

BEYOND EXPO

2024 MEDIA MENTIONS

*Media from around
the world, united by
technology.*

405

TOTAL MEDIA
ATTENDANCE

200+

MEDIA
OUTLETS

10K+

STORIES
PRODUCED



BEYOND EXPO

“We are thrilled that this gateway to technology in Asia has attracted such diverse and global media attention, further amplifying the voices of innovators and industry leaders at BEYOND Expo.”

 **CGTN**
Global tech leaders gather at BEYOND Expo 2024, shaping future of tech innovation
May 25, 2024



 **South China Morning Post**
From K-Pop to kickstarting: how Hong Kong's Jackson Wang charts a chic path in music and fashion
June 1, 2024



 **South China Morning Post**
Chinese venture capital firms turn focus to South Asia as soured ties hurt business outlook in the West, investors say
May 23, 2024



 **China Daily**
Beyond Expo 2024 at a glance
May 24, 2024



 **Caixin Global**
Gallery: Beckham Brightens Up BEYOND
May 24, 2024



 **Techsauce**
Global Innovators Gather at BEYOND Expo 2024 Opening Ceremony to Discuss the Future of Technology
May 25, 2024



 **SvD**
Flygande bilar i städer kan snart bli verklighet
June 12, 2024



 **IlSussidiario.net**
SCENARIO AI/ Lu Gang: un boom fonte di incertezza per le imprese e i loro dipendenti
June 25, 2024



 **Yahoo Finance**
Global Innovators Gather at BEYOND Expo 2024 Opening Ceremony to Discuss the Future of Technology
May 23, 2024



CNN
The Wii of AI? The tech targeting future athletes in their living rooms
August 10, 2024



 **South China Morning Post**
Chinese venture capital firms turn focus to South Asia as soured ties hurt business outlook in the West, investors say
May 23, 2024



THE EDGE
Connecting Ecosystems: Build blocks, not billionaires
Jul 22, 2024



 **TheFinance.sg**
Global Innovators Gather at BEYOND Expo 2024 Opening Ceremony to Discuss the Future of Technology
May 23, 2024



 **The Oxford Eagle**
Global Innovators Gather at BEYOND Expo 2024 Opening Ceremony to Discuss the Future of Technology
May 23, 2024



 **WalasTech**
Global Innovators Gather at BEYOND Expo 2024 Opening Ceremony to Discuss the Future of Technology
May 23, 2024



 **Hoje Macau**
Beyond Expo | Startups lusófonas procuram investimento em Macau
May 8, 2024



Vulcan

This tech event in Macao wants to be the CES of APAC & SEA, here's how it's getting there

May 29, 2024



Vulcan

M'sian unicorn Carsome's co-founders reveal their path to achieving profitability

June 5, 2024



Vulcan

AI toothbrushes, sea drones & other cool stuff we saw at BEYOND Expo that we want in M'sia

June 6, 2024



Vulcan

This Macao biz expo showed us 4 ways how M'sian events can be so much better for attendees

May 31, 2024



Vulcan

Meet 3 homegrown startups that put Malaysia on the world map at this Macao tech expo

June 4, 2024



Korea Tech Deck

BEYOND Expo 2024 Highlights Global Tech Innovations and Cross-Industry Collaborations

June 8, 2024



Korea Tech Deck

Industry Leaders Share Insights on Southeast Asian Tech Wave at BEYOND Expo 2024, Moderated by beSUCCESS CEO James Jung

June 10, 2024



Jumpstart Magazine

BEYOND Expo 2024: Co-Founder Dr. Gang Lu on His Vision of a Connected Tech World in Asia

June 6, 2024



RADII

BEYOND Expo 2024: Macau's Spectacle of the Latest Flying Cars, Gaming Consoles, Smart Wearables, and More

June 6, 2024



Macao News

BEYOND Expo 2024 gets underway

May 22, 2024



Macao News

Experts discuss the future of video gaming at the BEYOND consumer tech summit

May 23, 2024



Macao News

Macao's BEYOND Expo explores gender inequality in the tech sector

May 23, 2024



BEYOND EXPO

"BEYOND Expo would like to extend our heartfelt gratitude to all the media present at this year's event. Your coverage, insights, and engagement have been invaluable, helping us to shine a spotlight on the latest in tech innovation."

