the interviewees to open up about their personal experiences and views regarding IoT and conducting business relating to it.



The discussion panel members (from left: Diana, Edwin, Sylvain, Chin Wei, Eng Tong).

Lastly, the panel took questions from the audience. After the session, the guests were free to visit the booths showcasing some of the tech companies as well as approach the speakers personally.



Interest in the IoT Marketplace was evident as many were keen to know how they are able to utilise the platform for their respective businesses.

As competencies and resources in IoT are still at its preliminary stages, local businesses should take advantage of the timely entry of the IoT Marketplace to collaborate with one another. It is hoped that this community resource is able to give them a global competitive edge in accelerating the commercialization process.



Guests networking and visiting the Designex3D and KeyASIC booths; Mr. Edwin Lim presenting mementos to each of the speakers.