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SHOW

TIME



Summit 2012

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SMEs- the Next Big Thing

SINGAPORE, 21 February 2012- Social Media World Asia is taking precedence again in The Internet Show Asia 2012. This year on 26 April 2012, it would be staged at the Suntec Singapore International Convention and Exhibition Centre. The focal point would be on how to leverage on the active marketing potential of social media platforms and capitalize on these opportunities to benefit your business. With greater insight to such a trending business strategy, Social Media World Asia promises to cover a greater scope of topics and methodologies.

Social Media World Asia serves as one of the seven conferences under The

Internet Show Asia. The Internet Show is an exhibition series held across Australia, Africa, Middle East and Singapore, organised by Terrapinn. The show is expected to attract more than 6,000 attendees from Singapore and other Asian countries.

Now in its 3rd year, The Internet Show Asia offers its visitors an exhibition featuring more than 50 case studies across three days, over 40 leading internet solution providers; over 60 free seminars on digital marketing, social networking, e-commerce, content management and more; 7 conferences featuring senior level executives from the top Asian brands and successful case studies.

The highlights of Social Media World Asia span from the “Prospects that result from Social Media with customers and partners”, “Adapting to change while implementing Social Media” and “How to optimise the use of various social applications to meet your business objectives” to “Building connections and developing customer relationships” and “Growing your brand value through a connected network”. These topics would be covered by experts and proficient individuals from industry to dispense knowledge about it. Many of which are from distinguished companies- RHB Investment Bank, Banyan Tree Hotels & Resorts, 3M, HTC and Dell just to name a few.

The Internet Show Asia 2012 enjoys the endorsement and support of the Interactive Advertising Bureau Southeast Asia (IAB), Singapore Infocomm Technology Federation (SiTF), Singapore-based Association of Small & Medium Enterprise (ASME), Mobile Marketing Association (MMA), Asia Digital Marketing Association (ADMA), Asian eMarketing, CNET Asia, and ZDNET Asia, amongst others.

For more information about the event, please visit www.internetshow.com.sg.

About Terrapinn

Terrapinn is a Business to Business media company. Our products are trade exhibitions, conferences, training courses and print publications. For more information, please visit www.terrapinn.com.

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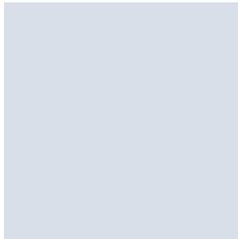
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