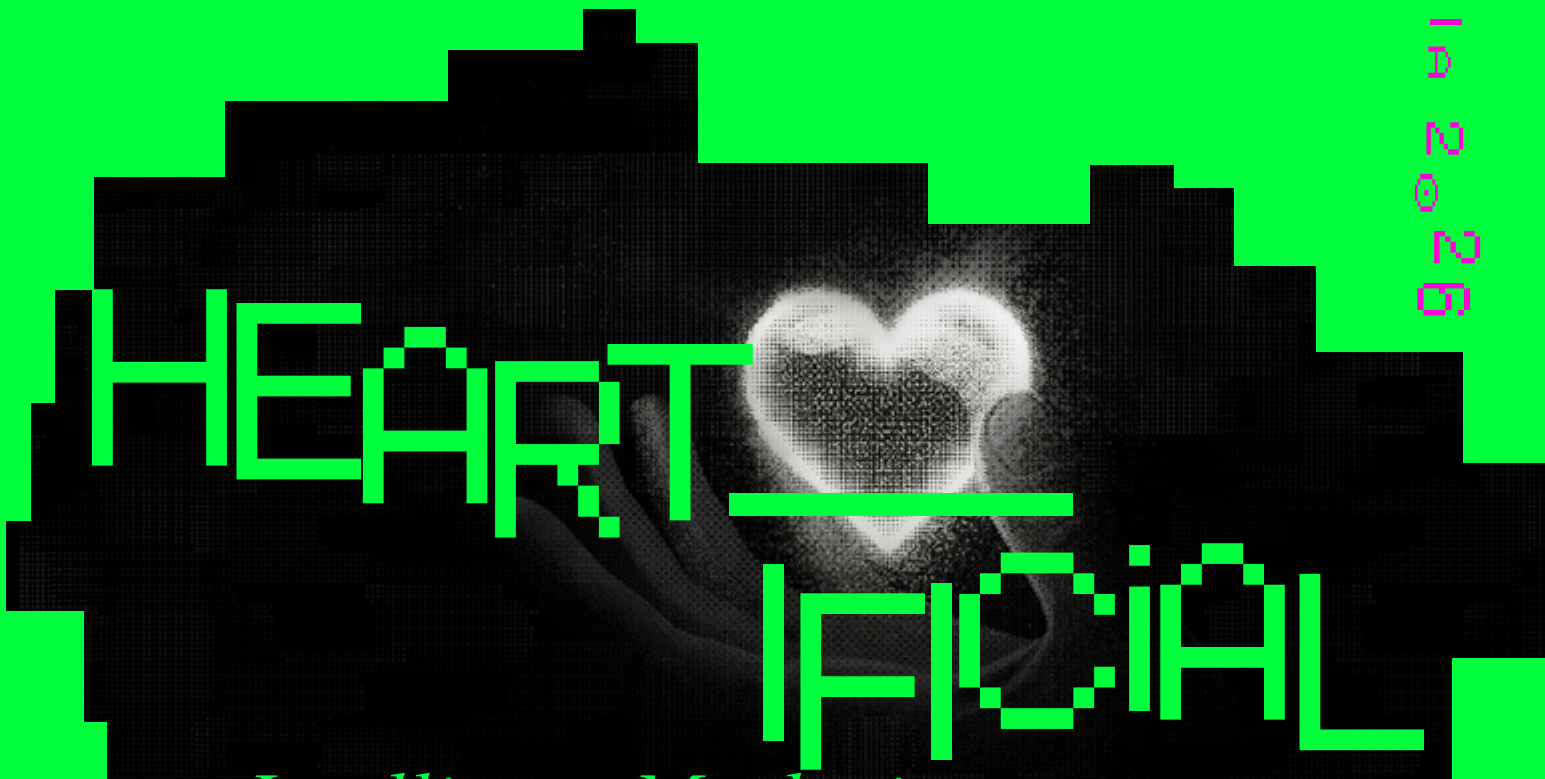
DigiAsia TAIPEI
2026數位亞洲大會

數位亞洲大會 DIGIASIA 2026



HEART_FICIAL

Intelligent Marketing

用人心的溫度，成就無法被演算的感動

大會手冊 PROGRAM BOOK

TAIPEI 臺北文創會所

NEW HORIZON EVENT SPACE, 14F

10-27 (TUE) - 10-30 (FRI)

目錄 Contents

歡迎詞	3	Welcome Message
活動簡介	11	About DigiAsia
大會內容		Congress Program
--- 議程	19	--- Agenda
--- 講師簡介	31	--- Speaker
--- AI 展演	78	--- AI Showcase
--- 社交宴會	87	--- Social Gathering
台灣廣告節	92	About AdTaiwan
國際組織	99	International Organizations
公協會	102	Associations
組織架構	112	Organization
特別感謝	116	Sepcial Thanks

歡迎詞
Welcome Message



WELCOME MESSAGE



On behalf of the Organizing Committee, it is my great pleasure to welcome distinguished leaders, innovators, creators, and marketing professionals from around the world to 2026 DigiAsia Taipei.

Since its inception in 2014, DigiAsia has evolved into one of the Asia-Pacific region's most influential platforms for digital innovation, creativity, and marketing transformation. Authorized by the Asian Federation of Advertising Associations (AFAA) and organized by the Taipei Association of Advertising Agencies (TAAA), DigiAsia has consistently brought together industry leaders to exchange ideas, challenge conventions, and shape the future of our profession. Across six successful editions, it has connected Taiwan with Asia and the global marketing communications community.

Every DigiAsia has reflected the defining shifts of its era, from social media and mobile transformation to AI advancement, post-pandemic reinvention, Web3 exploration, and Generative AI. More importantly, it has demonstrated how innovation creates greater value when technology and humanity evolve together.

As we enter our seventh edition, we are witnessing a profound transformation driven by artificial intelligence. Under this year's theme,"HEARTificial Intelligent Marketing" (Creating Emotions Beyond Algorithms Through Human Warmth), we advocate a simple yet powerful belief: while AI can enhance efficiency and scale, it is human empathy, creativity, imagination, and trust that give brands their lasting meaning. The future does not belong solely to intelligent machines, but to those who can combine technology with humanity to create deeper and more meaningful connections.

We sincerely thank the Ministry of Digital Affairs, the Ministry of Economic Affairs, and the Taipei City Government for their continued guidance and support. We also extend our gratitude to AFAA and our industry partners, including KAAA, IAA Taipei Chapter, 4A, MAA, DMA, and TIPRA, as well as every advisor, committee member, sponsor, and volunteer who has contributed to this event.

As technology continues to reshape our industry, let us seize this opportunity not only to explore innovation, but also to redefine how marketing can create meaningful impact for businesses, brands, and society. Together, let us shape the next chapter of marketing in the age of AI.

Welcome to Taipei, and welcome to DigiAsia 2026.



Robin Lu

Chairman, 2026 DigiAsia Taipei Organizing Committee
Chairman, Taipei Association of Advertising Agencies (TAAA)

歡迎詞



我謹代表大會籌備委員會，誠摯歡迎來自全球與亞太地區的產業領袖、創新先驅、創意工作者及行銷傳播夥伴，共同參與 2026 DigiAsia Taipei。

自 2014 年創辦以來，DigiAsia 已成為亞太地區最具影響力的數位創新與行銷交流平台之一。本大會由亞洲廣告聯盟（AFAA）授權、台北市廣告代理商業同業公會（TAAA）主辦，長期匯聚產業菁英，促進觀點交流、創新激盪與國際合作。歷經六屆發展，DigiAsia 不僅連結台灣與亞太市場，更成為全球行銷傳播產業的重要對話平台。

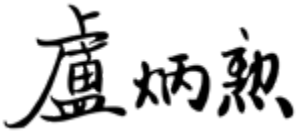
每一屆 DigiAsia 都映照著時代的重要變革，從社群媒體崛起、行動科技浪潮，到人工智慧發展、疫後轉型、Web3 探索與生成式 AI 應用。我們深信，真正具有價值的創新，不在於科技本身，而在於科技如何與人性共同進化，創造更深遠的影響力。

邁入第七屆，人工智慧正以前所未有的速度重塑商業與行銷生態。本屆大會以「HEARTificial Intelligent Marketing（用人心的溫度，成就無法被演算的感動）」 為核心主張。我們相信，AI 能創造效率與規模，但品牌真正的價值，仍然來自人類的同理心、創造力、想像力與信任。未來屬於那些能將科技力量與人文精神融合的人，而非僅僅依賴技術本身。

謹向數位發展部、經濟部及臺北市政府各指導單位致上誠摯謝意，感謝政府部門持續支持產業創新與國際交流。同時，感謝亞洲廣告聯盟（AFAA）及國內各大行銷傳播公協會，包括 KAAA、IAA Taipei、4A、MAA、DMA 及 TIPRA 等夥伴共同參與，以及所有顧問、籌備委員、贊助企業與工作團隊的投入與奉獻。

當科技持續改變產業的未來，我們更應思考如何透過創新，為企業、品牌與社會創造更有意義的影響力。期待藉由 DigiAsia 這個平台，凝聚全球觀點，共同開啟 AI 時代行銷發展的新篇章。

歡迎來到台北，歡迎來到 DigiAsia 2026。



盧炳勳

2026 DigiAsia Taipei 大會主席
台北市廣告代理商業同業公會（TAAA）理事長

WELCOME MESSAGE



It gives me immense pleasure to welcome you all to the 7th edition of DigiAsia, as we come together this year around a theme that is both timely and thought-provoking, 'HEARTificial.'

Artificial intelligence has moved remarkably quickly from being a subject of discussion to becoming an integral part of how we work, communicate and create. It is changing industries, redefining possibilities, and most importantly, changing the way we think about marketing.

But as we embrace this remarkable technology, there is another question worth asking: what remains uniquely human?

At DigiAsia 2026, we believe the answer lies in the very things that give our industry its soul — creativity, empathy, curiosity, imagination and above all, the ability to build genuine human connections.
'HEARTificial' represents a future where AI does not compete with human intelligence but complements it, where technology takes care of efficiency and scale, while people focus on ideas, emotions, relationships and meaning. 'HEARTificial' is not just a theme; it is a movement toward a more meaningful future. It represents a world where AI does not eclipse human intelligence but elevates it. A future where technology handles the complex mechanics, empowering us to channel our energy into what truly matters: bold ideas, deep emotions, enduring relationships, and purpose.

DigiAsia has always been a platform for looking ahead, and each edition has brought together perspectives on the technologies and ideas shaping our industry. Today, we stand at another defining moment, one where the conversation is no longer simply about what AI can do, but about what we can do with AI while keeping humanity at the centre.

DigiAsia 2026 will give us much to discover, from the possibilities that AI opens up for brands and businesses to the new ways in which we can create, communicate and connect. More importantly, I hope it gives us the opportunity to exchange ideas, challenge conventions and perhaps rethink a few assumptions along the way.

So, let us celebrate this exciting intersection of technology and humanity, intelligence and imagination, and AI and heart.

I look forward to meeting you all in Taipei!

Yours sincerely,



Srinivasan K Swamy

Chairman, AFAA

歡迎詞



我非常榮幸歡迎各位蒞臨第七屆 DigiAsia。今年，我們以「HEARTificial」這個切合時宜且發人深省的主題，齊聚一堂。

人工智慧以驚人的速度，從過去備受討論的議題，迅速成為我們工作、溝通與創作不可或缺的一環。它正在改變各個產業、重新定義各種可能性，更重要的是，也正在改變我們對行銷的思考方式。
然而，當我們擁抱這項非凡的科技，也有一個值得思考的問題：什麼是人類所獨有的？

在 2026 DigiAsia，我們相信，答案就在那些賦予這個產業靈魂的特質之中——創意、同理心、好奇心、想像力，以及最重要的，建立真誠人際連結的能力。

「HEARTificial」所代表的，是一個 AI 不與人類智慧競爭，而是與之互補的未來；科技負責效率與規模，而人們則專注於想法、情感、關係與意義。「HEARTificial」不只是一個主題，更是邁向更有意義未來的一股力量。它所描繪的，是一個 AI 不掩蓋人類智慧，反而使其更加發揮的世界。這是一個由科技處理複雜運作，讓我們能將心力投注於真正重要之事的未來：大膽的想法、深刻的情感、長久的關係，以及目標與意義。

DigiAsia 一直是展望未來的平台，每一屆活動都匯聚了對於形塑產業的科技與理念的不同觀點。如今，我們再次站在一個關鍵時刻：我們的討論已不再只是 AI 能夠做到什麼，而是在以人為核心的前提下，我們能與 AI 一同做到什麼。

2026 DigiAsia 將帶領我們探索許多值得關注的可能性，從 AI 為品牌與企業開啟的新契機，到我們創造、溝通與連結的新方式。更重要的是，我希望這次活動能讓我們有機會交流想法、挑戰既有觀念，也或許在過程中重新思考一些既有的假設。

因此，讓我們共同慶祝科技與人性、智慧與想像力，以及 AI 與心之間這令人振奮的交會。

期待在台北與各位相見！

謹致誠摯問候



Srinivasan K Swamy

亞洲廣告聯盟主席

WELCOME MESSAGE



Welcome to Taipei!

On behalf of Taipei City Government, it is my privilege to extend our warmest welcome to industry visionaries, tech leaders, and marketing elites, all gathered here from across the Asia-Pacific region.

As Asia's premier digital marketing event, DigiAsia once again brings a dynamic wave of global creativity and technological innovation to our vibrant city.

This year's inspirational theme, "HEARTificial Intelligent Marketing: Where Human Warmth Creates Moments No Algorithm Can Measure," presents a profound vision. Not only a pivotal milestone for the marketing industry but also a reflection of Taipei's core philosophy in developing a smart city and advancing the digital sector.

Amidst the relentless surge of AI technology, Taipei City Government is proactively promoting forward-looking digital policies and fostering an open innovation ecosystem. But we firmly believe that the true soul and competitiveness of a city lie in human empathy, cultural depth, and universal yearning for genuine human connection.

To foster a deep symbiosis between humanity and technology, Taipei City Government has been actively developing the flagship brand "Trendy Taipei," which is now in its second year. The brand has three key dimensions—the concert economy, industry trends, and urban initiatives—with city marketing at its core, enabling Taipei to bring together 14 programs to create a citywide network of participation across venues and time.

In this way, music is more than just a stage performance. It becomes the rhythm of the city, flowing through neighborhoods and weaving into the fabric of everyday life. As TRENDY TAIPEI uses music to drive cultural exploration and DigiAsia decodes the brand soul, both share the same core conviction—only by infusing data with human warmth and empathy can we craft touching moments that no algorithm can ever replicate.

Taipei City has long prioritized the digital industry, cultural creativity, and international exchange as driving forces for global growth. I hope this grand gathering, with its inspiring agenda, will spark deep international dialogue and empower you to look beyond data and algorithms and create marketing paradigms rooted in compassion and genuine human connection.

In closing, may I invite you all to take a break from your tight schedules and experience Taipei's unique charms firsthand. This is a city brimming with different cultures and warm hospitality, even amidst its technological advancements.

I wish DigiAsia Taipei in 2026 complete success and all our distinguished guests a fruitful and enjoyable journey!



Chiang, Wan-An

Mayor of Taipei City

歡迎詞



歡迎來到臺北！

我謹代表臺北市政府，向來自亞太各地的傳播領袖、科技巨擘與行銷精銳，致以最熱烈的歡迎。DigiAsia Taipei 作為亞洲最具指標性的數位行銷盛會，今年再度於臺北匯聚全球創意與科技浪潮，讓這座城市充滿了前瞻性的創新活力。

本屆大會以「Heartificial Intelligent Marketing —— 用人心的溫度，成就無法被演算的感動」為主題。這不僅是行銷界的世紀課題，更是臺北市推動智慧城市與數位產業時的核心思維。在人工智慧 (AI) 科技狂飆的浪潮下，臺北市政府積極推動前瞻數位政策、營造多元開放的創新環境，將科技轉化為城市升級的強大引擎；然而我們深知，一座城市的靈魂與真正的競爭力，始終來自於人本關懷、文化底蘊與人們對真實情感的渴望。

為了讓科技與人文深度共生，臺北市政府全力打造旗艦品牌「潮臺北 TRENDY TAIPEI」，今年邁入第 2 年。透過演唱會經濟、產業趨勢及城市行動三大面向，以城市行銷為核心，串聯 14 項系列活動，建構跨場域、跨時段的城市參與網絡，讓音樂不再只是舞台上的展演，而是作為城市節奏，流動於街區與日常生活之中。無論是「潮臺北」用音樂驅動城市的文化探索，或是 DigiAsia 用行銷解碼品牌靈魂，兩者都在實踐同一個信念：唯有融入同理心與人心的溫度，才能創造出任何演算法都永遠無法複製的永續感動。

臺北市一直以來都將數位產業、創意軟實力與國際交流視為發展的關鍵主軸。期待在這場盛會中，各位能透過大會精心規劃的精彩內容，與國際同行深度交流，共同解碼未來的產業趨勢，激盪出兼具技術精準度與人性溫度的行銷新典範。

最後，誠摯邀請大家在緊湊的議程之餘，實地感受臺北在科技潮流下，充滿多元文化、溫情兼容的獨特魅力。預祝 2026 DigiAsia Taipei 圓滿成功，各位貴賓收穫豐碩、旅程愉快！



蔣萬安
臺北市市長

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廣告



WHAT IS 什麼是 DigiAsia ?





What is DigiAsia?

DigiAsia is a congress launched in 2014. It is organized by the Taipei Association of Advertising Agencies (TAAA), authorized by the Asian Federation of Advertising Associations (AFAA), which comprises 18 members across Asia. Held biennially in Taipei, it is the most iconic international congress for digital and creative industries in Asia.

DigiAsia is dedicated to building a cross-border, multi-disciplinary digital ecosystem, serving as a vital hub that connects Asia to the global industry. By bringing together top-tier experts from the Asia-Pacific region, it stands as the most iconic Innovation Hub for digital marketing in Asia.

In an era of total disruption by AI and technology, DigiAsia seeks to redefine the symbiotic relationship between humanity and technology. Through the experience and sharing of key trends, we inspire disruptive momentum among Asia's digital elite, architecting a future of infinite possibilities for human smart living. Together, we realize our core values: Creativity, Innovation, and Entrepreneurship.

