Sands Expo & Convention Centre,
Marina Bay Sands (MBS) Singapore

31 Oct - 2 Nov 2023

Singapore Week of Innovation & Technology
Organised by Enterprise Singapore and supported by the National Research Foundation Singapore of the Prime Minister's Office, SWITCH (Singapore Week of Innovation & TeCHnology) is Asia’s leading deep tech festival that connects the Global-Asia innovation ecosystem through premier thought leadership, vibrant networking, showcase events, and a start-up pitching competition.

Connecting startups, investors, corporates, research institutes, trade & tech government agencies and innovators through:

**Gaining Access to New Markets**
by connecting directly with over 40 foreign trade/tech agencies, potential partners & customers in new markets

**Discovering New Know-How**
from conference sessions on tech, fundraising & expansion into Asia

**Gaining New Industry Insights**
from Global CEOs, Unicorn Founders, Industry Leaders and Leading Industry Researchers

**Connecting Global Startups, Researchers/ Labs, Companies**
to collaborate on new products/solutions
The Premier Innovation Event in the Singapore Event Calendar

Leverage the Ecosystem

Singapore is home to a range of opportunities to acquire customers and grow your business.

**Switch Week of Innovation and Technology (SWITCH)**

SWITCH is a leading “plug and play” platform that hosts tech ecosystems from around the world in Singapore to share developments around tech, innovation and lifestyle.

Source: Singapore’s Tech Ecosystem, EDB
2022 Snapshot

**ATTENDANCE**

9,000+ Unique Attendees

5,700+ Organisations
Including corporations, associations, and academic institutions worldwide

102 Countries

**TYPES OF ORGANIZATIONS**

<table>
<thead>
<tr>
<th>COMPANY TYPE</th>
<th>% OF ATTENDEES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Start-ups (UPS)</td>
<td>26%</td>
</tr>
<tr>
<td>SMEs</td>
<td>12%</td>
</tr>
<tr>
<td>MNCs</td>
<td>15%</td>
</tr>
<tr>
<td>Government</td>
<td>7%</td>
</tr>
<tr>
<td>Non-Profit Organizations</td>
<td>7%</td>
</tr>
<tr>
<td>Others</td>
<td>6%</td>
</tr>
<tr>
<td>Individual</td>
<td>4%</td>
</tr>
<tr>
<td>Venture Capital</td>
<td>1%</td>
</tr>
</tbody>
</table>

**AUDIENCE BY SENIORITY**

50% Senior Decision Makers

- Executives: 14%
- Managers: 30%
- Directors/EVP/SVP: 27%
- Students: 3%
- C-Suite & Founders: 23%

**PARTNERS AND ACTIVITIES**

300+ Exhibitors

10 Lab Crawls
with 21 Participating Labs

7 Partner Events
Co-located at SWITCH

2,000+ Startup Attendees

30% Global Attendees

42 International Market Pavilions

42 International Market Pavilions
2023 Highlights

15,000 attendees expected
>350 exhibitors
>80 conference sessions
>300 speakers

October 31 to 2 November
Sands Expo & Convention Centre, Singapore

15 Stages . 1 Exhibition

SWITCH GLOBAL (market access)
SLINGSHOT (startup)
13 INDUSTRY STAGES
EXHIBITION
NETWORKING
ROUNDTABLES
2023 Highlights

**Innovation Ecosystem Content**
- RIE Industry Day by Temasek
- TechInnovation by IPI
- SME Tech Day by A*STAR

**Exhibition, Showcase, Networking & Roundtables**

**Start Up Focused (Internationalisation & Domain Centric)**
- SWITCH Global: Market Access
- SLINGSHOT Domain & Grand Finals

**Sustainability**
- Circular Economy Innovation Day
- Green Transition & Net-zero in Asia

**Artificial Intelligence & Digital**
- AIMX
- SGTECH Global Series: Digital Trust
- SGTech Digital Trade SME Forum
- Digital Leaders’ Symposium
## Focus Sectors

### Manufacturing, Trade and Connectivity
- Advanced Manufacturing
- IoT & Sensors
- Mobility, Transportation & Logistics
- Robotics & Automation

### Health and Biomedical
- Biotech
- DigiHealth
- Medtech

### Environment, Energy and Green Technology
- AgriTech
- Clean Energy
- Renewable & Alternative Energy
- Waste Management & Treatment Solutions
- Water & Environment

### Transformative Digital Technologies
- AI & Machine Learning
- Augmented Reality & Virtual Reality
- Big Data
- Blockchain
- Cybersecurity
- 5G

### Consumer Media, Goods and Services
- AdTech, Content & Marketing
- Education Tech
- FinTech (Insurtech, P2P Lending)
- Food Tech
- Retail Tech (Experiential Retailing)
- Product Personalisation Technologies

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### SWITCH 2023 & SLINGSHOT Competition Domains

- Health and Biomedical
- Transformative Digital Technologies
- Consumer Media, Goods and Services
- Environment, Energy and Green Technology
- Manufacturing, Trade and Connectivity

### SWITH 2023 & SLINGSHOT Domains

- Consumer Media, Goods and Services
- Environment, Energy and Green Technology
- Health and Biomedical
- Manufacturing, Trade and Connectivity
- Transformative Digital Technologies
2023 Global Partners (more to be announced!)
The Hack Guide to SWITCH

1. Know the Programme:
   - check switchsg.org for weekly conference & event updates

   **HACK:**
   > Exhibitors are on Level 5 (Event Guide available 2 weeks before Oct 31) for all 3 days
   > All Conference sessions are on Level 4
   > Healthcare Conference on Day 1, Oct 31
   > Sustainability Conference on Day 2, Nov 1
   > AI Conference (AIMX) on Day 1 and Day 2
   > Consumer Conference (FUTR Asia) on Day 2 and Day 3
   > Startup Pitches at SLINGSHOT Stage, Level 5

2. Know Who goes Where:
   - some activities will attract the people you wanna meet

   **HACK:**
   > VCs and Industry Leaders are judges at the SLINGSHOT Stage
   > VCs/Investors will be available to chat at the Investor Lounge, Level 5
   > Many Industry Leaders will be speaking at the Conference sessions on Level 4
   > Market Access sessions by global tech & trade officials are on Level 5, Global Stage
3 Hop on the Bus to one-north: get into the physical heart of the tech & innovation community

HACK:
> Meet VCs, startups and visit corporate labs & offices during SWITCH @ one-north.
> Check weekly updates at switchsg.org
The Hack Guide to SWITCH

Navigate the exhibition floor, Level 5

- Escalator to Level 4
- Conferences
- Investor Lounge
- Business Matching Service meetings
- Global Stage: Market Access sessions
- Daily Networking here: Biz N Buzz
- Print your Passes here
- SLINGSHOT Startup Pitching Stage here
THANK YOU
Be Part of the Conversation
switchsg.org

Scan for your free trade pass!