Macao News

UK soccer icon David Beckham speaks at Macao's BEYOND Expo

May 23, 2024



Macao News

AI-powered personal devices come into focus at Macao's BEYOND Expo

May 23, 2024



Macao News

Stanley Ho's youngest son is set to own China's first US-listed esports company

June 19, 2024





第四届超越国际科技创新博览会在澳门举行

May 24, 2024



BEYOND国际科技出创新博览会在澳门开幕

May 24, 2024



第四届超越国际科技创新博览会在澳门落幕

May 26, 2024



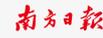
NBA亮相！在BEYOND博览会获得“全明星”感受

May 24, 2024



2024BEYOND国际科技创新博览会在澳门举行

May 24, 2024



卢刚：在澳门打造亚洲科创嘉年华 | 对话BEYOND

May 25, 2024



BEYOND博览会揭秘：建筑业科技革命的前沿探索

May 27, 2024



壁仞科技张文：“和互联网比，AI短期内对社会的影响有限”

May 24, 2024



金沙中国支持国际科技盛会 BEYOND Expo 2024

May 24, 2024



微软加速器周健：“垂直领域的数数据壁垒或是AI创业的机会”

May 28, 2024



“拥抱未知”！2024BEYOND国际科技创新博览会在澳门开幕

May 23, 2024



大科技时代 海内外视角看如何投资“中国智造” | 直击BEYOND Expo

May 26, 2024



逾800家企业参展！第四届BEYOND国际科技创新博览会在澳门举行

May 25, 2024



复星国际郭广昌：癌症是可以治愈的 | 凤凰V现场

May 24, 2024



国际科创博览会展商：澳平台助科技产品“走出去”

May 24, 2024



宁德时代曾毓群：电动飞机项目预计2027、2028年推出应用

May 22, 2024



“拥抱未知”，BEYOND Expo 2024汇聚科技领域前沿思想

May 24, 2024



BEYOND Expo 2024 在澳门开幕 拥抱未知

May 25, 2024

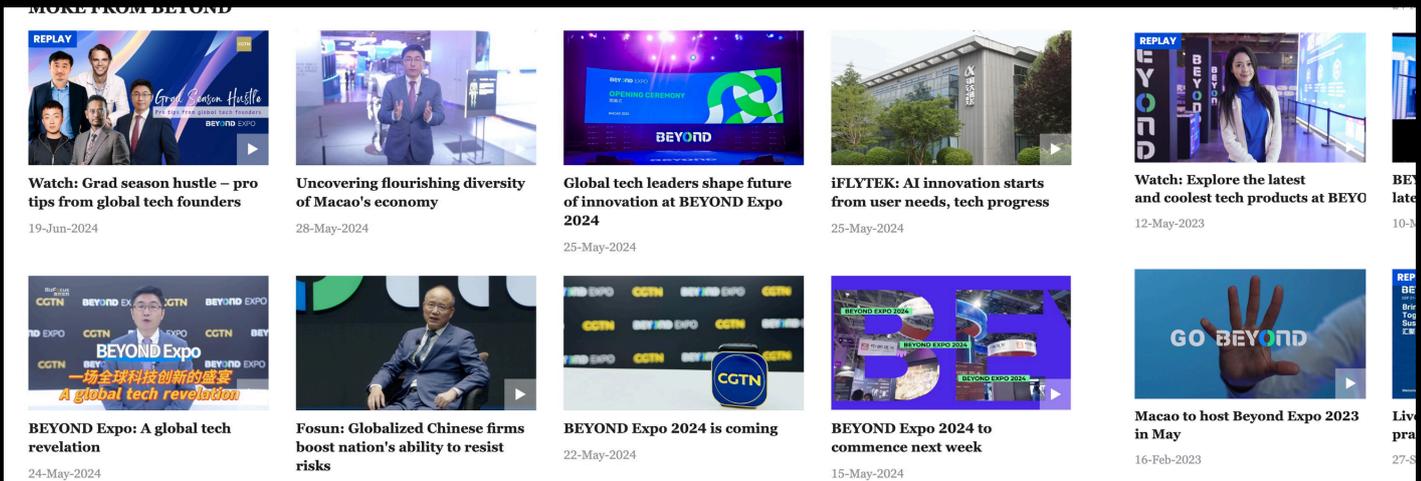
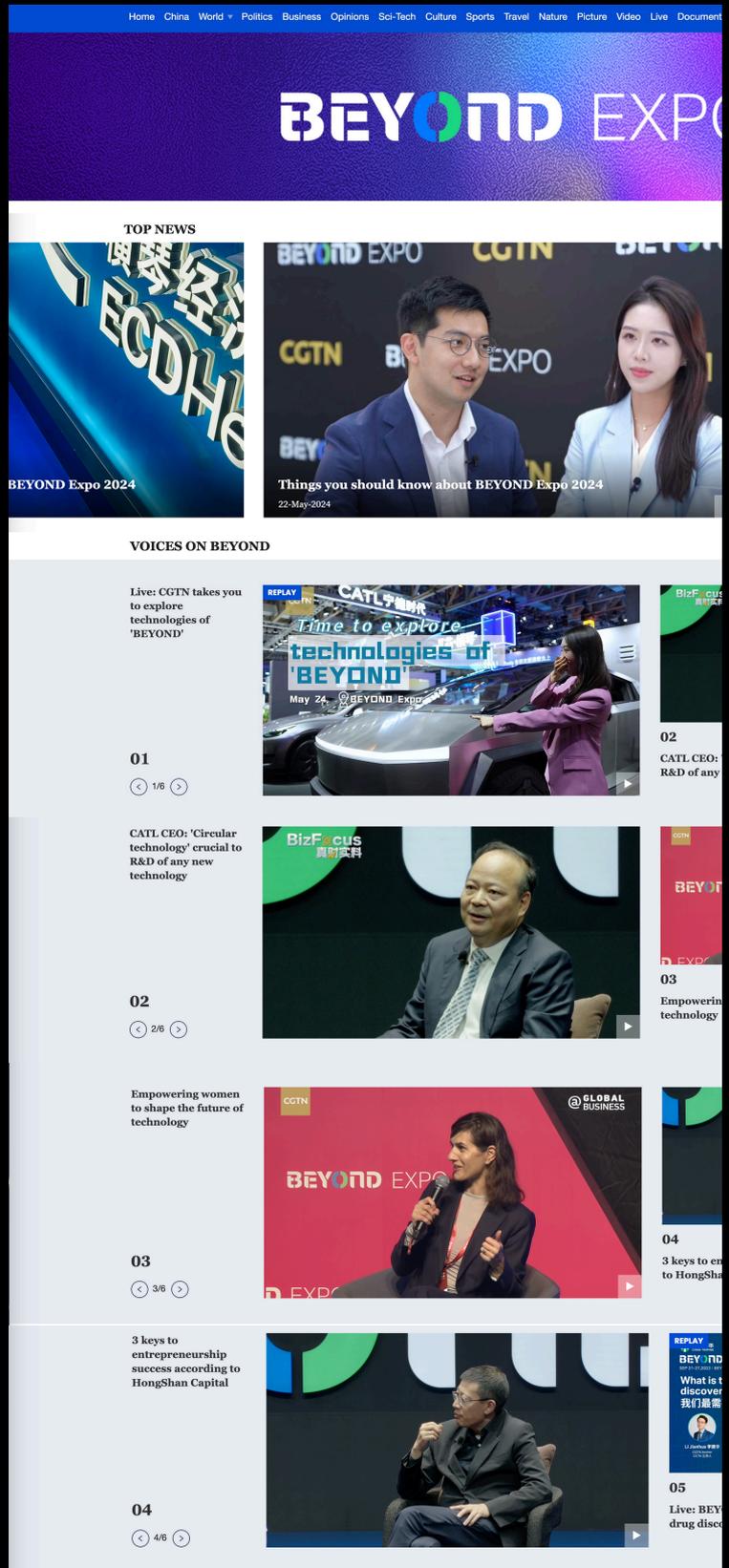