什麼是 DigiAsia？

數位亞洲大會（DigiAsia）於 2014 年誕生。這個由亞洲 18 個地區組成的亞洲廣告聯盟（Asian Federation of Advertising Associations，簡稱 AFAA），授權台北市廣告代理商業同業公會（TAAA）所主辦，每兩年於台北召開，是亞洲地區最具指標性的數位盛會。

DigiAsia 致力打造一個跨國界、跨領域的數位生態系，成為亞洲連結全球產業的重要一站，匯聚亞太最頂尖的專家，為最具指標性的亞洲數位行銷創新樞紐（Innovation Hub）。

在 AI 與科技全面顛覆的當下，重新定義人本與科技的共生關係；透過關鍵趨勢的體驗及分享，DigiAsia 激發亞洲數位菁英顛覆性的動能，為人類的智慧生活演算出無限可能的未來，共同實踐：創意（Creativity）、創新（Innovation）與創業（Entrepreneurship）的核心價值。



Meet DigiBaby?

In 2014, DigiBaby was born! As the "newborn" of the Asian Federation of Advertising Associations (AFAA), he carries the prestigious lineage of traditional advertising while absorbing cutting-edge digital elements—a perfect fusion of technology and humanity. Like an infant, DigiBaby is constantly growing and self-evolving, driven by a creative heart that never changes!

Having journeyed through the curious exploration of 2016, the AI experiences of 2018, the pandemic-driven transformation of 2020, the Web3 virtual-real convergence of 2022, and the AI-centered integration of 2024, DigiBaby now enters the new era of "Heartificial" in 2026.

Amid the wave of Agentic AI, he possesses not only immense computational power but also a warm heart filled with love. Symbolizing the ultimate resonance between technology and humanity, DigiBaby uses "Heart-Intelligent" wisdom to lead us in combining AI efficiency with a return to a new era of human warmth.

認識 DigiBaby?

2014 年 DigiBaby 誕生！他是亞洲廣告聯盟（AFAA）的新生寶貝！擁有傳統廣告的優良血統，也吸收了數位新元素，是科技與人性的完美結合。DigiBaby 永遠宛如新生嬰兒，隨時自我成長、自我進化，創意之心永不改變！

歷經 2016 年的好奇探索、2018 年的 AI 體驗、2020 年的疫情轉型，以及 2022 年的 Web3 虛實穿梭，走過 2024 年以 AI 為核心的整合期，來到 2026 年，DigiBaby 邁入「Heartificial」新紀元。在 Agentic AI 的浪潮下，他不只具備超強演算力，還有一顆溫暖的心臟。象徵著科技與人性的最終共鳴，DigiBaby 將以「有溫度的智慧（Heart-Intelligent）」，帶領我們結合 AI 效率，重回人性溫度的新時代。



Introducing 2026 DigiAsia Taipei

Annual Theme: "Heartificial Intelligent Marketing" Creating Emotions Beyond Algorithms Through Human Warmth.

As the world confronts the rapid surge of AI technology, DigiAsia and its global partners reflect on a fundamental question: What is the true value of humanity in an AI-accelerated marketing industry? DigiAsia introduces the concept of Heart + Artificial = Heartificial, striving for the perfect synthesis of Artificial Intelligence and human emotion (Heart). In an era where Agentic AI governs efficiency and automation, we advocate for the return to "Human-Centric Intelligence Marketing," rediscovering the soul and original purpose amidst the AI tide.

Humans and AI do not stand in opposition; they exist in a state of symbiosis and mutual empowerment. While AI manages complex rational computations, humans are granted the freedom to focus on Brand Love—the element that truly moves hearts. 2026 marks a pivotal starting point for the "AI × Humanity" co-creation era in the Asian marketing industry. As the host city, Taipei is committed to presenting fresh perspectives: rather than blindly chasing technology, we will deeply explore how technology and humanity coexist through three key dimensions: Creativity, Empathy, and Curiosity.

2026 DigiAsia Taipei 簡介

年度主題「Heartificial Intelligent Marketing」
用人心的溫度，成就無法被演算的感動

這個世界正在面對 AI 技術的狂飆，DigiAsia 與全球共同思考一個核心問題，在 AI 快速進步的行銷產業裡，人類的價值究竟為何？ DigiAsia 提出 Heart + Artificial = Heartificial 的概念，試圖找到人工智慧 （Artificial Intelligence）與人類情感 （Heart）的完美合體，在 Agentic AI 全面接管效率與自動化的時代，主張行銷的核心價值在於回歸「人本智慧行銷」，在 AI 浪潮中找回初心的靈魂。

人類與 AI 並非站在對立面，而是共生與賦能（Empowerment）的存在，當 AI 處理繁雜理性運算，人類將獲得更多自由，去專注於能真正打動人心的 Brand Love。2026 年是亞洲行銷產業正式邁入「AI × 人性」共創時代的重要起點，台北身為主辦城市，更有責任提出新的觀點，未來不盲目追逐技術，而是深入理解科技與人性如何共生，共同探索三個關鍵面向：Creativity（創造力）、Empathy（同理心）、Curiosity（好奇心）。



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讓每一個世代的夢想與世界連線

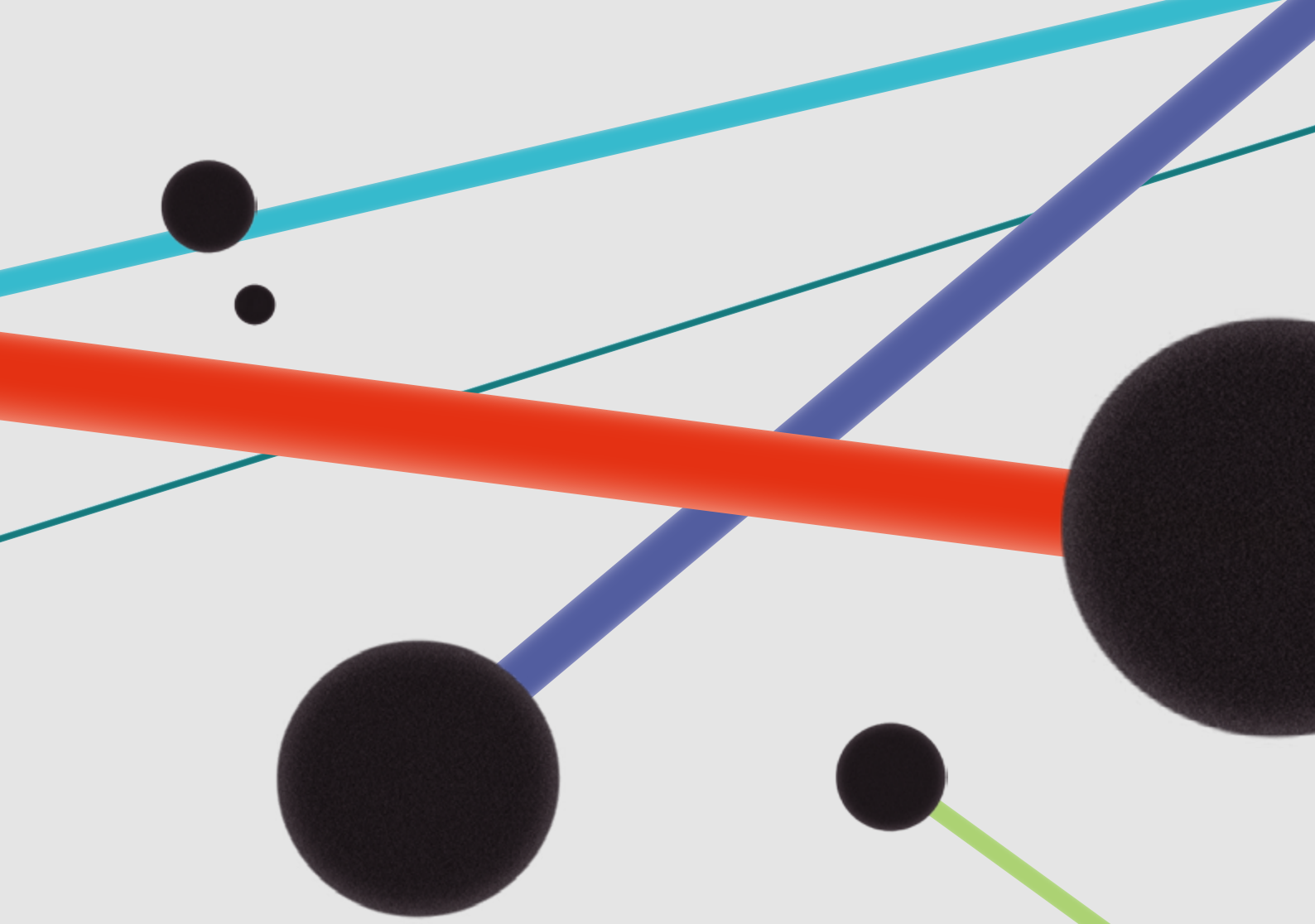
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INNOVATING TO IMPACT

創新 放大影響力

dentsu

議程表
AGENDA

大會內容
Congress Program

TUE.

Oct. 27 DAY 0

18:00-18:30	**Overseas delegates registration** **海外嘉賓報到**
18:30-21:00	**LINE Welcome Dinner (Invitation only)** **LINE 迎賓晚宴**

WED. Oct. 28 DAY 1 - AI x Creativity

09:20-09:50 Registration

09:50-10:30 Opening Ceremony
Guest of Honor Remarks

Robin Lu — Chairman, 2026 DigiAsia Taipei
Chairman, Taipei Association of Advertising Agencies (TAAA)

Srinivasan K Swamy — Chairman, Asian Federation of Advertising Associations (AFAA)

Fredrik Borestrom — World President & Chair, International Advertising Association (IAA)

10:30-11:00 *Co-Creating the Extraordinary / AI for Growth: Creativity, Humanity, and AI*

Ⓜ **Jean Lin** — Global Chief Brand Officer, Dentsu Group Inc.

Yasuharu Sasaki — Global Chief Creative Officer, dentsu

11:00-11:30 **Dr. Yong-Hui Li** — *Giving AI a Manufacturing Mind: FoxBrain, from Reasoning to Industrial Intelligence*
Founding Director, AI Research Center ,Hon Hai Research Institute

11:30-12:00 **Joseph Yen** — *How AI Is Changing the Way We Improve Performance*
Global Lead, Taboola Brain

12:00-14:00 Taboola Luncheon (Invitation only)

14:00-14:20 **Susan Wang** — *Connect the Next: Driving the Future with AI*
General Manager, Corporate Business Group, LINE Taiwan

14:20-14:40 **Bharat Avalani** — *Algorithm of the Heart*
Founder, Connecting the Dots Malaysia

14:40-15:00 **Fredrik Borestrom** — *IAA What's Coming Next? Welcome to the Reputation Age*
World President & Chair, IAA Global / Director, International Agency Development, LinkedIn

WED.

Oct. 28 DAY 1 - AI x Creativity

15:00-15:20 **Linda D. Hollebeek**

From Artificial Intelligence to Heartificial Intelligence: Using AI to Deepen Customer Brand Engagement

Professor, Sunway University, Tallinn University of Technology, Umea University, University of Johannesburg

15:20-15:35 Coffee Break

15:35-15:55 **Sergey Efimov**

Artificial intelligence as the partner, opponent, inevitability and hype

CEO, OMD Resolution (Russia)

15:55-16:15 **Dr. Willie Yang**

When AI Agents Meet Big Data : Building Your Social-Listening & Marketing Assistant with OpView Agent Tools

Founder & President, eLAND Information Corporation

16:15-16:35 **Chris Hsia**

Reshaping the Digital Media Ecosystem in the Age of AI (Shift from Traffic War to Attention Economy: How AI Redefines Brand and Media)

Executive VP, ADBERT

16:35-16:55 **Dr. Sanko Lan**

Mentor : All-in-One AI Advertising Platform and VOC-Driven Product Strategy

Chairman, Taipei Digital Group

16:55-17:15 **Muhammad Nafeezul Bari**

Why 180 million people don't fit in one prompt

EVP, Business Transformation, Adcomm Limited

17:15-18:00 Panel Discussion (I)

The AI Renaissance

(M) **Angela Chen**
Chief of Corp Strategy and Sustainability, Standard Foods Group

Eileen Ooi
President, PHD Asia Pacific

Achi Tsai
Lead of Product & Strategy Planning, Corporate Business Group, LINE Taiwan

Carlos Palacios
Regional Agency Lead, Meta

WED.

Oct. 28 DAY 1 - AI x Creativity

09:20-09:50 報到／入場

09:50-10:30 開幕儀式
貴賓致詞

盧炳勳
2026 數位亞洲大會 會長
台北市廣告代理商業同業公會 (TAAA) 理事長

Srinivasan K Swamy
亞洲廣告聯盟 (AFAA) 主席

Borestrom Fredrik
國際廣告協會 (IAA) 全球會長暨主席

10:30-11:00 *Co-Creating the Extraordinary／AI for Growth: Creativity, Humanity, and AI*

Ⓜ **林友琴**
電通集團全球品牌長

佐佐木康晴
電通全球首席創意長

11:00-11:30 讓 AI 長出一顆製造的心：FoxBrain，從理解、推理到創造的產業智慧

栗 永徽 博士
鴻海研究院人工智慧研究所所長

11:30-12:00 當 AI 加速學習，成效如何持續進化？

顏 孜羲
Taboola Brain 負責人

12:00-14:00 Taboola Luncheon (Invitation only)

14:00-14:20 Connect the Next：以 AI 驅動新未來

王 俞蓉
LINE 台灣企業解決方案事業群總經理

14:20-14:40 *Algorithm of the Heart*

Bharat Avalani
創辦人, Connecting the Dots Malaysia

14:40-15:00 *IAA What's Coming Next? Welcome to the Reputation Age*

Fredrik Borestrom
IAA 全球會長暨主席／LinkedIn 全球代理商運營總監

WED. Oct. 28 DAY 1 - AI x Creativity

15:00-15:20 **Linda D. Hollebeek**

From Artificial Intelligence to Heartificial Intelligence: Using AI to Deepen Customer Brand Engagement

教授, Sunway University, Tallinn University of Technology, Umea University, University of Johannesburg

15:20-15:35 中場休息

15:35-15:55 **Sergey Efimov**

Artificial intelligence as the partner, opponent, inevitability and hype.

執行長, OMD Resolution (Russia)

15:55-16:15 **楊立偉　博士**

當 AI Agent 遇上大數據：以 OpView Agent Tools 打造你的個人輿情與行銷助理

意藍資訊創辦人及總經理

16:15-16:35 **夏浩文**

AI 時代下，數位媒體生態系的重構 (從流量競爭走向注意力競爭，AI 如何重新定義品牌與媒體的未來)

艾普特媒體執行副總經理

16:35-16:55 **藍信彰　博士**

Mentor：一站式 AI 廣告投放平台與 VOC 驅動產品策略

台北數位集團董事長

16:55-17:15 **Muhammad Nafeezul Bari**

Why 180 million people don't fit in one prompt

Adcomm Limited 業務轉型事業執行副總裁

17:15-18:00 焦點討論 (I)

AI 文藝復興

Ⓜ **陳文琪**
佳格食品集團永續長

Eileen Ooi
President, PHD Asia Pacific

蔡昆錡
LINE 台灣企業解決方案事業群產品與策略企劃副總經理

Carlos Palacios
Regional Agency Lead, Meta

THUR. Oct. 29 DAY 2 - AI x Empathy

10:00-10:30 **Yusuke Miyabe**

Beyond Automation: Human-Centered AI for the Future of Marketing

Deputy General Manager, Digital Business Development Division, HIU, HAKUHODO Inc.

10:30-11:00 **Sulin Lau**

Without AI, soul cannot scale

Head of Marketing and Brand (Deliveries, Mobility, Fintech, B2B), GRAB

11:00-11:30 **Mahesh Neelakantan**

Becoming Frontier: Agentic AI Transformation

Industry Director Asia - Retail & Consumer Goods, Microsoft Asia

11:30-12:00

Challenges in the AI Era — Building Fraud Defense Network, Rebuilding Digital Trust

Ⓜ **Erica Lu**

Secretary-General, Taiwan Digital Media and Marketing Association

Nathan Chiu

Former Chairman, Taiwan Digital Media and Marketing Association
CEO, TenMax Ad Tech Lab

Richard Lee

CTO, Head of Research and Development, TNL Mediagene

Rick Hu

Managing Director, Mesh-plus Company Limited

12:00-14:00 **DMA Luncheon (Invitation only)**

14:00-14:30 Panel Discussion (II)

Reshaping New Value: How small and mid-sized firms Can Break Through in the AI Era

Ⓜ **Sean Wang**

Chairman, Taiwan Digital Media and Marketing Association
General Manager, dentsu X

Maik Liu

Chief Product Officer, CLICKFORCE

Angelline Chen

VP of Marketing, awoo

14:30-14:50 **Eric Chang**

AI-Driven Marketing Transformation for Advertising Agencies

Chairman & CEO, McCANN Taiwan

THUR. Oct. 29 DAY 2 - AI x Empathy

14:50-15:10 **Jay Kim**

Precise Targeting with Geofencing: Lifestyle and Culture

President, AAAZA, Inc.

15:10-15:30 **Sean Chiang**

From Discovery to Decision: Yahoo's AI Smart Navigation

Sales Director, Yahoo Taiwan

15:30-15:45 **Coffee Break**

15:45-16:05 **Sam Lam**

The Right Thing at the Right Moment - How AI helps us serve people exactly when it matters

CEO, Roctec Global Public Company Limited

16:05-16:25

How Wavenet and Criteo Are Helping Brands Navigate the Next Era of Media and Commerce

(M) **Ping-Ju Yu**

Business Development Manager, Criteo Singapore Pte. Ltd.

Jing-Hsiang Chang

Managing Partner, Wavenet Technology CO., LTD.

16:25-16:45 **Prof. Jerry Liu**

Taiwan's New Global Proposition for Digital-Ads Technology: How Can Artificial Intelligence Carry the Emotional Warmth, Local Value & Identity of the Human?

Professor and Dean of Humanities, National Taiwan University of Arts Graduate School of Arts Management & Cultural Policy College of Humanities

16:45-17:05 **Phil Tang**

AI Can Accelerate What We Create, but It Is Human Judgment That Moves Hearts.

