

## Conference on MobiTek

*Bringing the billion together: "mobile manufacturing, the way ahead"*

Wednesday, 26 September 2018: BIEC, Bangalore

India is one of the fastest growing market for electronics. Over the last decade the country has been the epicenter of consumer demand fuelled by a phenomenal GDP growth. Though there has been a growing demand across many sectors, the demand for technology and electronic products in particular has witnessed an even stronger growth in recent years. The demand for this sector in the country is projected to increase from \$45 billion in 2009, \$90 billion in 2014-15 to \$278 billion by 2020. The reason for this increase in digital consumption can be attributed to an increase in the middle class population, purchasing power of the consumer and disposable incomes which has drastically altered the lifestyle patterns

Electronics System Design&Manufacturing (ESDM) sector covers electronic hardware products relating to IT and office automation, telecom, consumer electronics, electronic components, etc. As per Ministry of electronics and information technology (MeITY), Govt of India, the sector also includes avionics, solar photovoltaic, strategic electronics, nano electronics, medical electronics, space & defence related items, design related activities like product design, chip designing, VLSI, board design, embedded systems etc. and Mobile Phones; Flat Panel TVs; Notebooks; Desktops; Digital Camera; Inverters and UPS; Memory Cards & USB Drivers; 4W EMS; LCD Monitors and Servers etc.

Government's 'Make in India' campaign gave a good boost to the ESDM sector, not only promoting India for its domestic sector but also-as a hub for electronics manufacturing for the world. The mobile handsets sector has emerged as a leading category therefrom.

With the various e-governance initiatives of the government, galloping numbers of internet users ever increasing desire for electronics goods, there is a huge opportunity of tapping into the untapped potential of the ESDM industry which is the largest and fastest growing industry in the world.

In the era of digital transformation, mobiles, especially smartphones are playing a huge role and are constantly pushing material- and manufacturing technology forward at a dramatic pace. Smaller, faster or smarter solutions from this industry have direct impact to the total consumer electronic sector as well. Mobile devices is one of the key segments where India is expected to see more growth in terms of local value addition.

The Internet of Thing (IoT) is a unique domain that brings the IT industry and ESDM together. Over 25 billion connected devices will be generating data, globally, with opportunities in abundance for data analytics and data mining.

Countries like India, Vietnam and Indonesia are emerging as attractive manufacturing destinations. The reason behind this includes low labor cost, extensive domestic demand and government support.

Mobile usage is only expected to increase due to the dependency on this type of technology. Everything from researching real estate listings to taking educational courses is accessible via a smartphone. All these activities lead to loads of big data being assembled across mobile channels. Moreover, these information are also accumulated for every smartphone user.

The Indian smartphone market is witnessing a boom, with international brands entering the market posing cut throat competition to the already existing domestic players. Communication has been revolutionized by the smartphone industry where interaction transcends beyond just calls and instant messaging to face- to face virtual connect, e commerce, virtual assistant at your service 24/7, one- touch payment systems further made easily accessible with the applications curated to address daily needs. It truly is an extension of the user's personality and taste, in short, a mirror reflection of his status symbol. In 2017, the country's overall smartphone market registered 14 per cent annual growth with a total shipment of 124 million units according to the International Data Corporation's (IDC) Quarterly Mobile Phone Tracker. India hence is the second largest mobile phone producer in the world post China.

The country has the largest wireless network in the world. But with the spiteful programs and apparently innocent networking capabilities, deceitful individuals can steal seemingly confidential information among corporate mobile networks. This information can either be sold or used for the hindrance of the corporation, often by damaging the integrity of the enterprise due to a leak or loss of consumer data.

The one-day-long conference on mobile technology will highlight the country's capabilities on mobile manufacturing, robust infrastructure for R&D, Innovation, government policies, PMP. The summit will also discuss state-of-the-art technologies, recent developments, available opportunities and challenges. It will also be a great networking event as well as a learning experience.

The illustrative sessions that can be included in the conference are:

1. How mobile manufacturing can serve as front runner?
2. Developing country's innovation and research eco system
3. India as a global hub for mobile manufacturing: the way ahead
4. Opportunities and challenges in the mobile manufacturing eco-system
5. What are govt. policies and how PMP can boost the manufacturing?
6. Sharing of best practices by existing mobile manufacturers and EMS players.

To complement and enrich the conference theme, there will be an exhibition arena co-located with the conference event to provide an overview of the entire spectrum of the electronic components industry and give you new drive for your business success.