POSITIVE FEEDBACK AND NEWS COVERAGE OF BEYOND EXPO 2024 BY CGTN



Macao's BEYOND Expo is a visionary hub that has broadened my horizons. Engaging with international startup founders was an enlightening experience for me.

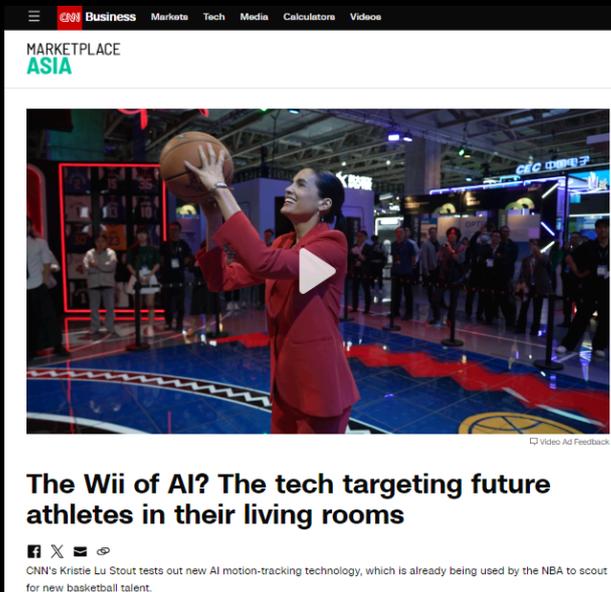
BEYOND Expo, one of the most large-scale and influential international science and technology fairs in Asia, is being held in Macao.