Chairperson & Producer, GrX Studio

17:05-17:25 **Chia Chi Lin**

Imagination, Now Playing

Founder, Moonshine Studio

17:25-17:35 **Roadshow: AdAsia 2027**

THUR. Oct. 29 DAY 2 - AI x Empathy

10:00-10:30

宮部裕介

博報堂全球數位事業推進局副局長

Beyond Automation: Human-Centered AI for the Future of Marketing

10:30-11:00

Sulin Lau

Head of Marketing and Brand (Deliveries, Mobility, Fintech, B2B), GRAB

沒有 AI，靈魂放不大

11:00-11:30

Mahesh Neelakantan

Industry Director Asia - Retail & Consumer Goods, Microsoft Asia

Becoming Frontier: Agentic AI Transformation

11:30-12:00

AI 時代的挑戰—建構詐騙聯防網，重建數位信任

Ⓜ **盧諭緯**
台灣數位媒體應用暨行銷協會秘書長

邱繼弘
台灣數位媒體應用暨行銷協會前理事長
騰學廣告科技執行長

李致緯
關鍵評論網媒體集團技術長暨研發主管

胡洸瑞
洱和數據行銷董事總經理

12:00-14:00

DMA Luncheon (Invitation only)

14:00-14:30

重塑新價值：AI時代中小型廣告行銷業者的突圍之道

Ⓜ **王冠翔**
台灣數位媒體應用暨行銷協會理事長 / dentsu X 貝立德總經理

劉彥伯
CLICKFORCE 域動行銷產品長

陳岱旻
awoo 阿物科技行銷副總

14:30-14:50

代理商的行銷 AI 轉型

張志浩

台灣邁肯行銷傳播集團董事長暨執行長

THUR. Oct. 29 DAY 2 - AI x Empathy

14:50-15:10 | **Jay Kim**

AAAZA 總裁

Precise Targeting with Geofencing: Lifestyle and Culture

15:10-15:30 | **蔣仲閔**

Yahoo 廣告業務事業群業務總監

用 AI 引領，每天更懂你：從探索到決策，Yahoo 用 AI 打造聰明資訊導航

15:30-15:45 | 中場休息

15:45-16:05 | **Sam Lam**

執行長, Roctec Global Public Company Limited

The Right Thing at the Right Moment - How AI helps us serve people exactly when it matters

16:05-16:25

潮網科技 YouTube Partner Sales 與 Criteo Commerce Data，打造線上成長引擎

Ⓜ **虞秉儒**

Business Development Manager, Criteo Singapore Pte. Ltd.

張景翔

Managing Partner, Wavenet technology., Ltd.

16:25-16:45 | **劉俊裕**

國立臺灣藝術大學教授／人文學院院長

台灣數位行銷科技的新全球命題：人工智慧如何承載人心的情感溫度、在地價值與認同？

16:45-17:05 | **湯昇榮**

瀚草文創科技董事長及監製

AI 能加速產量，但打動人心的仍是人的判斷

17:05-17:25 | **林家齊**

夢想動畫創辦人

當想像「即時上映」

17:25-17:35 | Roadshow: AdAsia 2027

FRI.
Oct. 30 DAY 3 - AI x Curiosity

National Railway Museum
國家鐵道博物館

Explore the historical birthplace of Taiwan's railway culture. Through precious relics and heritage architecture, experience the cultural legacy and rich history of a century-old railway system.

深入走訪台灣鐵道文化的歷史發源地，透過珍貴的鐵道文物與古蹟建築，感受百年鐵道發展的文化脈絡與時代記憶。

Wistron
緯創資通

Get a firsthand look at a global leader in tech manufacturing and computing power, exploring cutting-edge hardware R&D, AI server solutions, and smart manufacturing applications.

直擊全球領先的科技製造與算力龍頭，了解前沿硬體研發、AI 伺服器技術與智慧製造的最新應用與產業布局。

Moonshine Studio
夢想動畫

Embark on a journey into digital visual storytelling. Experience state-of-the-art production techniques combining CGI, visual effects, and modern virtual studio (LED Dome) technologies.

開展數位視覺創作的探索之旅，親身體驗結合 CGI、CG 效果與現代虛擬棚攝影（LED Dome）的頂尖影像製作技術。

Google Taipei
Google 台北

Step into the landmark office of a global tech leader to experience its innovative corporate culture, forward-thinking workspace, and collaborative global mindset.

走進全球科技巨頭位於地標建築內的營運據點，體驗創新的企業文化、前瞻的辦公環境與跨國團隊的合作思維。

Taipei Sightseeing Bus
台北雙層觀光巴士

Ride an open-top double-decker bus through the Xinyi and City Hall shopping districts, taking in panoramic views of the vibrant cityscape and Taipei's dazzling night skyline.

搭乘露天雙層觀光巴士穿梭於信義與市府商圈，以獨特的高度與視野俯瞰繁華街景，盡情享受台北絢爛璀璨的城市夜景。

* Prior reservation is required



創造觸動人心的片刻

Designing Heartful Moments

cacaFly
聖洋科技股份有限公司

AI Accelerate Your Agentic AI Journey

讓 cacaFly 全程護航

從**雲端佈局**到 **AI 賦能**，輕鬆打造高效率智慧營運引擎！

企業轉型旅程 YOUR AI JOURNEY	聖洋解決方案 OUR AI SOLUTION
1 **開始使用Cloud** GCP Billing 帳務建立、費用管理	使用教學
2 **建立Cloud Foundation** Terraform / 最佳實踐架構	雲搬遷 / CI / CD
3 **Migration & Modernization** VM & DB 搬遷、容器化、全託管服務	IaC 陪跑 / 監控與告警
4 **Google Cloud Solution** Gemini Enterprise Agent Platform	Gemini Enterprise / AI Search
5 **Custom Solution & AI App.** 客製化系統、AI Agent / 模型開發	代理式商務 / 企業知識大腦 / 數據平台
6 **Consulting** 顧問服務、教育訓練	雲端健檢 / AI 賦能

◆ 從**雲端**、**數據**到 **AI Agent**，**cacaFly** 陪伴企業走完下一段智慧轉型！

CLOUD AI+ SOLUTION CENTER 雲端智能中心

cacaFly | CLOUD AI+ Google Cloud

PREMIER Services Partner | PREMIER Cloud AI Partner | COMPETENCY Artificial Intelligence | COMPETENCY Infrastructure

講師介紹
Speakers

大會內容
Congress Program

WED.

Oct. 28

10:30

dentsu

Co-Creating the Extraordinary

Moderator



林友琴
Jean Lin

Global Chief Brand Officer, Dentsu Group Inc.

電通集團全球品牌長

Jean Lin is a global marketing leader with more than 30 years of experience driving brand value, innovation and transformation. She serves as Global Chief Brand Officer of Dentsu Group Inc., overseeing the company's global brand vision, architecture, and portfolio strategy, and acts as Executive Sponsor for the Group's Data & Tech and AI Forum.

Jean began her career at WPP before founding wwwins Consulting (Isobar), one of Asia's pioneering digital agencies, later acquired by dentsu. She has held global CEO roles across Isobar, CX and Commerce, and Creative within dentsu international. As a member of the Dentsu Group Executive Management Team, Jean led groupwide sustainability business solutions and also led one dentsu culture strategy as Global Chief Culture Officer. She most recently served as Global President, Global Practices, leading capability integration, strengthening connectivity across markets, and advancing client centric growth at scale.

As a highly respected voice in the industry, Jean serves on the Effie Worldwide Board of Directors and Executive Committee and the D&AD Advisory Board, and has been a multiple-time Jury President at Cannes Lions, D&AD and Spikes Asia.

林友琴擁有逾 30 年全球行銷領導經驗，長期致力於推動品牌價值、創新變革與業務轉型。她現任電通集團全球品牌長，負責領導集團全球品牌願景、定位、架構與品牌管理策略，並同時擔任集團數據、科技與 AI 推動委員會執行主席。

她的職涯始於 WPP集團，隨後創立知世網絡（wwwins Consulting，後更名為安索帕 Isobar），為亞洲早期最具代表性的數位代理商之一，後由電通集團收購。加入電通體系後，她歷任安索帕全球執行長、電通國際客戶體驗與商務全球執行長，以及電通國際全球創意專業服務執行長等多項重要職務。

作為電通集團執行管理團隊成員，她曾主導集團層級的永續商業解決方案，並曾以全球文化長身分推動 「一個電通 one dentsu」 文化策略。在此次最新任命之前，林友琴擔任電通集團全球專業服務總裁，負責推動業務能力整合，強化全球市場之間的連結，並建立以客戶為中心的一體化成長框架。

作為全球行銷傳播產業公認的領導人，林友琴目前擔任 Effie Worldwide 董事會董事及執行委員會成員，以及 D&AD 顧問委員會成員。她也曾多次擔任 Cannes Lions、D&AD 和 Spikes Asia 評審團主席。

WED.

Oct. 28

10:30-11:00

dentsu

AI for Growth: Creativity, Humanity, and AI



佐佐木康晴 Yasuharu Sasaki

Global Chief Creative Officer, dentsu

電通全球首席創意長

Yasuharu Sasaki, known as Yasu, began working at dentsu as a copywriter in 1995. Drawing on his skills as a Computer Science graduate he was an early pioneer of interactive advertising. His passion for creativity and technology has been a marked characteristic throughout his career, notably when he founded cutting edge R&D offering, Dentsu Lab Tokyo in 2014. His time at dentsu, which has included working in New York as an Executive Creative Director and Managing Director at dentsu Tokyo, has seen Yasu deliver work for global clients including Uniqlo, Honda and Coca-Cola.

As well as receiving the highest recognition at all major international award shows, Yasu has sat on numerous juries, including Cannes Lions Brand Experience & Activation Jury President in 2022, Head of Jury at the 2023 APAC Effies, Titanium Lions Jury in 2024, and ADFEST 2026 Grand Jury President.

In October 2023 Yasu was named dentsu's Global Chief Creative Officer, responsible for leading dentsu's global Creative Practice, including Dentsu Creative. He sets the standard for creative excellence and is key to building a culture of creativity and innovation across the whole of dentsu.

佐佐木康晴（人稱 Yasu）於 1995 年以文案撰稿人身分加入電通。憑藉其電腦科學畢業生的專業背景，他成為互動式廣告領域的早期先驅。對創意與科技的熱忱始終是他職涯中的鮮明特徵，尤其體現在他於 2014 年創立尖端研發機構「Dentsu Lab Tokyo」。在電通任職期間，Yasu 曾於紐約擔任執行創意總監，並出任 dentsu Tokyo 董事總經理，期間為Uniqlo, Honda及可口可樂等全球客戶打造了多項傑出作品。

除了在各大國際獎項中屢獲最高殊榮外，Yasu 更曾擔任眾多評審團成員，包括 2022 年坎城獅品牌體驗與活化（Brand Experience & Activation）評審團主席、2023 年亞太區 Effie 獎評審團主席、2024 年鈦獅獎（Titanium Lions）評審團成員，以及 2026 年 ADFEST 大獎評審團主席。

WED.

Oct. 28

11:00-11:30

Hon Hai
Research Institute

Giving AI a Manufacturing Mind: FoxBrain, from Reasoning to Industrial Intelligence

讓 AI 長出一顆製造的心：FoxBrain，從理解、推理到創造的產業智慧



栗永徽　博士
Dr. Yong-Hui Li

Founding Director, AI Research Center ,Hon Hai Research Institute

鴻海研究院人工智慧研究所所長

Dr. Yung-Hui Li is the Founding Director of the Artificial Intelligence (AI) Research Center at the Hon Hai Research Institute, the core R&D hub for the most critical technologies in Hon Hai Technology Group (Foxconn)'s strategic "3+3+3" transformation initiative.

He received his B.S. degree from National Taiwan University in 1995, his M.S. degree from the University of Pennsylvania in 1998, and his Ph.D. from the School of Computer Science at Carnegie Mellon University in 2010. Prior to joining Hon Hai, he was a tenured faculty member in the Department of Computer Science and Information Engineering at National Central University. Dr. Li has actively contributed to the global academic community, serving as an industry chair, publicity chair, and technical program committee member for numerous prestigious international conferences.

Dr. Li has spearheaded groundbreaking projects with significant industry impact. He led his team to develop FoxBrain, the first Large Language Model (LLM) in the Traditional Chinese domain engineered for advanced reasoning capabilities. FoxBrain is also a foundational model uniquely infused with deep manufacturing know-how, establishing it as a fundamental pillar for Hon Hai's three major intelligent platforms: Smart Manufacturing, Smart Electric Vehicles, and Smart Cities.
His contributions to the field of autonomous driving are particularly outstanding. His team has consistently achieved top-tier rankings in major global autonomous driving challenges, including:

•Champion, Argoverse 1 & 2 Motion Forecasting Competition (CVPR 2023 & 2024)
• Champion, Waymo Sim Agents Challenge (CVPR 2024)
• Runner-up, Waymo Motion Prediction Challenge (CVPR 2024)
• Champion, Waymo Interaction Prediction Challenge (CVPR 2025)

Furthermore, Dr. Li is a multiple gold and silver medalist at world-renowned invention exhibitions, including the International Exhibition of Inventions of Geneva, INPEX in Pittsburgh, and the Silicon Valley International Invention Festival.

His current research interests encompass Artificial Intelligence, Deep Learning, Generative AI, LLMs, Multimodal Foundation Models, and their applications in Computer Vision, Autonomous Driving, Smart Manufacturing, and Biometrics. He has authored over 150 papers in the fields of AI, deep learning, and machine learning, with publications in top-tier conferences such as CVPR, EMNLP, and AAAI, as well as leading journals including IEEE Transactions on Pattern Analysis and Machine Intelligence (T-PAMI), IEEE Transactions on Cybernetics (T-CYB), IEEE Transactions on Intelligent Transportation Systems (T-ITS), IEEE Transactions on Intelligent Vehicles (T-IV), and ACM Computing Surveys.

栗永徽博士是鴻海科技集團鴻海研究院人工智慧研究所的創所所長，該研究院是鴻海 3+3+3 轉型戰略中的關鍵核心研發中心。他是卡內基美隆大學 Computer Science 博士，機器學習與深度學習領域專家，曾任教中央大學。

在他的帶領下，人工智慧研究所打造出全台灣第一個具高階推理能力之繁中 LLM「FoxBrain」，應用於鴻海集團事業群以及三大智慧平台。在自動駕駛領域多次於 AI 頂會 CVPR 發表突破性的關鍵技術，並榮獲自動駕駛領域國際大挑戰賽冠軍。他也曾於國際發明展屢獲金銀牌；累計發表 150 篇以上 AI 相關期刊與會議論文。

WED.

Oct. 28

11:30-12:00

Taboola

How AI Is Changing the Way We Improve Performance

當 AI 加速學習，成效如何持續進化？



顏孜羲
Joseph Yen

Global Lead, Taboola Brain

Taboola Brain 負責人

Joseph is an R&D Group Manager, Algorithms at Taboola, leading the Taboola Brain. He has more than a decade of experience across advertising and content recommendation, with expertise spanning machine learning, data engineering, and product development. His work focuses on building data-driven systems and products, with a particular interest in how products and algorithms can be designed together. By capturing meaningful signals from real user interactions and building effective data feedback loops, his team develops recommendation systems that continuously learn and improve.

顏孜羲現任 Taboola 現任 Taboola Brain 負責人。Taboola 專注於成效廣告與內容推薦，他在公司帶領演算法研發團隊，持續探索演算法與技術創新，負責 Taboola 推薦系統的研發。擁有十餘年橫跨廣告與內容推薦的經驗，專業背景涵蓋機器學習、資料工程與產品開發，長期投入以數據驅動的系統與產品研發。

他認為，推薦系統無法脫離產品獨立設計，成功關鍵在於產品與演算法的一體化設計：從真實的使用者互動中取得有效訊號，建立持續回饋的資料循環，讓系統不斷學習與進化。

WED.

Oct. 28

14:00-14:20

LINE

Connect the Next: Driving the Future with AI

Connect the Next：以 AI 驅動新未來



王俞蓉
Susan Wang

General Manager, Corporate Business Group, LINE Taiwan

LINE 台灣企業解決方案事業群總經理

Susan is the General Manager, Corporate Business Group at LINE Taiwan, where she leads the development of corporate marketing and commercial solutions. By integrating LINE Official Accounts, advertising, data, and ecosystem resources, she drives the implementation of AI applications to empower businesses in membership management and marketing. Additionally, she leads the team in executing innovative solutions across commercial scenarios, helping brands deepen customer engagement and unlock new growth opportunities.

Susan 是 LINE 台灣企業解決方案事業群總經理，她主導企業行銷與商務解決方案發展，整合 LINE 官方帳號、廣告、數據及生態系資源，推動 AI 應用落地，賦能企業會員經營與行銷能力，並帶領團隊將創新方案落實於商業場景，協助品牌深化顧客經營、拓展成長機會。

WED.

Oct. 28

14:20-14:40

Connecting the Dots

Algorithm of the Heart



Bharat Avalani

Founder, Connecting the Dots Malaysia

Connecting the Dots Malaysia 創辦人

Bharat Avalani is an accomplished Unilever marketer, facilitator and communicator who works with thought- leaders across the globe. Throughout his career, Bharat has been a habitual storyteller who captivates his audiences with his wealth of experience.
He believes that Business Storytelling is the number one leadership and communication skill of the next decade. He is committed to helping restore humanity to the workplace, using story-work as its method.

It took a long time for him to learn how to do this effectively and he has learned lots along the way. There is no better feeling than seeing a leader talk in an authentic and engaging way and to watch their audience 'lean forward' and be engaged. It's what gets him out of bed in the morning.

His friends call him a memory collector and a storyteller. He seeks experiences. Every journey is a story for him. Like others he takes photographs; but he believes his are different. They tell a story that is emotive and engaging.

Based in Kuala Lumpur, he is the Founder and CEO of Connecting the Dots Consultancy and Global Partner of Anecdote which is recognized as the largest and most experienced business storytelling enterprise in the world.

Bharat is currently the Secretary General of the Asian Federation of Advertising Associations (AFAA) and serves on the Global Board of the New York based International Advertising Association (IAA) as the Global VP for Continuous Professional Development. He is an Accredited with HRDCorp Malaysia. Bharat is an Adj Faculty of ASB MIT Sloan School of Management and is represented by the London Speakers Bureau for his speaking assignments.

