

Four Top Reasons to Visit #COMPUTEXVirtual

March 31, 2021, Taipei –With another wave of coronavirus pandemic across the world, it doesn't look like we are close to the end. The majority of the show's stakeholders, including international exhibitors, visitors, and media, cannot join the show due to border control. Therefore, the organizers of COMPUTEX have decided to cancel the onsite exhibition this year.

COMPUTEX, a leading global technology tradeshow, hosts exhibitors, VCs, visitors and media from more than 170 countries every year. Following the Taiwan government's directions and responding to public health concerns, TAITRA devotes itself to building the best virtual platform for tech and startup communities explore digital business opportunities.

To keep the global tech industry connected, COMPUTEX is rolling out its first in OMO hybrid exhibition this year. COMPUTEX 2021 Hybrid combines the onsite events with #COMPUTEXVirtual for an exceptionally vibrant, accessible, comprehensive show and customer experience. Besides, #InnoVEXVirtual will be held on a parallel track.

#COMPUTEXVirtual will take place from May 31-June 30 online with #InnoVEXVirtual as a part of the online show. Together, the online exhibition will highlight the following four features:

- **Tech Insights:**

COMPUTEX Forum, InnoVEX Forum, keynote speeches from world-leading companies will be available via live-streaming. These resources will unveil the latest technology trends with insights into what's next for the tech industry.

- **Virtual Displays:**

Exhibitors will showcase their products at virtual booths via videos and images. Provided contact information allows exhibitors to seize every opportunity to generate leads without the hindrance of any time differences.

- **Matchmaking and Networking:**

Video conferencing, meeting requests and instant messaging make it possible to break down barriers across countries and establish the most effective, timely communication channels for exhibitors and buyers.

- Hyper-Personalized Recommendations:

#COMPUTEXVirtual applies AI technology to identify user behaviors and provide interesting marketing strategies to exhibitors. Hyper-Personalized Recommendations will help increase the matchmaking accuracy and shape brand perception.

#COMPUTEXVirtual Exhibitor Registration:

<https://events.taiwantrade.com/CVirtual01>

#InnoVEXVirtual Exhibitor Registration: <https://events.taiwantrade.com/IVirtual01>