POSITIVE FEEDBACK AND NEWS COVERAGE OF BEYOND EXPO 2024 BY CNN

[CNN.com/MarketplaceAsia](https://www.cnn.com/MarketplaceAsia)

AI is transforming the world of sports, from player analysis to fan engagement. At the BEYOND Tech Expo in Macau, CNN's Kristie Lu Stout tests out the latest AI simulators designed to help sports enthusiasts reach the top of their game. She also meets the Hong Kong-born CEO of Nex, the startup behind HomeCourt -- a groundbreaking app that revolutionized basketball training.



"How is #AI changing the game for sports and leisure? 🤖 🏀 CNN's #MarketplaceAsia is back in #Macau for the Beyond Expo, billed as one of the largest tech and innovation conferences in Asia."

POSITIVE FEEDBACK AND NEWS COVERAGE OF BEYOND EXPO 2024 BY SCMP

South China Morning Post



K-Pop to kickstarting: Hong Kong's Jackson Wang on hi... Share

Former K-pop star Jackson Wang's new role

Singer-turned-entrepreneur Jackson Wang founded his own record label, Team Wang, in 2017, as he shifted from performing into a focus on the music business including artist management. His career...

South China Morning Post / May 29, 2024

“The tech-themed Beyond Expo saw hundreds of mainland tech investors and executives cross the border to discuss their visions for Macau”

“But for attendees of Beyond Expo, the future of Macau lies with research labs and venture capital firms, not gambling tables.”

South China Morning Post

PROFILE

HK-BORN POP STAR ON BEING A NEW ENTREPRENEUR

Success 'about being who you are', says Jackson Wang, musician, designer and now lifestyle-label founder with fans across China, Asia and the US

His global popularity led him to the stage at London's 2012 as the first Chinese solo artist to feature at one of the largest music festivals in the US.

Wang says he never really thought about a strategic plan for becoming an entrepreneurial artist appealing to different audiences across the globe. Rather, he was "just focused on doing my own thing, to my own fans".

During his teen years, Wang's "own thing" was a blog where, which allowed him to write, edit and curate his way on to Hong Kong's national TV news. His father, hailing from Guangzhou, was a linear and coach, while his mother, born in Shanghai, excelled as an agent.

For a time Wang was working towards competing in the 2012 London Olympics, but he chose instead to take a stab at K-pop stardom, joining a training programme in Seoul, South Korea, in 2011.

"I was an athlete," he said. "I pursued music afterwards, and I am slowly tapping into fashion. They're all different in skill sets, but come under the big umbrella of creating. I consider myself a new entrepreneur, and I feel like a sponge. I can absorb all types of inspiration from different fields."

To give himself time to soak up experience, Wang said he would be taking a much-needed break over the next six months "just to live (and) feel life". Staying in Shanghai with his parents for the moment, he plans to return to work later in the year.

"I've been onstage for the past 11 years," he said. "A lot of times, I've burned out. And I feel like as a creator, a lot of inspiration comes from living life."

Yet Wang seems unable to let go of music, saying he will also produce some of his "come out" hits to develop his next album, *Magic*.

growing population group in the Asia Pacific and is projected to account for 21 per cent of mainland China's total population by 2025, according to a report by KPMG China.

While the age group – comprising those born from the late 1990s to the late 2010s – is an increasingly appealing market for brands, it is not an easy one to figure out. In China, the digitally savvy cohort prioritises product quality but also takes advantage of promotions, according to a 2022 consumer report by Deloitte. Gen Zes also like local brands and are always seeking unique experiences, the report said.

While many of Wang's fans hail from China, he has garnered a large following overseas, with more than 12 million followers on Instagram and 5 million subscribers on YouTube.

Don't try to force it, be honest to you, to your customers, to your crowd, to your supporters

There are a lot of commentators in China, and I feel like, especially this generation, there's so much more pivoting to being authentic, personal and being very strong in self-character," he said in an interview with the Post at BeyondExpo in Macau.



Chinese venture capital firms bet on South Asia as geopolitics dim US-China ties

Chinese venture capital firms are looking for opportunities in South and Southeast Asia as geopolitical tensions between China and the US dim prospects in the west, according to some big funds.

South China Morning Post / May 23, 2024



From K-Pop to kickstarting: how Jackson Wang charts music path

The musician, Got7 member, clothing designer and Cartier ambassador shares his journey from sport to music to entrepreneurship, emphasising the importance of authenticity and personal style.

South China Morning Post / Jun 1, 2024

POSITIVE FEEDBACK AND NEWS COVERAGE OF BEYOND EXPO 2024 BY MALAYSIA MEDIA THE EDGE

CONNECTING ECOSYSTEMS

Build blocks, not billionaires

BY GRACE YAP ERN HUI

Southeast Asia's tech start-up scene may be seeing a boom, but the focus isn't about churning out unicorns anymore. Instead, investors are now looking for deep-tech solutions. However, such start-ups will need a holistic ecosystem consisting of developed talent and cross-collaboration support for sustainable growth.