Bharat Avalani 是一位傑出的 Unilever 行銷專家、引導師及溝通顧問，長期與全球各地的思想領袖合作。在其職業生涯中，他始終是一位熱愛說故事的人，憑藉豐富的實務經驗，以精彩的故事分享深深吸引著聽眾。

他深信，商業故事力（Business Storytelling） 將是未來十年最重要的領導與溝通能力。他致力於透過故事重新找回職場中的人性連結，並以故事作為推動領導與溝通的方法。

為了學會如何有效運用故事，他投入了許多時間學習，也在過程中累積了豐富的經驗。他認為，沒有什麼比看到一位領導者以真誠且引人入勝的方式分享故事，讓聽眾全神投入、產生共鳴，更令人感到滿足；這也是每天激勵他持續投入工作的動力。

朋友們稱他為「回憶收藏家（Memory Collector）」與「說故事的人」。他熱愛探索不同的人生體驗，每一段旅程對他而言都是一個故事。如同許多人一樣，他喜歡攝影；但他相信自己的照片與眾不同，因為每一張照片都承載著情感，也述說著一段引人入勝的故事。

現居馬來西亞吉隆坡，Bharat 為 Connecting the Dots Consultancy 的創辦人暨執行長，同時也是 Anecdote 的全球合作夥伴。Anecdote 是全球規模最大且最具經驗的商業故事顧問企業之一。

目前，他擔任 亞洲廣告聯盟（AFAA）秘書長，並於總部位於紐約的 國際廣告協會（IAA） 全球董事會擔任 全球持續專業發展副總裁（Global VP for Continuous Professional Development）。此外，他亦取得 HRDCorp Malaysia 認證，擔任 ASB MIT Sloan School of Management 兼任教師，並由 London Speakers Bureau 代理其國際演講事務。

WED.

Oct. 28

14:40-15:00

IAA Global & LinkedIn

IAA What's Coming Next? Welcome to the Reputation Age



Fredrik Borestrom

World President & Chair, IAA Global
Director, International Agency Development, LinkedIn
IAA 全球會長暨主席
LinkedIn 全球代理商運營總監

Fredrik leads LinkedIn's agency development team across international markets in EMEA and LATAM, namely Germany, Austria, Switzerland, Nordics, Israel, Brazil and the MENA region. At LinkedIn, the team Fredrik leads, empowers agencies and brands to reach, engage and convert their professional audience at scale.

Fredrik is also the World President & Chair of the International Advertising Association, where he leads the executive team as well as the global board, supporting their teams and chapters around the world. The IAA has since 1938 united the global marketing, media, and advertising community and is currently active in 56+ countries — championing responsible, ethical, and sustainable marketing that drives good growth for brands, businesses, and the world. In addition to this role, Fredrik is also the Chair for the International Advertising Association (IAA) UK chapter, having previously served as President.

Fredrik boasts over 20 years of business development and leadership experience, having held senior roles at companies such as Euronews, Eurosport, Odyssey Mobile Marketing and Phunware Inc. Notably, he had a key management role and co-founder status in establishing, growing and ultimately selling mobile advertising start-up, Odyssey Mobile Marketing Ltd to Phunware Inc. in December of 2014.

Fredrik 現於 LinkedIn 負責 EMEA（歐洲、中東及非洲）與 LATAM（拉丁美洲）等國際市場的代理商發展團隊，涵蓋德國、奧地利、瑞士、北歐、以色列、巴西及中東北非（MENA）等地區。在 LinkedIn，Fredrik 所帶領的團隊致力於協助代理商與品牌，以規模化方式精準觸及專業受眾、深化互動並促進轉換。

Fredrik 同時擔任 IAA國際廣告協會（International Advertising Association）全球總會長暨主席（World President & Chair），領導執行團隊及全球董事會，並支持遍布世界各地之分會。IAA自 1938 年成立以來持續串聯全球行銷、媒體與廣告產業，活躍於全球 56 個以上國家，並已成立達36個分會，倡議負責、合乎倫理與永續的行銷理念，為品牌、企業及全球社群創造良善成長環境（Good Growth），更是全球最具規模的廣告傳播國際性組織。除此之外，Fredrik 亦擔任 IAA英國分會會長。

Fredrik 擁有超過 20 年的業務發展與領導管理經驗，曾於 Euronews、Eurosport、Odyssey Mobile Marketing 及 Phunware Inc. 等企業擔任高階職務。值得一提的是，他曾以共同創辦人及核心管理團隊成員身分，參與創立並推動行動廣告新創公司 Odyssey Mobile Marketing Ltd. 的成長，最終於 2014 年 12 月將公司出售予 Phunware Inc.。

WED.

Oct. 28

15:00-15:20

Sunway University, Tallinn University of Technology, Umea University, University of Johannesburg

From Artificial Intelligence to Heartificial Intelligence: Using AI to Deepen Customer Brand Engagement



Linda D. Hollebeek

Professor, Sunway University, Tallinn University of Technology, Umea University, University of Johannesburg

Linda D. Hollebeek, Ph.D., is the Teng Yew Huat Endowed Chair of Marketing at Sunway University, Professor of Marketing at Vilnius University and Tallinn University of Technology, Guest Professor at Umea University, and Distinguished Visiting Professor at the University of Johannesburg. Her research has published in the Journal of the Academy of Marketing Science, Journal of Service Research, and International Journal of Research in Marketing, and the Journal of Product Innovation Management, among others. She has been named a Clarivate Highly Cited Researcher (2020-2025) and is listed on Stanford University/Elsevier's Top 2% of Researchers by citations (2019-2025).

Linda D. Hollebeek 博士現任 Sunway University（雙威大學）Teng Yew Huat 行銷學冠名講座教授，同時擔任 Tallinn University of Technology（塔林理工大學）行銷學教授、Umea University（于默奧大學）客座教授，以及 University of Johannesburg（約翰尼斯堡大學）傑出訪問教授。她的研究成果發表於 Journal of the Academy of Marketing Science、Journal of Service Research、International Journal of Research in Marketing、Journal of Product Innovation Management 等學術期刊。她於 2020–2025 年獲選為 Clarivate Highly Cited Researcher（科睿唯安全球高被引學者），並於 2019–2025 年名列 Stanford University／Elsevier 全球前 2% 高引用研究人員（Top 2% of Researchers by Citations）名單。 citations (2019-2025).

WED.

Oct. 28

15:35-15:55

OMD Resolution

(Russia)

Artificial intelligence as the partner, opponent, inevitability and hype.



Sergey Efimov

CEO, OMD Resolution (Russia)

Sergey Efimov walked a 20 years long way through digital marketing, media and marketing technology. Master of economic science. At the current moment Council member of the RACA (part of AFAA), CEO of OMD Resolution in Russia, co-chief of the AdTech committee at RACA.

Sergey Efimov 深耕數位行銷、媒體與行銷科技領域逾 20 年，擁有經濟學碩士學位，現任亞洲廣告聯盟（AFAA）附屬機構 RACA 理事會成員、俄羅斯 OMD Resolution 首席執行長（CEO），並兼任 RACA 行銷科技（AdTech）委員會共同主席。

WED.

Oct. 28

15:55-16:15

eLAND
Information

When AI Agents Meet Big Data : Building Your Social-Listening & Marketing Assistant with OpView Agent Tools

當 AI Agent 遇上大數據：以 OpView Agent Tools 打造你的個人輿情與行銷助理



楊立偉 博士
Dr. Willie Yang

Founder & President, eLAND Information Corporation
意藍資訊創辦人暨總經理

Dr. Willie Yang is the Founder and President of eLAND Information and has taught for 20 years in the Department of Information Management at National Taiwan University, where he is a recipient of the Outstanding Teaching Award. Specializing in AI semantic analysis, search engines, and big data, he holds nearly 30 patents and has been honored with the National Cloud Innovation Award, the First Prize for "Startup Star" from Business Next magazine, and recognition as a 100 MVP Manager. Under his leadership, eLAND became Taiwan's first publicly listed AI cloud data company and now commands the largest market share in its field in Taiwan.

楊立偉博士為意藍資訊創辦人暨總經理，於臺大資訊管理學系任教近 20 年，為教學傑出教師，專精 AI 語意分析、搜尋引擎與大數據，擁有近 30 項專利，曾獲國家雲端創新獎、數位時代創業之星首獎及 100MVP 最有價值經理人，帶領意藍成為臺灣首家掛牌的 AI 雲端數據公司，市佔率為台灣第一。

WED.

Oct. 28

16:15-16:35

ADBERT

Reshaping the Digital Media Ecosystem in the Age of AI (Shift from Traffic War to Attention Economy: How AI Redefines Brand and Media)

AI 時代下，數位媒體生態系的重構
(從流量競爭走向注意力競爭，AI 如何重新定義品牌與媒體的未來)



夏浩文
Chris Hsia

Executive VP, ADBERT
艾普特媒體執行副總經理

Chris is the Executive Vice President of ADBERT, specializing in AI marketing, MarTech innovation, and digital media ecosystem development. He leverages adtech, data applications, and immersive media integration to spearhead brand transformation and commercial growth.He actively builds a digital media ecosystem combining AI, 3D creative tech, and performance marketing, bridging brands, media, and technology to push forward next-gen digital marketing in Asia.

Chris 現任艾普特媒體（ADBERT）執行副總經理，專注於 AI 行銷、MarTech 創新與數位媒體生態系發展。長期投入廣告科技、數據應用與沉浸式媒體整合，推動品牌數位轉型與商業成長。近年積極打造結合 AI、3D 創意科技與成效行銷的數位媒體生態系，串聯品牌、媒體與技術資源，推動亞洲市場的新世代數位行銷模式。

WED.

Oct. 28

16:35-16:55

TAIPEI DIGITAL GROUP

Mentor : All-in-One AI Advertising Platform and VOC-Driven Product Strategy

Mentor: 一站式 AI 廣告投放平台與 VOC 驅動產品策略



藍信彰 博士
Dr. Sanko Lan

Chairman, Taipei Digital Group
台北數位集團董事長

Dr. Sanko Lan is the Founder, Chairman, and CEO of Taipei Digital Group. He holds a B.S. in Electrical Engineering from National Taiwan University and a Ph.D. in Electrical Engineering from Stanford University. Before founding Taipei Digital Group, he served as a Senior Engineer at Actel Corporation in Sunnyvale, California, and as an Associate Professor in the Department of Computer Science and Information Engineering at the National Taiwan University of Science and Technology. He also served as the Taiwan Representative for the APEC E-commerce Consortium in 1998. Under his leadership, Taipei Digital Group has become a key reseller for major global platforms including Google, Meta, LINE, Yahoo, and X, maintaining a significant influence in the digital marketing and advertising industry.

藍信彰博士現任台北數位集團董事長暨執行長，為該集團創辦人。他擁有深厚的學術與產業背景，取得國立台灣大學電機系學士學位後，深造並獲得美國史丹福大學電機系博士學位。在創立台北數位集團前，他曾任職於矽谷 Actel 公司擔任資深工程師，並曾任台灣科技大學資工系副教授，更於 1998 年擔任 APEC 電子商務論壇台灣代表。憑藉跨領域的專業經歷，他帶領台北數位集團成為 Google、Meta、LINE、X 及 Yahoo 等國際平台的關鍵代理商，持續在數位行銷與廣告產業發揮影響力。

WED.

Oct. 28

16:55-17:15

Adcomm Limited

Why 180 million people don't fit in one prompt



Muhammad Nafeezul Bari

EVP, Business Transformation, Adcomm Limited

Adcomm Limited 業務轉型事業執行副總裁

Muhammad Nafeezul Bari believes growth happens at the intersection of strategy, creativity, and technology. Over 17 years, that belief has carried him across advertising, brand management, business development, and digital transformation — working with brands in telecommunications, FMCG, fintech, food, health, banking, consumer electronics, home appliances, and NGOs.He is EVP, Business Transformation & Innovation at Adcomm Limited, Bangladesh's pioneering full-service agency — founded in 1974. His focus is helping the agency, and the brands it serves, embrace data-driven creativity, digital-first thinking, and strategic innovation. In practice, that has meant driving Adcomm's own transformation: managing the change and equipping a 52-year-old institution to a world-class standard, including building its in-house AI capability from the ground up.

Along the way he has worn nearly every hat the industry offers — client servicing, strategic leadership, heading a business unit — which shaped a genuinely holistic view of brand building and consumer engagement. That range was recognized in 2024, when he served on the global jury of The One Show, evaluating the world's best creative use of data and technology alongside 30 other creative leaders from across Asia-Pacific. Beyond Adcomm, he's drawn to mentoring startups — helping founders think through growth strategy, digital adaptation, and brand positioning at the earliest, hardest stages. And when strategy and transformation aren't occupying him, travel is: exploring cultures for the fresh perspective they bring back to storytelling and strategy alike.He's currently focused on what it takes for a legacy agency to compete on a global standard without losing what makes it locally irreplaceable — and is always glad to compare notes with anyone building the same thing.

Muhammad Nafeezul Bari 相信，成長發生在策略、創意與科技的交會之處。過去 17 年來，這項信念引領他橫跨廣告、品牌經營、業務發展與數位轉型等領域，合作產業涵蓋電信、快速消費品（FMCG）、金融科技、食品、健康、金融、消費電子、家電及非政府組織（NGO）等。

現任孟加拉全方位廣告代理商先驅 Adcomm Limited之執行副總裁（EVP），負責企業轉型與創新（Business Transformation & Innovation）。Adcomm Limited 創立於 1974 年，他致力於協助公司及其服務的品牌擁抱數據驅動創意、數位優先思維與策略創新。在實務上，他積極推動 Adcomm 自身的轉型，帶領組織進行變革，協助這家擁有 52 年歷史的企業朝世界級標準邁進，其中包括從零開始建立公司內部的 AI 能力。

在職涯歷程中，他幾乎歷練了廣告產業中的各種角色，從客戶服務、策略領導到事業單位主管，這些多元經驗使他建立起對品牌打造與消費者互動全面且整合的觀點。2024 年，他受邀擔任全球創意獎項 The One Show 評審，與來自亞太地區的 30 位創意領袖共同評選全球在數位與科技創意應用上的傑出作品，展現其跨領域專業受到國際肯定。

除了在 Adcomm 的工作之外，他也熱衷於新創企業輔導與mentoring，協助創業者在創業初期最具挑戰性的階段，思考成長策略、數位轉型與品牌定位。而在策略與企業轉型工作之外，旅行也是他重要的靈感來源，透過探索不同文化，為故事敘事與策略思考帶回嶄新的觀點。

目前，他特別關注的是：一家歷史悠久的代理商，如何在不失去自身不可取代的在地價值下，提升至全球競爭標準，他也樂於與同樣致力於推動這項轉型的人交流經驗及分享觀點。

WED.
Oct. 28

17:15-18:00

Standard Foods Group

The AI Renaissance
AI 文藝復興

Moderator



Panel Discussion(I)

陳文琪
Angela Chen

Chief of Corp Strategy and Sustainability,
Standard Foods Group
佳格食品集團永續長

Angela currently holds the position as the Chief of the Corporate Strategy and Sustainability at Standard Foods Group. She is responsible for the Corp Strategy, Corp Branding, PR, IR, ESG and SEA Expansion. She also serves as the board of director for H2U Inc and HHG Group on behalf of SFG.

Angela has extended experiences for various markets in brand building & management, product/service development & marketing, market entry strategies & go-to-market planning, strategic planning, business operations, talent development, content development & marketing, as well as business development and business ecosystem integration & development.

Before working with Standard Foods, Angela has previously worked for companies such as Unilever Taiwan and Australia, Microsoft in US and HK, Nokia in Taiwan, China and Korea, Yahoo Taiwan, and LINE Taiwan, accumulating over 25 years of experience in the technology industry.

Angela has also worked for a management consulting firm, Monitor Group (now as Monitor Deloitte) in Singapore, and a branding agency, Red Peak Asia, where she served as Strategy Director.

Angela holds an MBA degree from Kellogg School of Management of Northwestern University in the US and a bachelor's degree in Agricultural Economy from National Taiwan University.

Angela 擁有豐富的跨國品牌經營與管理，產品開發、管理與行銷，新市場開發，策略規劃，商業運營，人才培育、內容產銷、虛實整合與商業生態系整合等經驗。曾任職於台灣及澳洲聯合利華、美國及香港微軟、大中華暨北亞諾基亞、台灣雅虎以及台灣 LINE 等科技龍頭，在科技業累積超過 25 年的經驗。亦曾任職於顧問業，包含管理顧問公司 Monitor Group（現為 Monitor Deloitte）以及品牌顧問公司 Red Peak Asia，擔任策略總監。美國西北大學 Kellogg 管理學院 MBA、國立台灣大學農業經濟系學士。

WED.
Oct. 28

17:15-18:00

PHD
Asia PAcific

The AI Renaissance
AI 文藝復興

Panelist



Panel Discussion(I)

Eileen Ooi

President, PHD Asia Pacific

Eileen Ooi is President of PHD Asia Pacific, where she leads the network across some of the world's most dynamic and diverse markets. Known for her challenger mentality and bold perspective, Eileen is passionate about redefining conventions in media, nurturing the next generation of game changers and elevating PHD as a future-focused, formidable brand.

A respected industry leader, she has been at the forefront of driving change leadership across the region, with a strong commitment to raising talent, especially women in the digital, data and tech space, and to shaping a healthier, more sustainable workplace culture. She is also a vocal advocate for prioritising employee mental wellness and breaking the stigma of mental health in the advertising industry.Eileen's journey has included trailblazing leadership roles in Malaysia, where she was the first female President of the Malaysia Digital Association, but her impact today extends across Asia Pacific as she champions transformation, inclusivity and innovation at scale.

Eileen 現任 PHD 亞太區總裁，統領該網路在多個全球最具活力與多元化市場的業務發展。她以「挑戰者」心態和獨到的前瞻性視角著稱，致力於重塑媒體行業的傳統慣例，培育引領變革的新一代人才，並將 PHD 打造成為一個面向未來、實力雄厚的品牌。

WED.

Oct. 28

17:15-18:00

LINE

The AI Renaissance

AI 文藝復興

Panelist



Panel Discussion(I)

蔡昆錡
Achi Tsai

Lead of Product & Strategy Planning, Corporate Business Group, LINE Taiwan

LINE 台灣企業解決方案事業群產品與策略企劃副總經理

Achi currently serves as Vice President of Product & Strategy Planning, LINE Biz-Solutions at LINE Taiwan. Leading the advertising product planning and marketing teams, he is dedicated to establishing LINE as a key partner for enterprises in the MarTech field. At the same time, he actively expands the partner ecosystem, joining forces with industry collaborators to accelerate the digital transformation of Taiwan's marketing industry.

Achi 現任 LINE 台灣 企業解決方案事業部 產品與策略企劃 副總經理，帶領廣告產品企劃與行銷團隊，致力於讓 LINE 成為企業在 MarTech 領域中的關鍵夥伴，同時積極拓展合作夥伴生態圈，攜手夥伴加速台灣行銷產業的數位轉型。

WED.

Oct. 28

17:15-18:00

Meta

The AI Renaissance

AI 文藝復興

Panelist



Panel Discussion(I)

Carlos Palacios

Regional Agency Lead, Meta

At Meta, Carlos partners with APAC's leading global agencies and their clients to unlock growth through Meta's advertising and messaging platforms. He specializes in translating data-driven insights and platform best practices into actionable strategies that drive measurable business results. A published thought leader on AI in marketing, Carlos is a recognized voice on how marketers can harness artificial intelligence to drive real business impact.

