



## COMPUTEX 2017's InnoVEX Global Innovation and Tech Startup Ecosystem Ends on High Note

### ***Dutch security-as-a-service start-up, Amaryllo, receives InnoVEX pitch contest US\$30K grand prize***

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TAIPEI, Taiwan--(BUSINESS WIRE)--COMPUTEX 2017's InnoVEX exhibit attracted 272 startups from 23 countries/territories, showcasing innovations from around the world in IoT, AI, health management, VR/AR, cloud computing, wearables, and mobility. InnoVEX featured startups, VCs, and accelerators collaborating to build a new ecosystem for the information and communications technology (ICT) industry.

A packed schedule of keynotes, panels, forums, and demos provided a rare opportunity for startups to efficiently connect with international VCs, angel investors, incubators and accelerators, potential strategic partners, and future customers—all in a single venue. InnoVEX included five elements critical to start-ups: display, demos, forums, pitch contests, and matchmaking. InnoVEX was introduced to COMPUTEX in 2016; in two years, it has become one of the leading global innovation events.

In InnoVEX 2017, there were eight U.S. startups such as BioInspira, Holojam, SparkAmplify and VaGenie. In addition to individual startup exhibitors, prominent U.S. companies such as Amazon, IBM, and Intel were among the show's speakers. Several American high-profile venture capital firms and accelerators such as Acorn, Fenox, Indiegogo and Alchemist participated. The Netherlands Trade and Investment Office featured a Dutch Startup Showcase. The French Tech Space also had a significant presence at InnoVEX this year.

Gartner predicted by 2017, 50 percent of all IoT solutions would originate in startups less than three years old, signaling that innovative business models are becoming the focus of R&D in the global ICT industry. "In recent years, emerging technologies have revolutionized ICT sectors and business models around the world. TAITRA recognized this trend, and added the InnoVEX exhibit last year. Now, it is one of the leading global innovation events. COMPUTEX is a platform to match resources for innovators and startups globally to drive the industry's growth and development," said Walter Yeh, president and CEO of COMPUTEX organizer TAITRA.

The culminating event of InnoVEX—the "Startup Pitch Competition," at Center Stage on June 1 was a highlight of InnoVEX at COMPUTEX 2017. Around 100 startup teams around the world registered and competed for the five categories of award prizes plus the InnoVEX Grand Prize of US\$30K. International juries from U.S. and Taiwan provided insightful questions and practical comments before an enthusiastic and engaged audience. Eight startups were selected as finalists and six startups received awards provided by companies and organizers.

This year's InnoVEX Grand Prize of US\$30K was awarded to security-as-a-service start-up Amaryllo from the Netherlands. When Amaryllo President and Founder Marcus Yang was asked what advice he would give future start-ups wanting to enter the pitch contest, he said, "Don't focus on touting your products. Focus on your business model—that's what the judges look for—it has to be tangible and sustainable. I've found InnoVEX to be an excellent

opportunity to meet investors and VCs from around the world and to meet (and even secure deals with) potential partners and large customers. I attended InnoVEX last year and will be back again next year. It is an honor to receive this year's Grand Prize recognition, thank you." Although Amaryllo still qualifies as a start-up, the company has already achieved significant success and landed some large clients. This is one start-up to watch.

InnoVEX 2018 will be held June 5 to 7. Start-ups who wish to be considered for InnoVEX 2018 should visit <http://www.innovex.com.tw/> for updates.

Videos from InnoVEX 2017 are available here: <https://www.twitch.tv/computexinnovex>

#### **About COMPUTEX TAIPEI (also called COMPUTEX):**

Established in 1981, COMPUTEX TAIPEI is the leading global ICT and IoT show with a complete supply chain and ecosystems. Co-organized by the Taiwan External Trade Development Council (TAITRA) and Taipei Computer Association (TCA), COMPUTEX, based upon Taiwan's complete ICT clusters, covers the whole spectrum of ICT industry, from established brands to startups and from ICT supply chain to IoT ecosystems. With strong R&D and manufacturing capabilities and IPR protection, Taiwan is a strategic destination for foreign companies and investors looking for partners in global technology ecosystems. Follow COMPUTEX on its website at [www.computextaipei.com.tw](http://www.computextaipei.com.tw) and on Twitter @computex\_taipei using the hashtag #COMPUTEX.

#### **About TAITRA:**

Founded in 1970 to help promote foreign trade, the Taiwan External Trade Development Council (TAITRA) is the foremost non-profit trade promotion organization in Taiwan. Jointly sponsored by the government, industry associations, and several commercial organizations, TAITRA assists Taiwan businesses and manufacturers with reinforcing their international competitiveness and in coping with the challenges they face in foreign markets.

TAITRA boasts a well-coordinated trade promotion and information network of over 1,200 trained specialists stationed throughout its Taipei headquarters, four local branch offices in Hsinchu, Taichung, Tainan and Kaohsiung, and 60 overseas branch offices worldwide. Together with its sister organizations, Taiwan Trade Center (TTC) and Taipei World Trade Center (TWTC), TAITRA has created a wealth of trade opportunities through effective promotion strategies.

In addition to organizing trade delegations and providing customized procurement services, TAITRA also hosts more than 35 international trade shows annually in Taipei and in Kaohsiung. In 2016, 11,128 exhibitors and 83,807 international visitors took part in these events.

## **Contacts**

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