"Venture capitalists (VCs) are shifting their interests now to two particular sectors: general tech and deep tech," says Clarence Tan, founder and managing partner of Origin Ventures Pte Ltd, a pre-seed investment and venture creator firm based in Singapore that focuses on commercialising deep tech.

General tech focuses on applying existing technologies to solve problems or create new applications. Deep tech develops new technologies based on advanced scientific principles and engineering innovations. It requires extensive research and development (R&D), often taking years of work before reaching the market.

"In the deep-tech space, [VCs] are looking at sectors like agriculture and food tech, especially in Singapore, because we are a small country and need to be self-sufficient. The other area is anything to do with sustainability, like advanced materials, new energy or new types of batteries. Recently, because of ChatGPT, AI (artificial intelligence) is coming back again too. Medtech (medical technology) is also another area that a lot of VCs are hunting for as well," says Tan.

This presents a lot of opportunities for Southeast Asian start-ups, particularly because the region consists of different cultures and fragmented markets. Investors can leverage the low barriers to entry in the region to start building the ecosystem.

Tan was speaking at the Origin: Asia Tech Conference, co-organised by TNGlobal and the Macau Greater Bay Area Technology Exchange Association — which was also a Beyond week partner at the Beyond Expo 2024 — that was held in May. Beyond Expo is Asia's annual expo that showcases the latest technologies and trends with a focus on healthcare, climate and consumer technology.

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"The tech area is talent intensive, especially in deep tech. We would like to form teams to complement each other's weak points and have a mix of skilled talent to make sure the deep-tech start-up can thrive and advance."

Tan, Origin Ventures



"When we invest in our investees ... we would always help them strike up a partnership with the local partners. If you don't have anything to offer ... then at least make sure you have some US dollars."

Santos, Kickstart Ventures

an agent to help you sell goods or services. It won't succeed. You should have the right team to execute the strategy," says Minjun Liang, founding partner of ATM Capital, a Chinese-led venture capital firm focused on the Southeast Asian market.

For foreign start-ups, achieving a major tech success story in Southeast Asia would have a positive ripple effect. This "big win" would attract investors, inspire entrepreneurs and draw talent to the region's tech sector, adds Liang.

"It proves to investors that there is real opportunity there and that money will come in. It proves to founders that it can be done and that's what [success] looks like. It also proves to talent, both locally and abroad, that there's a real opportunity in tech companies in that market," says Bit Santos, assistant vice-president of portfolio operations at Kickstart Ventures, a corporate VC from the Philippines.

LESSONS TO LEARN

The start-up world is a whirlwind of innovation, but with so much focus on the next big thing, some founders lose sight of the essentials. Many dive head first into an industry, offering services without truly understanding their core value proposition. This short-sighted approach can lead to growing pains when it comes to scaling and adapting to a dynamic market.

"First, I think every start-up founder should know the core of his business. Sometimes, we see start-ups entering the industry only looking at a fixed service offering. They don't even know the core of it. That is a problem they will encounter if they want to expand," says Liang.

The true strength lies in identifying and delivering a unique value proposition that resonates with the businesses' target audience. Only then can companies choose the most effective technology to amplify that core and propel their business forward.

"Second, you need to use the right technology. Everybody talks about technology, but it doesn't think of it as the main spotlight of the business. But no, especially in Southeast Asia, where the market is still developing, technology is one factor that can help you make your business stronger."

TECHNOLOGY ITSELF SHOULD BE CORE OF BUSINESS

Allocating resources effectively across aspects of the business is also important. Sometimes, it's marketing, sometimes it's the development of the team, and sometimes it's the technology. I always advise founders in Southeast Asia that the core of their business (should be prioritised), then only technology," says Liang.

Nevertheless, Southeast Asia's start-up ecosystem is thriving, with new ventures popping up across the region. However, fuelling this growth, the region's businesses needs more than just capital.

One missing piece is the ecosystem support, such as [having a network of] lawyers and fund accountants [to scale growth]. I think for Southeast Asia right now, we've invested a lot in early-stage companies but forget that the rest of the world needs to help them grow as well," says Lau.

Another issue that is still unresolved and that companies need to look out for is the development and training of talent. Providing local talents with exposure and opportunities will help level up their skills and improve the company.



"In South Korea, we have AI or robotics to help with human physical labour ... companies with that type of technology can collaborate with Southeast Asian start-ups to make another foundational revolution on their major businesses in the area."

Liang, ATM Capital



"I always ... remind [the founders] that the core of their business [should be prioritised], then only the right technology."