With a career spanning creative, media, and strategic planning, Carlos brings a rare breadth of perspective to the intersection of technology and marketing. Prior to Meta, he served as Head of Strategy at DDB Singapore and held senior strategy roles at Carat and Naked Communications. This cross-discipline background allows him to connect brand storytelling, media effectiveness, and platform innovation in ways that resonate with both agencies and advertisers.

Half-Thai and half-Peruvian, Carlos has lived in India, Hong Kong, Taiwan, China, Thailand, and the UK, and now calls Singapore home.

Carlos 目前任職於 Meta，與亞太地區具領導地位的全球代理商及其客戶合作，協助運用 Meta 的廣告與訊息平台開創成長機會。他擅長將數據洞察與平台最佳實務轉化為可執行的策略，為企業帶來可衡量的商業成果。Carlos亦曾發表多篇關於 AI 行銷應用的專業觀點，是探討行銷人如何運用人工智慧創造實質商業影響力的重要意見領袖。

Carlos 的職涯橫跨創意、媒體與策略規劃領域，使他在科技與行銷的交會上具備多元且全面的視角。加入 Meta 之前，他曾擔任 DDB Singapore 策略主管（Head of Strategy），並於 Carat 及 Naked Communications 擔任資深策略職務。跨領域的專業背景，使他能有效串聯品牌敘事、媒體成效與平台創新，為代理商與廣告主帶來兼具策略與實務價值的觀點。

擁有泰國與秘魯血統的 Carlos，曾在印度、香港、台灣、中國、泰國及英國生活，目前定居於新加坡。

realize:

Taboola

當 Search & Social 成效遇到天花板
下一個 成長引擎 在哪裡？

結合AI × 第一方數據 × 開放網路優質媒體
找到更多高意圖受眾，持續驅動轉換與成長

Performance AI

AI 找出下一個高效機會

持續優化受眾與投放，讓預算聚焦真正帶來結果的機會

Unique First-Party Data

更懂誰正在準備行動

運用優質媒體第一方數據，辨識高意圖受眾，找到 Search & Social 之外的新客

Scale Beyond Native

不只原生 更多版位 × 更多創意

從 Display、Native 到 Vertical Video，靈活運用素材，跨越更多優質媒體、App與OEM

Transparency & Control

成效放大，掌控不打折

清楚掌握廣告版位、投放方式與預算運用，兼顧規模、成效與掌控性

Realize — Taboola 的成效廣告平台

探索 Realize

mentor AI 廣告投放平台

未來的廣告，就該有未來的樣子！



5大模組，完成廣告循環
看數位廣告如何被 AI 翻轉創價



2026 Digi Asia 實體專題演講

10.27-30 臺北文創會所 New Horizon Event Space

立即預約 Demo

Mentor AI 廣告投放平台

ADBERT

WAVE AI 智慧創意行銷平台

告別破碎資料與單次浪費，累積企業大腦，
才是行銷持續成功的關鍵。

01
數據沉澱

整合全管道資料
驅動全方位精準洞察



02
智慧創意

AI 驅動精準策略
打造沉浸式行銷體驗



03
企業大腦

從策略至資產化
實現行銷極致效益

掃描洽詢專業顧問團隊

DATA

數位廣告信任聯盟

壯大防詐好人隊，強化數位經濟韌性

Digital Advertising Trust Alliance Enhancing Digital Economic Resilience

由台灣數位媒體應用暨行銷協會（DMA）、台北市廣告代理商業同業公會（TAAA）與台北市媒體服務代理商協會（MAA）三大指標性公協會共同成立的「數位廣告信任聯盟」。攜手共築台灣數位廣告產業的信任防線，提升數位生態系整體防禦能力，守護民眾數位生活安全。

The Digital Advertising Trust Alliance was jointly established by three landmark industry associations: the Taiwan Digital Media and Marketing Association (DMA), the Taipei Advertising Agency Association (TAAA), and the Media Agency Association of Taipei (MAA). We aim to build a line of defense for trust in Taiwan's digital advertising industry, enhance the overall defense capabilities of the digital ecosystem, and safeguard the digital safety of the public.

THUR.

Oct. 29

10:00-10:30

Hakuhodo International

Beyond Automation: Human-Centered AI for the Future of Marketing



宮部裕介 Yusuke Miyabe

Deputy General Manager, Digital Business Development Division, HIU, HAKUHODO Inc.

博報堂全球數位事業推進局副局長

Yusuke Miyabe is Deputy General Manager of the Global Digital Business Development Division at Hakuhodo Inc., where he leads the development and implementation of AI-driven business and marketing capabilities across Asia. His current focus includes building cross-border AI collaboration, developing AI agents and virtual consumer solutions, and helping clients integrate artificial intelligence into research, strategy, creativity, media, commerce, and customer engagement.Since joining Hakuhodo in 2004, Yusuke has built more than two decades of experience in strategic planning, digital transformation, organizational development, and international business. After eight years in Japan, he relocated to Thailand in 2012 and led regional strategy initiatives across ASEAN. In 2014, he established Hakuhodo Institute of Life and Living ASEAN, expanding Hakuhodo's Sei-katsu-sha insight philosophy across the region.

After returning to Japan, he founded a division dedicated to global marketing transformation and new business development. He later served as Managing Director of H+ Thailand, leading an integrated consulting and implementation organization specializing in digital transformation, full-funnel marketing, commerce, CRM, and AI.Yusuke is passionate about creating a distinctly human-centered approach to AI—combining Hakuhodo's Sei-katsu-sha Insight and partnership philosophy with advanced technology. He believes the next stage of AI is not simply about automating work, but about augmenting human creativity, understanding diverse human motivations, and enabling organizations to discover better and more meaningful answers.

宮部裕介現任博報堂全球數位事業推進局副局長，主要負責推動亞洲地區的 AI 應用、數位轉型（DX），以及行銷領域的變革。自 2004 年加入博報堂以來，他在策略規劃、國際事業與組織發展領域，已累積超過 20 年的經驗。2012 年起，他派駐泰國，主導東協區域的策略制定；2014 年，他參與創立「博報堂生活綜合研究所東協」（Hill ASEAN），將博報堂獨特的「生活者發想」理念拓展至東協市場。

目前，他以「生活者發想」為核心，致力於透過 AI 擴展人類的創造力與決策能力，並持續建構全球化的組織與職能架構，協助企業推動行銷轉型、帶動業務成長。目前，他以「生活者發想」為核心，致力於透過 AI 延伸人類的創造力與決策能力，並積極建構全球化的組織與功能架構，以協助企業推動行銷轉型並實現業務成長。

THUR.

Oct. 29

10:30-11:00

GRAB

Without AI, soul cannot scale

沒有AI，靈魂放不大



Sulin Lau

Head of Marketing and Brand - Deliveries I Mobility I Fintech I B2B, GRAB

Growing up as the daughter of an obsessive history buff, Sulin dreamed of wandering the world as a news correspondent — fate had other plans, and she landed in marketing instead.She led brand strategy teams at BBDO and DDB, then ran marketing and e-commerce for a couple of telcos.Before Grab, she was SEA Head of Agency Partnerships at Facebook, helping agencies get the most out of Facebook and Instagram.

Today, she runs marketing globally for Grab's superapp — B2C and B2B, across everything from rides to food to banking.Along the way, Grab has picked up some hardware: 60+ Effies in 6 years, 7 Effie Brand of the Year titles, several YouTube Works golds, even one Effie Agency of the Year in 2024. In 2025 alone: #1 APAC on the MMA Smarties Index, #2 on the Effie Effectiveness Index, a Meta SEA Impact Grand Prix, MMA Smarties APAC Brand of The Year.

Earlier this year, she was inducted into Singapore's Marketing Hall of Fame — though she insists she's not old enough for that one.Outside work: you can find Sulin in obscure bookshops, small town roadtrips, and a revolving door of foster stray dogs.

Sulin 自小受到熱愛歷史的父親影響，曾夢想成為一名新聞記者，走遍世界各地採訪；然而，人生的際遇讓她踏入了行銷領域，並展開精彩的品牌職涯，她曾於 BBDO 與 DDB 領導品牌策略團隊，之後負責電信產業的行銷與電子商務業務。在加入 Grab 之前，她擔任 Facebook 東南亞代理商合作負責人（SEA Head of Agency Partnerships），協助代理商充分運用 Facebook 與 Instagram 平台，提升品牌行銷成效。

目前 Sulin 負責 Grab 全球行銷業務，涵蓋 B2C 與 B2B 市場，業務範圍橫跨叫車、外送及金融服務等 Grab 超級應用程式（Superapp）的多元服務，在她的帶領下，Grab 近年來於國際行銷獎項屢創佳績，包括六年間榮獲 60 項以上 Effie Awards、7 座 Effie「Brand of the Year」、多項 YouTube Works 金獎，以及 2024 年 Effie「Agency of the Year」。2025 年更榮獲 MMA Smarties Index 亞太區第一名、Effie Effectiveness Index 全球第二名、Meta SEA Impact Grand Prix，以及 MMA Smarties APAC Brand of the Year 等多項國際殊榮。
今年稍早，Sulin 更獲選進入新加坡行銷名人堂（Singapore Marketing Hall of Fame），不過她仍幽默地表示，自己還沒有老到該進入名人堂。

工作之餘，她喜歡造訪特色獨立書店、享受小鎮公路旅行，也長期投入流浪犬中途照護，持續為流浪動物尋找溫暖的歸宿。

THUR.
Oct. 29

11:00-11:30

Microsoft
Asia

Becoming Frontier: Agentic AI Transformation



Mahesh Neelakantan

Industry Director Asia - Retail & Consumer Goods,
Microsoft Asia

Mahesh is part of Microsoft's Retail and Consumer Goods Industry team in Asia, working with C-suite leaders to translate AI into business transformation across marketing, sales, revenue growth management, agentic commerce and customer experience.

I also lead the Asia Practice for the Marketing and Commerce Global Pod, bringing together Microsoft's AI capabilities, partner ecosystem and industry expertise to help consumer-facing businesses move from experimentation to scalable impact.

This builds on three decades of growth, advertising and country leadership experience across India, Sri Lanka, Vietnam, Taiwan, Malaysia and Singapore, including entrepreneurial ventures and regional leadership roles, combined with recent AI transformation engagements with leading brands including Tata Consumer, Royal Canin, F&N, Coca Cola, Kenvue among others.

Mahesh is based in Singapore and covers all markets in Asia except Japan and Australia.

Mahesh is based in Singapore and covers all markets in Asia except Japan and Australia.

Mahesh 目前是 Microsoft 亞洲零售與消費品產業團隊的一員，與企業高階主管合作，協助將 AI 轉化為實際的企業轉型動能，應用範疇涵蓋行銷、銷售、營收成長管理、代理式商務（Agentic Commerce）及顧客體驗。

他同時負責 Marketing and Commerce Global Pod 的亞洲業務（Asia Practice），整合 Microsoft 的 AI 能力、合作夥伴生態系與產業專業，協助面向消費者的企業從 AI 實驗階段，進一步邁向可規模化的實際成效。

過去 30 年來，他在成長策略、廣告及市場領導方面累積了豐富經驗，足跡遍及印度、斯里蘭卡、越南、台灣、馬來西亞及新加坡，期間亦曾參與創業並擔任區域領導職務。近年則投入 AI 轉型專案，合作品牌包括 Tata Consumer、Royal Canin、F&N、Coca-Cola、Kenvue 等。

目前常駐新加坡，負責亞洲市場，涵蓋除日本及澳洲以外的所有亞洲市場。

THUR.

Oct. 29

11:30-12:00

Taiwan Digital Media and Marketing Association

Challenges in the AI Era —Building Fraud Defense Network, Rebuilding Digital Trust

AI 時代的挑戰—建構詐騙聯防網，重建數位信任

Moderator



盧諭緯
Erica Lu

Secretary-General, Taiwan Digital Media and Marketing Association

台灣數位媒體應用暨行銷協會秘書長

Erica is the Secretary-General of DMA Taiwan and a veteran of the digital media industry. She previously held core leadership roles including Editorial Director at Business Next, Editor-in-Chief of PC Office, Founding Editorial Coordinator of Shopping Design, and Radio Host at IC Radio. Bringing deep editorial perspective across technology, business, and creative culture, she bridges virtual trends with real-world dynamics to spot pioneering clues for future innovation.

Erica 現為台灣數位媒體應用暨行銷經營協會 （DMA）秘書長。具有豐富媒體經驗，曾任《數位時代》編輯總監、IC之音廣播電台《數位領航家》主持人、《Shopping Design》雜誌創刊編輯統籌、《PC Office》雜誌總編輯。長期關注數位科技、財經管理及創意文化議題。喜歡在虛擬數位世界與現實互動現場間穿梭，發現未來創新線索。

THUR.

Oct. 29

11:30-12:00

TenMax

Challenges in the AI Era —Building Fraud Defense Network, Rebuilding Digital Trust

AI 時代的挑戰—建構詐騙聯防網，重建數位信任

Panelist



邱繼弘
Nathan Chiu

Former Chairman, Taiwan Digital Media and Marketing Association CEO, TenMax Ad Tech Lab

台灣數位媒體應用暨行銷協會前理事長
雲沛創新集團騰學廣告科技執行長

Nathan Chiu serves as CEO of cacaFly and holds a Ph.D. in Computer Science from National Chiao Tung University. A technologist at heart, he has spent nearly two decades in digital advertising, growing cacaFly from one of Taiwan's pioneers of social marketing into a full-service digital marketing group spanning media buying, KOL creative, cloud intelligence, and e-commerce. From web portals and social to programmatic buying and today's AI, he has stood at the front line of every major turn the industry has taken. With a forward-looking vision, he leads his team in walking alongside Taiwanese brands — helping them transform steadily through the AI era and set their sights on the wider Asia-Pacific.

邱繼弘，人稱「大河馬」，現任 cacaFly 聖洋科技執行長，交通大學資訊科學研究所博士。技術出身，投身數位廣告近 20 年，帶領 cacaFly 從台灣社群行銷的開創者，一路成長為橫跨數位媒體、網紅創意、雲端智能與電商運籌的全方位數位行銷集團。從入口網站、社群、程序化購買到今日的 AI，產業每一次重大轉彎，他都站在最前線；並持續以前瞻視野帶領團隊，陪伴台灣品牌在 AI 時代穩健轉型，放眼亞太市場。

THUR.

Oct. 29

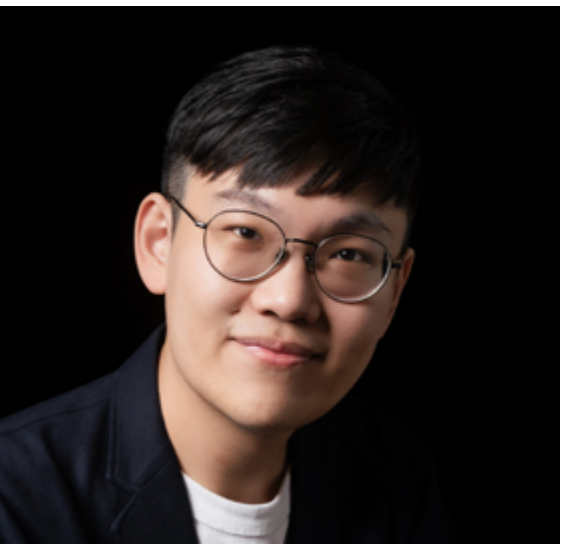
11:30-12:00

TNL
Mediagene

Challenges in the AI Era —Building Fraud Defense Network, Rebuilding Digital Trust

AI 時代的挑戰—建構詐騙聯防網，重建數位信任

Panelist



李致緯
Richard Lee

Chief Technology Officer, Head of Research and Development, TNL Mediagene

關鍵評論網媒體集團技術長暨研發主管

Richard is an experienced entrepreneur with a passion for technology and media. Prior to joining the group, Richard founded and sold two successful media companies to TNL - INSIDE and iCook - where he served as Chief Technology Officer and led product development.

李致緯是一位具有豐富創業經驗且熱愛科技和媒體的人。在加入關鍵評論網媒體集團之前，他創辦並成功出售了兩家公司（INSIDE 和 iCook）給關鍵評論網。他在這兩家公司擔任技術長並領導產品開發工作。

THUR.
Oct. 29

11:30-12:00

MESh+

Challenges in the AI Era —Building Fraud Defense Network, Rebuilding Digital Trust

AI 時代的挑戰—建構詐騙聯防網，重建數位信任

Panelist



胡洸瑞
Rick Hu

Managing Director, Mesh-plus Company Limited

洱和數據行銷董事總經理

Rick Hu is Managing Director of MESh+ Data Marketing and a Board Member of the Digital Media and Marketing Association (DMA) Taiwan. With 30 years of experience across advertising, media, client management, and business operations, he has been actively involved in the evolution of Taiwan's digital marketing industry.

In recent years, Rick has led the development of proprietary data and AI solutions including SKYLENS, a cross-channel consumer and location intelligence platform, SKYWAVE, a social and digital intelligence solution, and emerging AI Agent-based brand analysis services. His work focuses on connecting data, media, consumer behavior, and AI to help brands move from fragmented information toward actionable business decisions.

Rather than viewing AI simply as an automation tool, Rick advocates using AI and data to strengthen decision-making capability—from market intelligence and audience understanding to media activation and performance validation. Through both his corporate leadership and DMA role, he continues to promote the practical adoption of data and AI across Taiwan's marketing ecosystem.

胡洸瑞為洱和數據行銷 MESh+ 董事總經理、DMA 理事，擁有 30 年行銷傳播、媒體與數據應用經驗。近年帶領團隊從零打造 SKYLENS、SKYWAVE 與 AI Agent 服務，整合跨渠道數據、消費者行為與 AI 分析，協助品牌從市場洞察走向商業決策、媒體行動與成效驗證，持續推動台灣行銷產業由數位化邁向AI驅動的決策時代。

THUR.
Oct. 29

14:00-14:30

dentsu x

Reshaping New Value: How small and mid-sized firms Can Break Through in the AI Era

重塑新價值：AI時代中小型廣告行銷業者的突圍之道

Moderator



Panel Discussion (II)

王冠翔
Sean Wang

Chairman, Taiwan Digital Media and Marketing Association
General Manager, dentsu X

台灣數位媒體應用暨行銷協會理事長
dentsu X 貝立德總經理

Sean with over 25 years of experience in digital integration and marketing communications, Sean Wang currently serves as General Manager of dentsu X and Chairman of the Taiwan Digital Media and Marketing Association (DMA).

Placing client needs at the center, he leads his team to start from proprietary consumer insights, connect resources across the marketing ecosystem, and deliver comprehensive end-to-end marketing solutions for brands.

Outside of work, Sean is known as the "Fastest General Manager" and is a Six-Star Finisher of the Abbott World Marathon Majors. Together with renowned sportscaster Tien Hung-Kuei, he co-hosts Runners' Podcast that has surpassed 315 episodes.

Sean 擁有逾 25 年數位整合與行銷傳播經驗，現任貝立德總經理及 DMA 理事長。他帶領團隊以「客戶需求為中心」，從獨家消費者洞察出發，串連行銷生態系資源，為品牌打造端到端全方位行銷解決方案。斜槓身分為「最速總經理」六星跑者，與體育主播田鴻魁共同主持 Podcast《跑步不要聽》，已逾 315 集。

THUR.

Oct. 29

14:00-14:30

CLICK FORCE

Reshaping New Value: How small and mid-sized firms Can Break Through in the AI Era

重塑新價值：AI時代中小型廣告行銷業者的突圍之道

Panelist



Panel Discussion (II)

劉彥伯
Maik Liu

Chief Product Officer, CLICKFORCE

CLICKFORCE 域動行銷產品長

Maik Liu, with over 17 years of executive leadership in digital product strategy, is driving the transformation of CLICKFORCE into a highly agile, "AI-Native" enterprise. Leading cross-functional teams across product, R&D, and business development, he is deeply integrating AI into the company's core operations and workflows.

In 2026, CLICKFORCE launched SYNFORCE, an innovative AI platform. Operating as an intelligent hub centered around "AI Marketing Agents," SYNFORCE seamlessly blends hybrid data with generative AI.

In this session, Maik will share how brands can leverage six specialized Marketing AI Agents to automatically analyze market trends, build highly detailed consumer personas, and identify precise audience segments. This framework enables true "full-funnel AI automation", a seamless process from initial strategy to real-time campaign optimization. Ultimately, Maik will demonstrate how enterprises can shift from reactive tactics to proactive, AI-driven strategies to drive sustainable growth and long-term brand value.

Maik Liu 擁有逾 17 年數位產品與高階管理經驗。致力推動 CLICKFORCE 打造成為高度敏捷的「AI Native 組織」，帶領產品/研發/商務之跨職能團隊將 AI 技術深度植入企業營運 DNA 與研發流程中。

域動行銷2026年推出全新 AI 平台 SYNFORCE。以「AI Marketing Agent」為核心的智慧中樞，SYNFORCE 完美融合「混血數據與生成式 AI」。Maik 將解析品牌如何透過 六大行銷 AI Agent ，自動生成洞察市場趨勢、消費者Persona、精準受眾人群包，實現從行銷策略擬定到廣告投放優化的「全鏈路 AI 自動化」，協助企業在 AI 世代能精準了解市場 • 領先市場，建立無可取代的品牌價值！

THUR.
Oct. 29

14:00-14:30

AWOO

Reshaping New Value: How small and mid-sized firms Can Break Through in the AI Era

重塑新價值：ㄋAI時代中小型廣告行銷業者的突圍之道

Panelist



Panel Discussion (II)

陳岱旻
Angelline Chen

VP of Marketing, awoo
awoo 阿物科技行銷副總

With over 20 years of cross-industry expertise spanning Hardware Product Management, Software Sales, and high-end MarTech solutions, Angelline is a rare hybrid leader who seamlessly bridges engineering logic with digital strategy. By applying the rigorous discipline and cost management of hardware development to modern marketing, she has achieved remarkable milestones, including 20x revenue growth and a 40x ROAS.

As a dedicated practitioner of data-driven growth, Angelline specializes in using CRM and MarTech integration to perform comprehensive business diagnostics. She champions root-cause solutions over superficial ad spending, leveraging AI to resolve fundamental operational pain points. A pioneer in GEO (Generative Engine Optimization), she is committed to transforming brands from traditional SEO players into definitive AI authorities—architecting high-conversion competitive moats for the era of generative search.

擁有逾 10 年數位策略實戰經驗，為橫跨產品、業務與行銷的 T 型人才。曾帶領團隊創下 40 倍 ROAS 及營收 20 倍成長。擅長商業診斷與營運痛點挖掘，專精整合 MarTech 與 AI 應用，透過深度數據分析規劃轉型策略。堅持數據驅動的根本解法，協助品牌全面提升市場曝光、顧客滿意度與轉換率。

THUR.

Oct. 29

14:30-14:50

McCANN

AI-Driven Marketing Transformation for Advertising Agencies

代理商的行銷 AI 轉型



張志浩
Eric Chang

Chairman & CEO, McCANN Taiwan

台灣邁肯行銷傳播集團董事長暨執行長

Eric Chang is a marketing and digital transformation leader with more than 30 years of experience in marketing, advertising, digital marketing, and Customer Relationship Management (CRM). He specializes in integrated marketing, digital transformation, and AI-powered marketing strategy.

Since 1999, Eric has led digital transformation initiatives, helping the Ogilvy Group build capabilities in digital marketing, social media, digital media, and data analytics. He joined McCann Worldgroup Taiwan as CEO in 2018 and became Chairman of the McCann Taiwan Marketing Communications Group in 2020 following its local management authorization from McCann Worldgroup. In 2026, he founded MICRO AI Marketing Consulting to help organizations accelerate marketing transformation through AI.Eric has also devoted more than 20 years to marketing education, serving as an Adjunct Associate Professor at National Chengchi University and a guest lecturer in the EMBA program at National Sun Yat-sen University, nurturing the next generation of marketing professionals.

張志浩 30 多年來一直從事於行銷、廣告、數位行銷、顧客關係管理（CRM）等工作。專研於整合行銷與數位行銷理論與實務的應用，也是少數從行銷及數位角度切入行銷管理的實務操作者。提供客戶廣告，行銷策略發展與數位行銷規劃、顧客關係管理諮詢等服務。

自 1999 年，致力於數位轉型工作，協助奧美集團數位轉型，建立數位、社群、數位媒體、大數據分析等能力及服務。2020 年經麥肯全球授權，在地經營台灣邁肯行銷傳播集團。2026 創立邁峻智能行銷顧問，提供行銷 AI 化服務。一直致力於數位人材培訓與教育訓練，20 年期間兼任政治大學廣告系副教授、中山大學 EMBA 客座講師、輔仁大學廣告系副教授、世新大學碩專班副教授 。獲頒政治大學優良教師獎及文化大學廣告系致敬對象。

THUR.

Oct. 29

14:50-15:10

AAAZA

Precise Targeting with Geofencing: Lifestyle and Culture



Jay Kim

President, AAAZA, Inc.
AAAZA 總裁

Jay brings over 25 years of experience in traditional, interactive, and online marketing, direct response, and customized events and programs. He has worked with IMG Media, Direct Partners Agency, and Open Circle and has led projects and campaigns for AT&T, MoneyGram, Diageo, Lexus, PlayStation, DIRECTV, UnitedHealthcare, TigerWoods.com, PGA Events, and Bowflex.

His leadership experience foundation starts with a digital production team for IMG Media to manage clients and build interactive tools for sports marketing. Jay also put together a digital ensemble to manage PlayStation's CRM and loyalty program. Last but not least, for the past 15 years, he has been expertise on diversity and multicultural marketing and advertising in North America and in Global scale as well. He has been speaking at multiple conferences all over the world, showcasing what multicultural can do for brands in all scales while he works with his robust leadership team that handles multicultural marketing, taking his advertising agency to the next level; global scale.

He has created AAAZA's CLAB Cycle™, which showcases the cycle that immigrants go through on their journey to the new country which evolves in generations. This different way of thinking really helps on "how" to talk to the multicultural and immigrant consumers.

Jay serves as a board member of 3AF (Asian American Advertising Federation) and is very passionate about diversity, multicultural advertising and leadership. Before transitioning into the marketing field, Jay was a biochemist working on HIV and Lyme disease.

Jay Kim 是一位擁有超過25年經驗的行銷與廣告行業資深領導者，專長涵蓋傳統行銷、數字行銷、多元文化行銷、客戶關係管理（CRM）以及體驗式行銷。他曾在 IMG Media、Direct Partners Agency 和 Open Circle 等機構擔任領導職務，並為 AT&T、MoneyGram、Diageo、Lexus、PlayStation、DIRECTV、UnitedHealthcare、TigerWoods.com、PGA Events 和 Bowflex 等知名品牌策劃和執行行銷專案。

THUR.

Oct. 29

15:10-15:30

yahoo!

From Discovery to Decision: Yahoo's AI Smart Navigation

用 AI 引領，每天更懂你：從探索到決策，Yahoo 用 AI 打造聰明資訊導航



蔣仲閔 Sean Chiang

Sales Director, Yahoo Taiwan

Yahoo 廣告業務事業群業務總監

Sean Chiang is the Direct Sales Lead at Yahoo Taiwan, bringing over 15 years of expertise across digital marketing, media agencies, and advertising technology. He specializes in omni-channel planning, key account management, and integrated marketing strategies. Having served clients across a broad spectrum of sectors, Sean has led teams to empower over 200 top brands in diverse industries. Dedicated to leveraging data and AI-driven branded ad tech and content solutions, he enables businesses to optimize the customer journey from "discovery to decision," driving sustainable growth and innovation.

蔣仲閔現任 Yahoo 廣告業務事業群業務總監，擁有逾 15 年數位行銷、媒體代理商與廣告科技經驗。專精於全通路佈局、大型企業客戶管理與整合行銷策略，帶領團隊協助超過 200+ 橫跨各產業國內外頂尖品牌。致力於以數據與 AI 驅動的品牌內容方案，協助客戶優化從「探索到決策」的行銷路徑，精準實現商業成長與創新。

THUR.

Oct. 29

15:45-16:05

ROCTEC

The Right Thing at the Right Moment — How AI helps us serve people exactly when it matters



Sam Lam

CEO, Roctec Global Public Company Limited

Sam Lam is Chief Executive Officer of Roctec Global, a Thai-listed technology company, part of BTS Group, delivering ICT and digital infrastructure across Hong Kong, Thailand, Macau, Vietnam and Singapore.An engineer by training, he has spent close to three decades in communication systems and large-scale infrastructure projects — much of it across the transportation and media sectors, building the systems that quietly shape how millions of people move through a city each day: the networks, the passenger information, the displays and the connectivity behind public transit and public spaces.

Appointed CEO in 2023, he has led Roctec's transformation from a media business into a technology company, with ICT now the engine of its growth. Under his leadership the company has expanded across smart transportation, integrated technology, digital display networks, and data and cybersecurity.Looking forwards, Roctec is investing in applied artificial intelligence as a key area for its next phase of growth. It has already delivered AI-powered customer service hotlines for rail operations in Hong Kong, with wider deployment planned in Thailand, and uses AI in public transport for crowd detection and improving the passenger experience. It is also working with technology partners, including OSENSE of Taiwan, on AI assistants for smart homes and communities. Throughout, his interest lies less in what an intelligent system knows about a person than in whether it offers the right thing at the right moment.He holds a BEng in Electronic Engineering from the Hong Kong University of Science and Technology and an MSc in E-Commerce from the Hong Kong Polytechnic University.

Sam Lam 現任 Roctec Global 執行長。該公司為泰國上市科技企業，隸屬 BTS 集團，業務遍及港泰與東南亞。工程師出身的他，投身通訊與基礎建設近 30 年，橫跨交通與媒體產業。2023 年出任執行長後，帶領公司轉型為科技公司，資通訊已成主要成長引擎。Roctec 現將人工智慧列為發展重點，已在香港鐵路導入 AI 客服專線，並計畫於泰國部署；亦將 AI 用於改善公共運輸服務，並與台灣 OSENSE 等夥伴合作發展智慧家庭 AI 助理。

THUR.
Oct. 29

16:05-16:25

CRITEO

How Wavenet and Criteo Are Helping Brands Navigate the Next Era of Media and Commerce

潮網科技 YouTube Partner Sales 與 Criteo Commerce Data，打造線上成長引擎



虞秉儒
Ping-Ju Yu

Business Development Manager,
Criteo Singapore Pte. Ltd.

Ping-Ju Yu is currently the Business Development Manager for Taiwan and Hong Kong at Criteo, specializing in digital performance media, Commerce Media, and AI-powered marketing solutions. I work closely with brands and media agencies to leverage Criteo's global commerce data, intelligent algorithms, and cross-channel advertising technology to drive customer acquisition, improve website conversions, and maximize media investment efficiency. I am also committed to strengthening Criteo's partnerships across Taiwan's advertising ecosystem by connecting global advertising technology with local market insights and brands' growth objectives. In recent years, I have closely followed the development of generative AI, recommendation systems, and conversational commerce. Through industry knowledge sharing and hands-on collaboration, I help businesses understand the evolving consumer decision journey and build measurable, sustainable growth strategies in a rapidly changing digital landscape.

虞秉儒現任 Criteo 台灣與香港業務開發經理，專注於數位績效廣告、Commerce Media 與 AI 驅動行銷解決方案。負責協助品牌與媒體代理商運用 Criteo 的全球商務數據、智慧演算法及跨渠道廣告科技，提升新客開發、網站轉換與媒體投資效益。同時致力於推動 Criteo 與台灣廣告生態圈的合作，將國際廣告科技、在地市場洞察與品牌成長需求有效串聯。近年持續關注生成式 AI、推薦系統與對話式商務的發展，並透過產業分享與實務合作，協助企業掌握消費者決策旅程的變化，在快速演進的數位環境中建立可衡量、可持續的成長模式。

THUR.

Oct. 29

16:05-16:25

WaveNet™

How Wavenet and Criteo Are Helping Brands Navigate the Next Era of Media and Commerce

潮網科技 YouTube Partner Sales 與 Criteo Commerce Data，打造線上成長引擎



張景翔 Jing-Hsiang Chang

Managing Partner, Wavenet Technology CO., LTD.

Charles Chang, serving as Managing Partner and Board Director at Wavenet Technology, He has more than 20 years of experience in advertising and digital marketing. He has built extensive expertise across the Greater China markets, with deep insights into brand development, the media landscape, and evolving consumer trends.

His career spans leading international advertising groups and the digital technology industry. Over the years, he has served hundreds of local and international brands and led his teams to win numerous marketing and advertising awards. He has also served as a judge for prestigious advertising awards across Taiwan and Mainland China.
Today, he is dedicated to driving Wavenet's growth in artificial intelligence, marketing technology, and cross-border markets.

張景翔現任潮網科技董事合夥人，擁有超過 21 年廣告與數位行銷經驗，長期深耕兩岸市場，對兩岸品牌發展、媒體生態及消費者趨勢具備深刻洞察。職涯橫跨國際廣告集團與數位科技產業，曾服務數百家國內外品牌客戶，並帶領團隊獲得多項行銷獎項。亦曾擔任兩岸專業廣告獎項評審。現致力推動潮網在人工智慧、行銷科技及跨境市場的發展。

THUR.

Oct. 29

16:25-16:45

國立臺灣藝術大學

Taiwan's New Global Proposition for Digital-Ads Technology: How Can Artificial Intelligence Carry the Emotional Warmth, Local Value & Identity of the Human?

台灣數位行銷科技的新全球命題：人工智慧如何承載人心的情感溫度、在地價值與認同？



劉俊裕
Prof. Jerry Liu

Professor and Dean of Humanities, National Taiwan University of Arts Graduate School of Arts Management & Cultural Policy College of Humanities

國立臺灣藝術大學教授／人文學院院長

Jerry C Y Liu is the Professor of Graduate School of Arts Management and Cultural Policy, and Dean of College of Humanities at the National Taiwan University of Arts. He is the Editor in Chief of the international journal of Culture: Policy, Management, and Entrepreneurship. Liu is the first President of Taiwan Association of Cultural Policy Studies. He is invited as the jury member of the Cultural Policy and Management Research Award in Europe 2022-2026, and Guest Professor at University of Antwerp, and Burgundy School of Business. Liu is the book author and editor of Cultural Policy and Governance in Taiwan: Culture, Sustainability, Ecosystem (2026); Taiwan's International Cultural Relations: Culture as a Method (2022) and ReOrient: An East Asian Approach on Cultural Policy and Cultural Governance (2018). He has been the project organizer of "Cultural Sustainability Impact Reporting of the National History Museum in Taiwan", "Cultural Sustainability Impact for CCIs", and "Project of National Cultural Congress and Cultural White Paper" for the Ministry of Culture in Taiwan.

劉俊裕現任國立臺灣藝術大學藝術管理與文化政策研究所教授兼人文學院院長，《文化：政策・管理・新創》國際期刊主編，以及社團法人臺灣文化政策研究學會常務理事（首任理事長）。劉俊裕為歐洲「文化政策與管理研究獎」評議委員(CPMRA, 2014—今)、亞太文化教育研究網絡(ANCER)諮詢委員，韓國文化觀光研究院(KCTI)全球網絡專家，並曾任「歐洲文化管理與文化政策研究網絡」(ENCATC, 2015-2021) 國際通訊理事，比利時安特沃普大學、法國Burgundy School of Business客座教授。他編著有《臺灣文化政策與治理：文化。永續。生態系》（2026）、《臺灣的國際文化關係：文化作為方法》（2022）、《再東方化：文化政策與文化治理的東亞取徑》（2018）等書。近年主持專案計畫包括文策院「文化內容產業之文化與社會影響力評估」、文化部「編撰文化白皮書暨籌劃全國文化會議」、「文化部推動文化基本法立法策略規劃案」、「文化部文創園區文化價值與文化影響力客觀分析機制」、「國立歷史博物館文化永續影響力報告書」、國藝會「國際藝文趨勢觀察與情蒐計畫」等。

THUR.

Oct. 29

16:45-17:05

GrX Studio

AI Can Accelerate What We Create, but It Is Human Judgment That Moves Hearts

AI 能加速產量，但打動人心的仍是人的判斷



湯昇榮
Phil Tang

Chairperson & Producer, GrX Studio
瀚草文創科技董事長及監製

Phil is Chairperson of GrX Studio and one of Taiwan's most acclaimed television producers. Before founding GrX Studio, he held senior roles across Taiwan's media landscape, including Deputy Director and Programme Manager at Hakka TV, and positions at Da Ai Television, alongside work as a columnist, teaching professor at National ChengChi University, and StreetVoice reviews author. He is also a leading advocate for Hakka music in Taiwan.