Santos, Kickstart Ventures



"... for Southeast Asia right now, we've invested a lot in early-stage companies but forget that the rest of the world needs to help them grow as well."

Lau, RHL Ventures

who can identify strong investment opportunities, manage the investment process and help the start-ups they invest in expand.

"Another thing is the ecosystem around it, such as [having a network of] lawyers and fund accountants [to scale growth]. I think for Southeast Asia right now, we've invested a lot in early-stage companies but forget that the rest of the world needs to help them grow as well," says Lau.

Another issue that is still unresolved and that companies need to look out for is the development and training of talent. Providing local talents with exposure and opportunities will help level up their skills and improve the company.

"I think tech talent in Southeast Asia is pretty good but they lack exposure. Where I've given them more leeway is in meeting people. The more people you meet, the more you talk and the more start-ups you come across. That is how you know what is good or bad," says Lau.

Prioritising competitive salaries remains important too, as this can bridge the gap between Southeast Asia and other tech centres. Southeast Asia is talent intensive, especially in deep-tech. We would like to form a network of skilled general partners to help each other's weak points and have a mix of skilled talent to make sure the deep-tech start-up can thrive and advance."

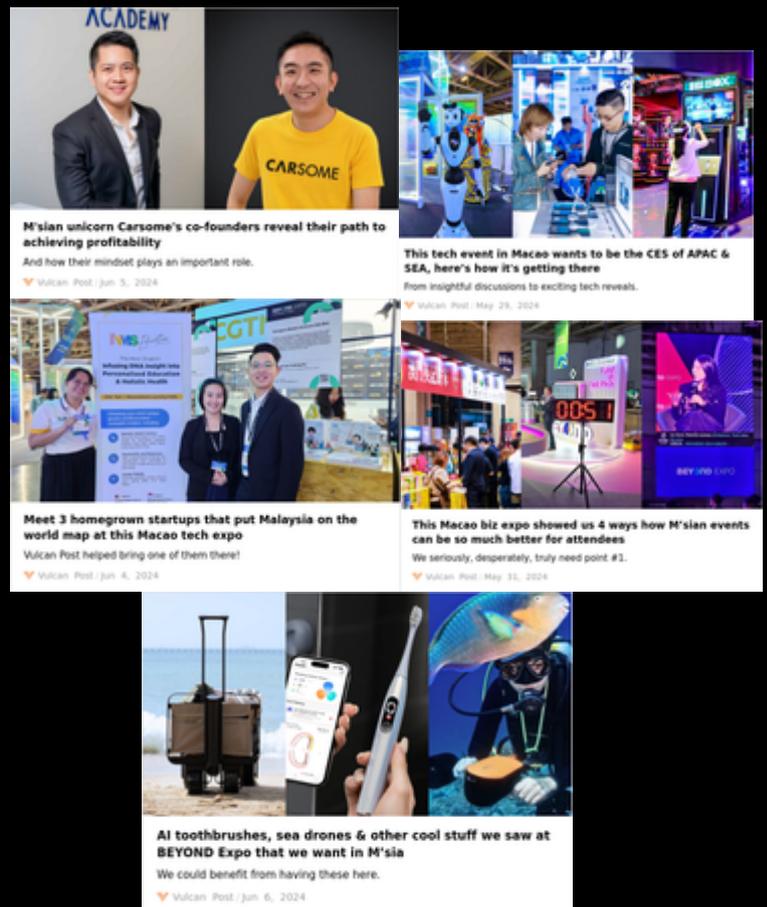
POSITIVE FEEDBACK AND NEWS COVERAGE OF BEYOND EXPO 2024 BY MALAYSIA MEDIA VULCAN POST



“BEYOND Expo wants to be the CES of APAC and SEA. Here’s how it convinced us of its potential.”

“When we hear hype about tech innovations, they’re usually from the West. Unfortunately, Asian tech often flies under the global radar. This needs to change, and one event that’s pushing for this is BEYOND Expo in Macao.”

“Vulcan Post had the honour of being the event’s media partner this year, and boy, was it an experience. We saw a flying car and the Tesla Bot, listened to various insightful panels from global leaders and our own Malaysian entrepreneurs, and observed roulette-style startup pitches!”



“It didn’t matter how big or small a company was — Fortune 500 companies, multinational corporations, unicorns, and emerging startups were all sharing their knowledge and expertise with one another. “

“Over the course of four days, BEYOND Expo 2024 welcomed 20,000 visitors from over 70 countries, 600+ investors, 820 international exhibitors, and more. And next year, we look forward to seeing those numbers grow.”

POSITIVE FEEDBACK AND NEWS COVERAGE OF BEYOND EXPO 2024 BY KOREA TECH DECK



BEYOND Expo 2024 Highlights Global Tech Innovations and Cross-Industry Collaborations - KoreaTechDesk |...