Phil has produced a string of internationally recognized titles, including "The Photo from 1977," "Three Tears in Borneo," "Copycat Killer," "Gold Leaf," "Tears on Fire," "The Victims' Game," and "The World Between Us." His 2025 series "Black Tide Island," Taiwan's first drama centered on the political prisoners of Green Island, won six Golden Bell Awards from 16 nominations. That same year, "The Outlaw Doctor" won Best Asia Content Feature at the Global OTT Awards and two acting honors at the Golden Bell Awards, was officially selected by INPUT 2026, and topped charts for four consecutive weeks. Earlier hits like "Copycat Killer" and "The Victims' Game 2" achieved top rankings across Taiwan, Hong Kong, Singapore, Vietnam, and beyond, while the animated feature "PIGSY" won Best Animation Feature at the Golden Horse Awards and swept over 17 international festival awards.

In 2020, Phil became the first-ever recipient of GQ TAIWAN's "GQ OF THE YEAR" award, recognized as an entertainment IP promoter and Taiwanese drama producer.

湯昇榮現任瀚草文創 GrX Studio 董事長，是台灣最具代表性的電視製作人之一。曾任客家電視台副理兼節目部經理、大愛電視台等媒體要職，並擔任政治大學兼任教師及 StreetVoice 專欄作者，亦長期推動台灣客家音樂發展。

代表作品包括《那張照片裡的我們》、《聽海湧》、《模仿犯》、《茶金》、《火神的眼淚》、《誰是被害者》、《我們與惡的距離》等。2025年作品《The Outlae Doctor 化外之醫》榮獲第60屆金鐘獎最佳男主角、男配角；《茶金2》改編劇《星空下的黑潮島嶼》榮獲六項金鐘獎。2020年更榮獲 GQ TAIWAN 首屆「風尚大獎」，肯定其作為娛樂 IP 推手與台劇製作人之貢獻。

THUR.

Oct. 29

17:05-17:25

Moonshine Studio

Imagination, Now Playing

當想像「即時上映」



林家齊
Chia Chi Lin

Founder, Moonshine Studio

夢想動畫創辦人

After Chia Chi Lin graduated from SHU's Digital Multimedia Arts, he stumbled into the world of animations. Lin is passionate about new technologies involved in filming, he hopes to take part in the revolution and transformation of Taiwan's film industry, and continues to produce excellent work with technologies. MoonShine Animation was founded over ten years ago. With its core operations in animations, the team has expanded into gaming, VR, motion-sensing interactive games, projection and innovative film technology research. They're also the host of the Dream Reality Immersive Theater, and participate in projects such as 4D REC Studio's volumetric capture technology.

林家齊在因緣際會下踏入動畫世界的工程師，熱愛鑽研與影像相關的科技，希望帶動台灣影視後期產業的革新與轉型，並持續用科技力催生好作品。成立夢想動畫迄今超過 10 年，公司的營運範疇以動畫為軸心，延伸至遊戲、VR、體感互動、投影與創新影視技術的研發等。

A reputation for cutting edge technology and a culture that embodies hospitality in its DNA.

Our ancient scriptures laid down one line that has remained fresh and whispers at every street corner even today.....

॥ *Athithi Devo Bhava.* ॥

A guest is our God.



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A million ideas.
One unforgettable destination.
Welcome to India.

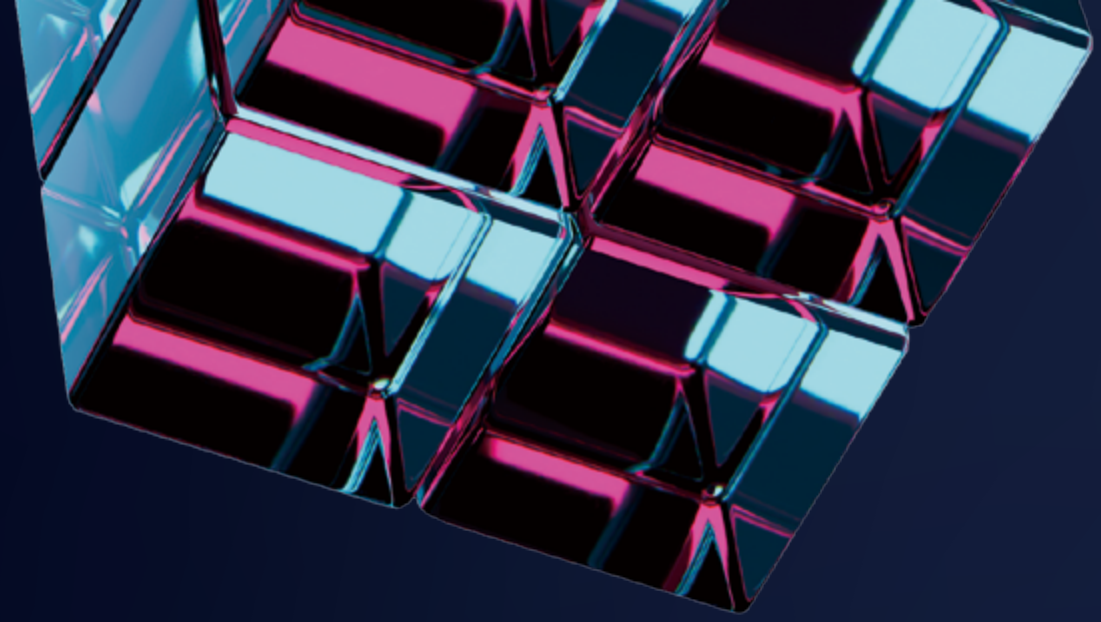
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一鍵生成 百萬級別行銷策略



企業級品牌知識庫
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40年CMO級行銷策略引擎

邁肯行銷傳播集團 **張志浩** 執行長

AI行銷策略顧問引擎 解決你的行銷困境

理解品牌情境
匯入品牌背景、產品、客群與市場資料，打造完善的策略推導。

選擇分析框架
依產業與行銷任務，對應最合適的行銷方法。

生成行銷計畫
具品牌一致性與可執行性的策略、活動概念、內容主軸與行動建議。

沉澱企業資產
專案持續累積回知識庫，讓每次生成都更貼近企業自身成功經驗。

中小企業主
沒有標準流程？



媲美 40年經驗CMO
陪你做決策

品牌行銷企劃
做不完的調研？



人力時間
節省99.96%

微型創業家
時常資源短缺？



讓你一人擁有
行銷團隊規格

立即訂閱 | 策略到位

搜尋 PROMKT.ai

建議以電腦操作，完整體驗 PROMKT.ai

McCANN
台灣邁肯行銷傳播集團

WaveNet™ | CRITEO | YouTube

從被看見
到被選擇

讓每一次接見，更接近商業成果

Wavenet × Criteo

串聯 Media × Commerce × AI
打造下一代 Consumer Journey

01 | VIDEO

創造 Attention

透過 YouTube Partner Sales 與在地媒體策略，
讓品牌在消費者旅程前端創造有效注意力與品牌認知。

02 | COMMERCE

連結 Intent

結合 Criteo Commerce Intelligence 與開放網路
媒體生態，從商品探索、消費意圖到轉換，
讓媒體更貼近實際商業成果。

03 | AI

開啟 Next Touchpoint

迎接 AI 成為新的品牌探索入口，探索包含
ChatGPT Advertising 在內的新一代 AI 廣告場
景，提前布局下一個 Consumer Touchpoint。

CONSUMER JOURNEY

ATTENTION 被看見 → DISCOVERY 被探索 → INTENT 產生意圖 → CONVERSION 轉換

BE SEEN.
BE DISCOVERED.
BE CHOSEN.

從品牌溝通到 Conversion，
讓媒體不只創造曝光，
更創造可以衡量的商業價值。

Connecting Media, Commerce and AI for the Next Consumer Journey.

MAKE THE WORLD SAY

"OMG. THIS IS AMAZING."

and empower every person to expand their potential



NO PEOPLE, NO GAIN PHILOSOPHY.

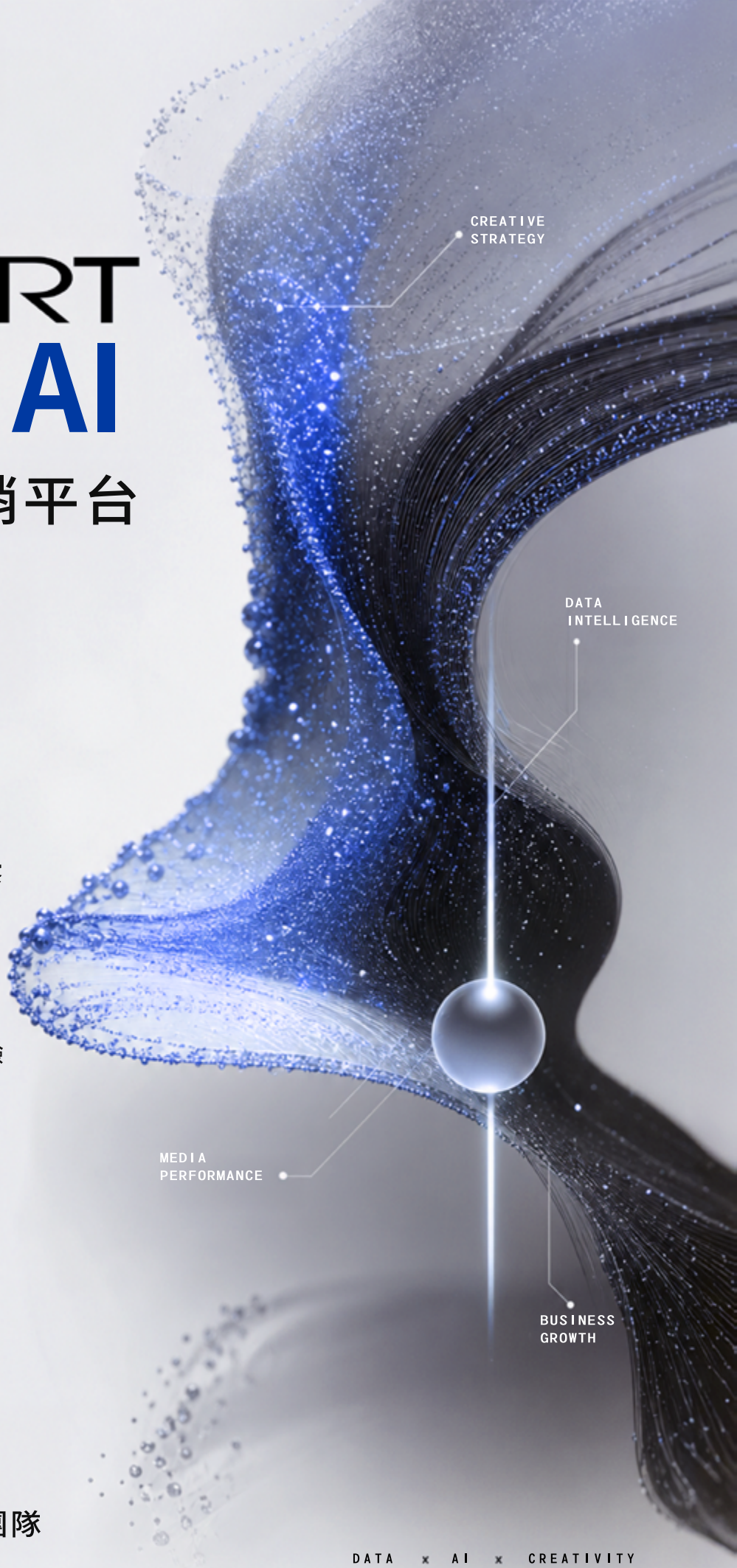
JS ADWAYS

JS ADWAYS GROUP

ADBERT WAVE AI

智慧創意行銷平台

告別破碎資料與單次浪費，
累積企業大腦，
才是行銷持續成功的關鍵。



01 數據沉澱

整合全管道資料
驅動全方位精準洞察

02 智慧創意

AI 驅動精準策略
打造沉浸式行銷體驗

03 企業大腦

從策略至資產化
實現行銷極致效益

掃描洽詢
專業顧問團隊

DATA x AI x CREATIVITY
BUILD YOUR MARKETING BRAIN

AI Showcases

LINE 台灣連線

Headquartered in Japan, LY Corporation is guided by its mission, "WOW Our Users!", continuously expanding diverse digital services across Enterprise Solutions, Content, Mobility, E-Commerce, and FinTech to build a seamless platform for daily life. Since launching the LINE messaging app in June 2011, it has not only connected people but also empowered businesses to connect with users through Enterprise Solutions, unlocking commercial value with innovative digital tools.

總部位於日本的 LY Corporation 以「WOW Our Users!」為使命，拓展涵蓋企業解決方案、內容、移動、電商及金融科技等多元數位服務，致力打造便利的生活平台。自 2011 年 6 月推出 LINE 通訊軟體以來，不僅連結人與人，更透過企業解決方案協助企業連結用戶，運用創新數位工具創造商業價值。

環球睿視智能 AI Ubestream

Empowering every industry with NLU-driven speech recognition, bringing smart voice technology to the world. AI Ubestream is Taiwan's first AI company listed on the GoIncubator Board (GISA). Leveraging its proprietary voice AI algorithm IP, AI Ubestream delivers innovative human-machine interaction solutions—ranging from AIaaS cloud services to edge AI hardware integration and embedded AI chips. By partnering with Taiwan's hardware supply chain and major global manufacturers, AI Ubestream is driving contactless digital transformation worldwide.
The booth will also highlight a real-time multilingual speech translation system. Combining high-accuracy acoustic models with NLU technology, it enables low-latency, cross-lingual bidirectional conversational translation, widely applicable to international conferences, global exhibitions, and business negotiations.

環球睿視智能（AI Ubestream）透過 NLU 技術理解人類語音，賦能各領域應用，將智慧語音推向全球！環球睿視智能是台灣首家登錄創櫃板的 AI 企業，憑藉自主研發的語音 AI 演算法 IP，提供 AIaaS 雲端服務、邊緣軟硬整合及嵌入式晶片等人機互動解決方案，並攜手台灣硬體供應鏈與全球大廠，驅動非接觸式數位轉型革新。現場並將重點展示多國語言即時語音翻譯系統，結合高精度聲學模型與 NLU 技術，可達成低延遲、跨語言的雙向對話翻譯，廣泛應用於國際會議、跨國展覽與商務洽談等場景。

AI Showcases

Wavenet Technology
潮網科技

Founded in 2010, Wavenet Technology is a digital technology company specializing in AI, AdTech and MarTech. We provide integrated solutions across digital media, data technology, marketing automation, social media and content marketing. With operations spanning Taiwan, Japan, Southeast Asia and global markets, Wavenet helps brands accelerate growth through AI-driven marketing, data intelligence and technology, delivering end-to-end solutions from media and content to marketing technology.

潮網科技成立於 2010 年，是以 AI、AdTech 與 MarTech 為核心的數位科技公司，提供數位媒體、數據科技、行銷自動化、社群與內容行銷等整合服務。深耕台灣並布局日本、東南亞與全球市場，協助品牌運用 AI 與數據驅動行銷成長，打造從媒體、內容到科技的一站式數位行銷解決方案。

CRITEO

Criteo Commerce Growth: The New AI Engine for Commerce Growth

Criteo Commerce Growth is a performance growth advertising platform built for the ecommerce era. Powered by massive commerce data and a real-time AI optimization engine, it automatically adjusts bids, budgets, and creatives to help brands reach high-intent consumers across the open internet, continuously expanding new customer acquisition and repeat purchase momentum. In 2026, more than 2,000 brands have activated advertising on ChatGPT through Criteo, expanding from the United States, Australia, Canada, and New Zealand to the United Kingdom, Japan, and South Korea, demonstrating the global growth potential of AI discovery channels. ChatGPT Ads deliver click-through rates two to three times higher than comparable ad formats, with over 80% of ad-driven traffic coming from new customers.

Criteo Commerce Growth：驅動 AI 商務成長的新引擎

Criteo Commerce Growth 是為電商時代打造的效能成長廣告平台，結合海量商務數據與 AI 即時優化引擎，自動調整出價、預算與素材，協助品牌在開放網路中精準觸及高意圖消費者，持續擴大新客並提升回購動能。 2026 年，已有超過 2,000 個品牌透過 Criteo 在 ChatGPT 上啟動廣告投放，從美國、澳洲、加拿大、紐西蘭，延伸至英國、日本與韓國，展現 AI discovery channel 的全球成長潛力。 ChatGPT Ads 點擊率達同類型廣告格式的 2 至 3 倍，且超過 80% 流量來自新客戶。 當消費者開始透過 AI 探索、比較與決策，Criteo 正協助品牌搶先進入下一個商務成長入口。

AI Showcases

Super Intelligence
超智能

Super Intelligence brings AI into the core of business operations through Enterprise AI Transformation, Industry AI Operating Systems, and Yuqiling AI Personality Technology. We help enterprises turn scattered data, know-how, and workflows into continuously growing AI assets through AI recognition, semantic search, automation, and human-AI collaboration. Our booth showcases AI for engineering drawings, BOMs, and supplier quotations, industry workflow automation, and interactive AI personalities with long-term memory, contextual understanding, and relationship awareness.

超智能致力於將 AI 真正導入企業核心工作，聚焦企業 AI 流程再造、產業 AI 智慧作業系統與「語氣靈」AI 人格技術。透過 AI 辨識、語意搜尋、流程自動化與人機協作，協助企業把分散的資料、Know-how 與工作流程轉化為可持續累積的 AI 資產。本展位將展示工程圖、BOM 與供應商報價的 AI 辨識與比對、產業流程自動化應用，以及具長期記憶、情境理解與關係理解能力的 AI 人格互動體驗，呈現 AI 從「理解資料」走向「理解工作與人」的實際應用。

SUPRAI AI

Industrial Technology Research Institute
財團法人工業技術研究院

ITRI is a world-leading applied technology research institute with more than 6,500 outstanding employees. Its mission is to drive industrial development and enhance social well-being through technology R&D. ITRI focuses on the strategic R&D domains of Smart Living, Quality Health, Sustainable Environment, and Resilient Society, while enhancing Intelligentization Enabling.

The 5G Haptic Wearable is an advanced sound-to-tactile wearable device. Through sound analysis, signal classification, and tactile matching, it converts audio into multi-point vibration signals, enabling the deaf and hard-of-hearing community to "feel" music through their skin. The device features 9 independently controlled vibration actuators positioned at optimal bone-conduction sites—such as the clavicle, ribs, and scapula. Integrated with 5G or near-5G high-speed transmission modules, it delivers synchronized real-time sensing and tactile output across large exhibition spaces. By allowing both hearing and deaf audiences to experience rhythm and melody through tactile feedback, this innovation promotes equal access to art and culture.