The BEYOND International Technology Innovation Expo, known simply as BEYOND Expo, has firmly established itself as Asia's premier annual technology event since its inception in 2021. The 2024 edition at The...

KoreaTechDesk / Jun 7, 2024

“BEYOND Expo 2024 has once again proven to be a pivotal event in the global technology landscape. By bringing together industry leaders, innovators, and investors, it continues to drive technological advancements and foster collaborations that transcend borders.

As the tech landscape evolves, events like BEYOND Expo play a crucial role in shaping the future, ensuring that innovation remains at the forefront of global development.”

“The BEYOND International Technology Innovation Expo, known simply as BEYOND Expo, has firmly established itself as Asia's premier annual technology event since its inception in 2021. The 2024 edition at The Venetian Macao's Cotai Expo continued this tradition, cementing its reputation as a pivotal event in the global technology innovation landscape. This dynamic platform showcased global technological advancements and fostered innovation across diverse industries and regions.”



Industry Leaders Share Insights on Southeast Asian Tech Wave at BEYOND Expo 2024, Moderated by beSUCCESS...

The BEYOND Expo 2024, held at The Venetian Macao's Cotai Expo, served as a nexus for innovation and cross-border technological exchanges. A highlight of the event was the "Outsiders' Insights: Capturing the..."

KoreaTechDesk / Jun 10, 2024

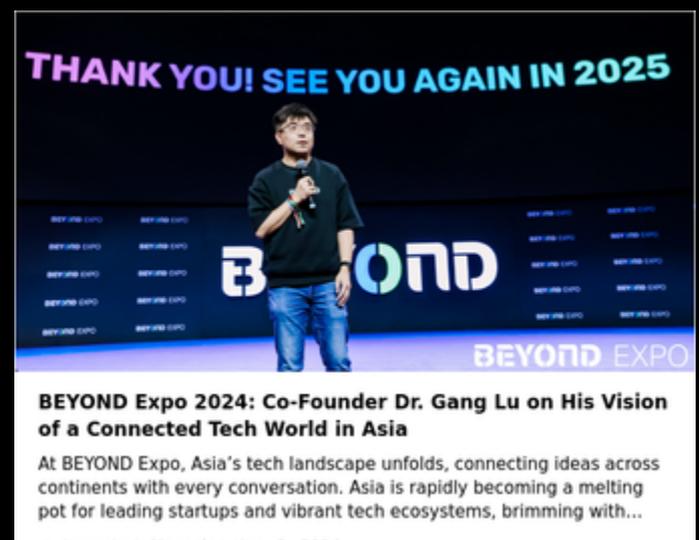
POSITIVE FEEDBACK AND NEWS COVERAGE OF BEYOND EXPO 2024 BY JUMPSTART



“Looking ahead, BEYOND Expo is determined to uphold these core themes as it strives to position itself as the Asian counterpart to CES. Lu and his dedicated team are committed to enhancing BEYOND’s reputation and attracting an elite cadre of tech companies, investors, media personnel and even government representatives.

By spotlighting the latest technologies and innovations, BEYOND Expo strives to bridge the gap between the Asian and global tech markets, facilitating access and collaboration across continents.”

**“AT BEYOND EXPO,
ASIA’S TECH LANDSCAPE
UNFOLDS, CONNECTING
IDEAS ACROSS
CONTINENTS WITH
EVERY CONVERSATION.”**



POSITIVE FEEDBACK AND NEWS COVERAGE OF BEYOND EXPO 2024 BY RADII



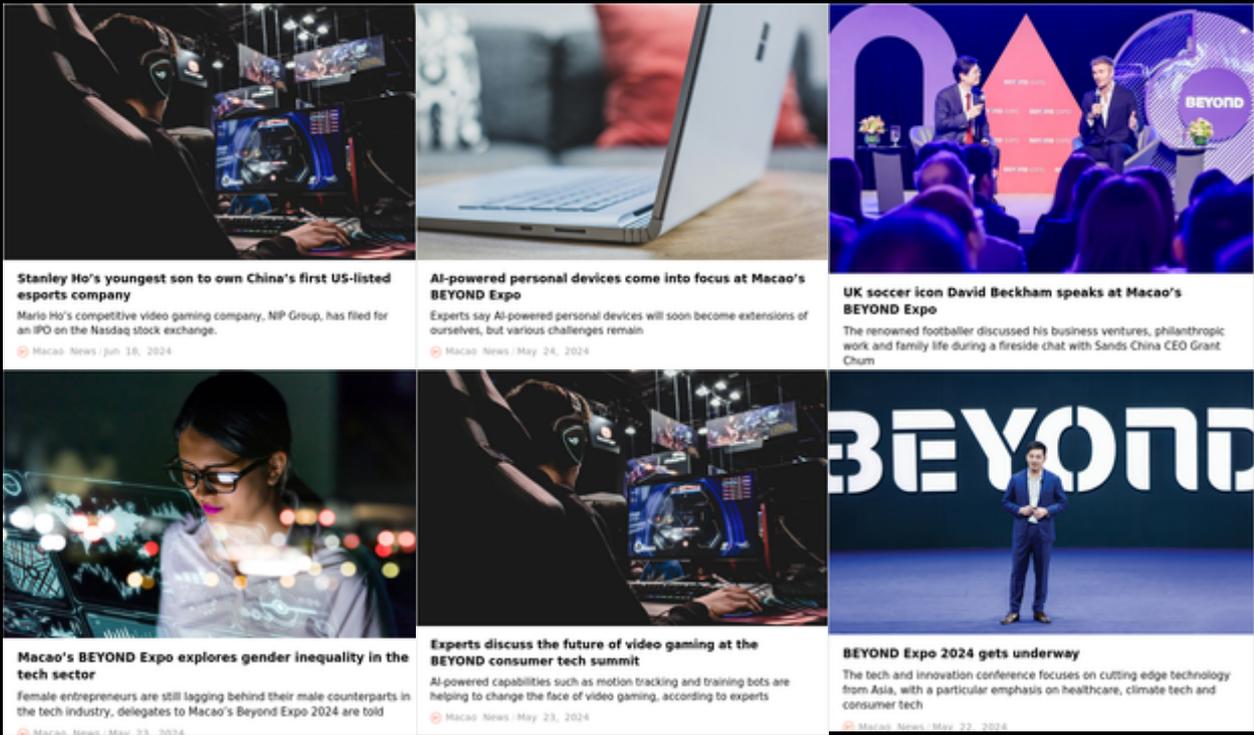
“When it comes to international tech conferences, the notable ones that come to mind are usually Las Vegas’ CES, Lisbon’s Web Summit, and Paris’ VivaTech. On the other side of the world, Macau also has ambitions to join this prestigious list with BEYOND Expo. This year, the conference is in its fourth edition, with the theme being “Embracing the Uncertainties.””



BEYOND Expo 2024: Macau’s Spectacle of the Latest Flying Cars, Gaming Consoles, Smart Wearables, and...

Macau’s very own tech show goes to the next level with greater international presence and industry-leading innovations.

 RADII / Jul 22, 2024



POSITIVE FEEDBACK AND NEWS COVERAGE OF BEYOND EXPO 2024 BY MACAO NEWS

 Macao News

“Taking place until 25 May, the BEYOND Expo serves as a platform for key players in the Asia tech industry to share and discuss relevant issues, as well as showcase the latest innovations.”

POSITIVE FEEDBACK AND NEWS COVERAGE OF BEYOND EXPO 2024 BY HOJE MACAU



Hoje Macau

BEYOND Expo | A cimeira de tecnologia que quer ser a Web Summit da Ásia
Arrancou ontem mais uma edição da “BEYOND Expo”, a cimeira de tecnologia e empreendedoris...
Hoje Macau / May 22, 2024

Startups lusófonas na Beyond Expo com interesse na China
Potenciais parcerias, fabrico de equipamento a custos inferiores e acesso a 1,4 mil milhões de chineses são os motivos que levaram startups do Brasil e de Portugal à feira de tecnologia Beyond Expo...
Hoje Macau / May 11, 2023

Beyond Expo | Startups lusófonas procuram investimento em Macau
Dez startups do Brasil e de Portugal vão participar na feira de tecnologia Beyond Expo 2023, que arranca em Macau amanhã. O organizador do evento, Jason Ho (filho do Chefe do Executivo), quer aprox...
Hoje Macau / May 8, 2023

“Arrancou ontem mais uma edição da “BEYOND Expo”, a cimeira de tecnologia e empreendedorismo que se quer afirmar como uma Web Summit deste lado do mundo, chamando a Macau startups e investidores nas áreas da tecnologia, inovação e meios digitais. “

SPECIAL THANKS TO OUR 2024 MEDIA PARTNERS





CONTACT US :

Journalists from around the world joined BEYOND Expo to hear from our distinguished speakers and connect with companies that are redefining tech and innovation.

Apply for your media pass and join us in Macao from May 21-24, 2025.

BEYOND Expo 2025 is now extending a media invitation to all global media. If you're interested in attending or partnering with us as a Media Partner to enjoy exclusive benefits and strategic collaboration, please contact us.

Email: media@beyondexpo.com

BEYOND EXPO