工業技術研究院是國際級的應用科技研發機構，擁有超過 6 千位科技研發尖兵，以技術開發加速產業前進動能與社會福祉。聚焦「智慧生活」、「健康樂活」、「永續環境」、「韌性社會」四大應用領域的研發方向，並發展「智慧化致能技術」以促成應用領域。用科技創新翻轉生活，以市場需求為導向、發展解決方案、引領產業社會邁向美好未來。

本次展出為 5G 共感穿戴裝置，它是一種聲體轉換技術，應用於穿戴式設備，透過聲音分析、訊號分類與觸覺配對，將聲音轉化為多點震動訊號，使聽障者能透過皮膚「感知音樂」。裝置配備 9 顆可獨立控制的震動子，配置於人體骨傳導效率較佳的部位（如鎖骨、肋骨、肩胛骨等），搭配 5G 或類 5G 快速傳輸模組，可在大型空間同步感測與輸出，使聽人與聾人皆可透過皮膚感受感受音樂的節奏與旋律，實現藝術與文化平權。

桃園市政府藝文設施管理中心
Arts Facilities Management Center, Taoyuan

永續夥伴

uCup
杯特

uCup promotes reusable containers and sustainable food services, offering reusable cups, meal containers, rental, collection, and professional washing services. We help businesses, events, schools, and venues reduce single-use waste through integrated collection, washing, and redistribution systems. Washing over one million reusable containers annually, uCup supports a practical, low-carbon, and sustainable lifestyle.

uCup 致力於推動循環容器與永續餐飲服務，提供循環杯、循環餐盒等餐具租借，以及專業的收送與清洗服務，協助企業、活動、校園及各類場域導入減塑方案。透過完整的回收、清洗與再配送系統，讓循環容器融入日常使用，每年清洗超過百萬個環保容器，降低一次性用品造成的環境負擔，與各界攜手實踐低碳、減塑的永續生活。

ECO DRINK
一口純淨

Dedicated to sustainable drinking water solutions for outdoor events, we provide clean water and eco-friendly containers to beat the heat. We help quench your thirst while protecting marine life from single-use plastic waste. Everyone can easily change their drinking habits!

ECO DRINK 一口純淨 是一場不用塑膠瓶喝水的小實驗！也是一場用「喝的」淨灘行動！我們致力在大型戶外活動現場提供永續飲水服務，在炎熱的戶外透過提供乾淨的飲水和更永續的容器，解渴的同時也減少一次性塑膠垃圾對海洋生物造成的傷害，每個人都可以輕鬆改變飲水習慣，無痛做環保！

永續夥伴

HaoWan
好玩事業

Founded in 2011, HaoWan began in design and has since worked across branding, packaging, print, and spatial and public projects. Through each project, we keep exploring how design relates to people, everyday life, and the environment. To us, design is not only about solving a problem, but about seeing the need behind it and finding new possibilities in what already exists. That thinking extends to sustainability: we look again at every stage, from material to manufacturing to use, so that design creates something good today, and every resource has the chance to be extended, reused, and reimagined.

好玩事業成立於 2011 年，從設計出發，跨足品牌、包裝、印刷與都市美學。在一次次實踐裡，我們持續探索設計與人、生活與環境的關係，設計不只是解決問題，更是重新看見需求，為既有的事物找到新的可能。這份思考也延伸到永續：從材料、製造到使用，重新檢視每一個環節，讓設計不只創造當下的美好，也讓每一份資源都有被延續、被再利用，甚至被重新想像的機會。

HaoWan®



未來的廣告，就該有未來的樣子！

不論剛起步或已具規模，
Mentor 用 AI 讓廣告投放更有成效與品質。

常見痛點	mentor 解法
素材產出跟不上投放節奏，內容團隊或委外成本高	AI 自動生成素材文案關鍵字，5-10 分鐘秒級出稿
多品牌 / 多客戶帳戶分頭管理，人力吃緊、效率低落	Google / Meta 跨平台一站整合，不用再來回切換
各平台數據各自為政，成效無法橫向比較	視覺化報表，統一各平台數據，成效一目了然
廣告花費與成效脫節，預算優化靠經驗	24 小時 AI 優化出價、精選受眾。素材、預算分配一瞬搞定

所有人，都能找到適合的 Mentor 模組

品牌主

從素材到投放，單一團隊
也能高效經營全通路

廣告代理商

同時服務多個品牌客戶
更省力，產值加倍

EC 電商

跨品牌市場，一站管理，
讓廣告真正創造經營效益

250+
本季新增導入客戶

30年
數位行銷實戰經驗

持續疊代
貼合市場需求優化

台北數位集團 TAIPEI DIGITAL GROUP

mentor

立即預約 Demo
www.mentor4ads.com

WaveNet™ | CRITEO

Criteo Commerce Growth:
驅動 AI 商務成長的新引擎

Criteo Commerce Growth 是為電商時代打造的效能成長廣告平台，結合海量商務數據與 AI 即時優化引擎，自動調整出價、預算與素材，協助品牌在開放網路中精準觸及高意圖消費者，持續擴大新客並提升回購動能。



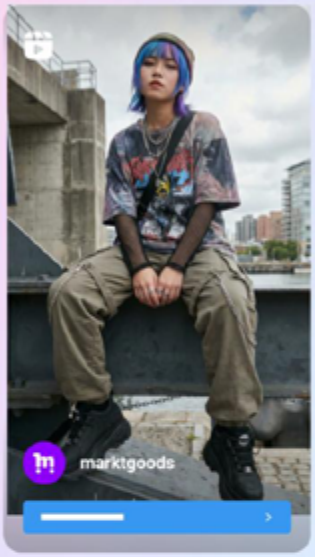
2026 年已有超過 **2,000+** 個品牌
透過 Criteo 在 ChatGPT 上啟動廣告投放，從美國、澳洲、加拿大、紐西蘭，延伸至英國、日本與韓國，展現 AI discovery channel 的全球成長潛力。

ChatGPT Ads 點擊率達同類型廣告格式的 **2至3倍**
且超過 **80%+** 流量來自新客戶。

當消費者開始透過 AI 探索、比較與決策，
Criteo 正協助品牌搶先進入
下一個業績成長入口。

Meta

AI for Every Business
AI 賦能每一家企業



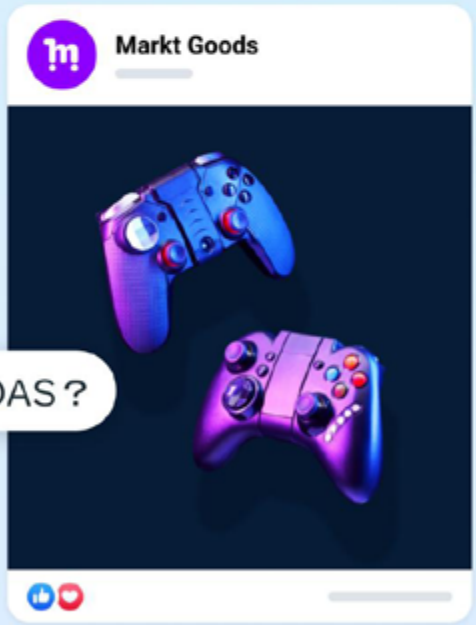




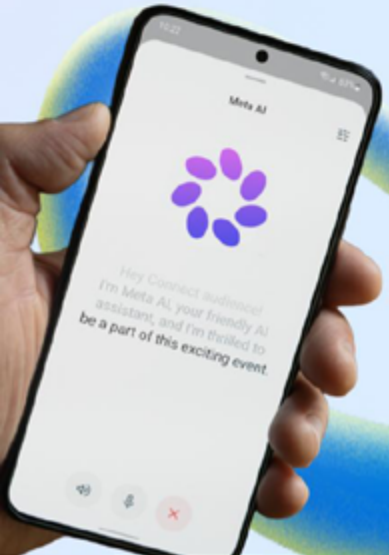
請推薦台北好店



如何提升ROAS？



瞭解更多



OVideo AI

廣告公司 不需要再增加人力
就能 多接3倍 AI 影音案



從提案、品牌故事、短影音到 AI 主播
OVideo 一站式 AI 平台
協助廣告公司快速交付、提升獲利

【一套平台 打造三種 AI 生產力】

AI Presenter
AI 主播 × AI 簡報



將 PPT、PDF 一鍵轉為
AI 主播解說影片，支援多語版本
與品牌模板，快速完成企業級影音內容

AI Promoter
品牌行銷內容加速器



快速生成 15–90 秒行銷短片，
AI 自動規劃腳本、分鏡與內容，
大幅縮短製作時間

AI Story
品牌故事 × 行銷腳本



輸入一個想法，即可生成故事、
角色與分鏡，打造可持續經營的
品牌 IP 與長影音內容

【導入 OVideo ，立即提升】

- ☑ 接案速度更快
- ☑ 製作成本更低
- ☑ 影音服務更多元
- ☑ 客戶續約率更高
- ☑ 創造 AI 新營收

讓 AI 成為你的新部門，而不是新的成本

社交宴會
Social Gathering

LINE

TUE.
Oct. 27
18:30-21:00

LINE Welcome Dinner

Taipei New Horizon 14F (Muse Garden)
臺北文創會所 14 樓

歡迎晚宴

We'll warmly welcome and comfort you with the authentic Taiwanese cuisine and beverage in the DigiAsia "LINE Welcome Dinner" prior! All the overseas delegates, speakers, VIPs, sponsors and local leaders will be together to empower your 3 following days!

DigiAsia 將用道地的台灣美食在「LINE 迎賓晚宴」 中熱烈歡迎遠道前來的您！所有海外朋友、講師、貴賓、贊助商與本地代表將齊聚一堂，為接下來的大會加注能量！

Taboola

WED.
Oct. 28
12:00-14:00

Taboola Luncheon

gonnaPLUS
Songshan Cultural and Creative Park Warehouse A9
gonnaPLUS
松山文創園區 A9 倉庫

大會午宴

Intertwining autumn light and creativity, we cordially invite you to attend the Taboola Luncheon. Let your tastebuds wander through Mediterranean culinary artistry as you engage in forward-looking conversations with industry leaders from around the world, together composing a future of cross-domain prosperity.

秋光與創意交織，誠摯邀請您出席 Taboola 午宴，讓味蕾漫步於地中海料理飲食空間，與世界各地的行業舵手共同漫談前瞻視野，共譜跨域共榮的未來。



WED.
Oct. 28

18:30-21:00

Gala Dinner

In Between Restaurant, eslite hotel
2nd Floor, eslite hotel
誠品行旅 In Between 之間餐廳
誠品行旅 2 樓

大會晚宴

Thanks to the support of marketing associations from Taiwan, delegates from Taiwan, Asia, and around the world come together to network and exchange ideas. Here, you can savor top-quality gourmet cuisine while peacefully admiring the lush greenery of Songshan Cultural Park and the breathtaking cityscape of Taipei, enjoying an elegant and relaxing dining experience

感謝來自台灣各行銷相關公協會支持，邀請來自台灣、亞洲和世界的所有代表們前來交流。您可以在此一邊品嚐頂級精緻的精緻美饌，一邊靜賞松菸綠意與台北絕美景致，享受一段優雅放鬆的用餐時光。

Taiwan Digital Media and Marketing Association

THUR.
Oct. 29
12:00-14:00

DMA Luncheon

gonnaPLUS
Songshan Cultural and Creative Park Warehouse A9
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大會午宴

Join DMA in a space that combines humanistic style with a refined, comfortable atmosphere to savor delicious cuisine, connect with global industry leaders, spark creative insights, and cultivate rich ground for future collaboration.

與 DMA 一起在兼具人文氣息與舒適氛圍的空間裡，品味細緻的美食料理，與全球產業高手交會、激盪思想的漣漪，共同為未來的合作耕耘沃土。

dentsu CARAT dentsu x isobar

THUR.
Oct. 29
18:30-21:00

Dentsu Night Networking Party

SPORTS NATION
Gourmet Park
運動主題餐廳
潮美食公園

電通之夜

Let's turn up the heat! Join us at SPORTS NATION for an electrifying "Dentsu Night Networking Party"! Indulge in bold Tex-Mex flavors, groove to the incredible live DJ beats, and celebrate an unforgettable night of vibrant energy and top-tier connections at DigiAsia!

Dentsu Night Networking Party 將於充滿美墨潮流風情的 SPORTS NATION 運動餐廳熱烈登場，現場美酒佳餚熱力四射，邀請超級 DJ 帶來精彩演出，打造熱情奔放的歡慶之夜！

環球睿視智能股份有限公司 (TPEx7587)

新世代 AI 語音互動技術

AI 多語辨識轉譯雲地融合系統

Alspeakin

即時多語翻譯與口譯

AI 語音辨識與多語翻譯，打造即時會議紀錄、字幕與摘要。





Edge AI 語音解決方案

全離線邊緣 AI，打造安全會議的即時翻譯、語音轉錄與摘要，確保敏感資料全程不外洩。



Almeetin

多人多語言會議系統

QR Code 快速進入會議室，支援多語即時字幕與語音翻譯，手機搭配耳機即可輕鬆參與。





即時多語翻譯會議

遠端視訊會議結合即時 AI 翻譯，打破語言隔閡。



Alcallin

一對一即時語音翻譯，提升電話客服溝通效率

AI 即時翻譯串聯客服與客戶，降低溝通成本與第一線工作負擔。



邊緣語音 AI Agent 解決方案

智慧語音點餐



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台灣廣告節

The 21st Taiwan Advertising Festival

Taiwan Advertising Festival (AdTaiwan)
AdTaiwan: The Pinnacle of Industry Excellence, Legacy, and Sustainable Innovation

The Taiwan Advertising Festival (AdTaiwan) is the premier national summit and benchmark event dedicated to Taiwan's marketing communications ecosystem—encompassing advertising, media, public relations, digital marketing, and academia. Established in 2006 through the collective vision of industry leaders and key trade associations, AdTaiwan serves as the central platform to consolidate industry leadership, foster cross-sector synergy, and honor transformative talent. In 2025, marking a monumental milestone, the Taiwanese government officially designated the second Friday of November as the annual national "Taiwan Advertising Festival".

In 2026, AdTaiwan proudly celebrates its landmark 21st anniversary. Founded on the core pillars of elevating industry value, fostering professional solidarity, recognizing societal impact, and honoring extraordinary leadership, AdTaiwan is both a tribute to industry pioneers and a catalyst for future-forward innovation.

As the global market navigates the rapid digital transformation of the AI era, AdTaiwan offers an authoritative platform to champion lifetime achievements while nurturing next-generation creative leaders. By unifying Taiwan's communications ecosystem and showcasing AI-driven marketing strategies, AdTaiwan highlights the island's vibrant agility, cultural resilience, and irreplaceable creative authority on the global stage.

台灣廣告節 AdTaiwan
最高榮耀殿堂：傳承與永續

台灣廣告節為專屬於台灣廣告傳播界（包括廣告、媒體、公關、數位、行銷學界等）的年度國家級盛事，為了凝聚產業能量、表彰優秀人才，多位廣告前輩與相關公協會共同努力，在 2006 年正式發起了第一屆台灣廣告節活動。歷經 20 年後，在 2025 年由政府核定，訂定每年的 11 月第 2 個禮拜五為「台灣廣告節」國家級紀念日。

「台灣廣告節」於 2026 年來到第 21 屆，活動設立的宗旨為「彰顯廣告界價值、凝聚廣告人情感、社會貢獻及表揚傑出廣告人」，這不僅是肯定前輩們的付出，也是傳承廣告圈核心價值的重要時刻。為全台廣告、媒體、數位及公關人打造一個專屬的榮耀舞台。透過表彰卓越貢獻的產業前輩、孵育新生代創意思維，並聚焦 AI 時代下的行銷變革，期盼凝聚全台傳播界的能量，共同翻轉產業新未來，展現台灣不可替代的創意超能力！

The 21th AdTaiwan Festival

Date & Time: Friday, October 30, 2026 I 14:00 – 16:30
Venue: CORNER MAX Multi-Function Event Hall
(No. 102, Sec. 1, Guangfu S. Rd., Daan Dist., Taipei City)

Held in conjunction with DigiAsia 2026—the premier annual congress for Asia's marketing and communications industry—the 21st Taiwan Advertising Festival (AdTaiwan) will take place on the afternoon of Friday, October 30, at CORNER MAX. This high-profile event aims to foster deeper international exchange and spotlight Taiwan's creative energy on the global stage.

The festival will feature a series of prestigious honors, including the Taiwan Advertising Hall of Fame and the Outstanding Advertising Professional and Remarkable Contribution Awards. Established in 2007, the Taiwan Advertising Hall of Fame honors visionary pioneers whose lifetime achievements have reshaped the industry, while the Friends of Taiwan Advertising Award pays tribute to cross-sector champions driving transformative growth.
Far beyond an awards ceremony, this event stands as a powerful testament to generational legacy, cross-border solidarity, and the enduring values of the communications industry.

第二十一屆台灣廣告節

時間：2026 年 10 月 30 日 14:00-16:30
地點：CORNER MAX 大角落多功能展演館

適逢亞洲行銷傳播界年度盛事「2026 數位亞洲大會（DigiAsia）」盛大登場，為深化台灣廣告傳播產業與國際間的交流能量，「第 21 屆台灣廣告節」將於大會第 10 月 30 日下午於 CORNER MAX 大角落多功能展演館舉行。

當日將舉行「台灣廣告名人堂」與「傑出廣告人暨卓越貢獻獎」頒獎典禮。「台灣廣告名人堂」自 2007 年設立以來，持續表彰對台灣廣告產業具深遠貢獻的先行者，並透過「台灣廣告之友」致敬跨界推手，這不僅是一場頒獎，更是世代傳承與永續價值的最佳見證。


VISUAL EFFECT
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消費意圖
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Predictive AI 分析引擎
預測用戶潛在需求與行為模式
收集 → 結構化 → 分析 → 應用

AI Audience 每 30 秒更新，提供
廣告主與行銷人員潛在高意圖用戶



創意領先
創新AI格式
個人化互動體驗



數據進化
多維數據 AI 技術整合

國際認證
第三方監測機構認可
真實且安全的廣告流量

AI Audience
全景透視受眾的邏輯左腦

AI Creative
賦能廣告動力的創意右腦

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國際組織
International Organizations

Asian Federation of Advertising Associations
亞洲廣告聯盟

AFAA: The Guiding Light of the Industry for over six decades!

AFAA is the leading association among communication bodies in Asia representing Advertising, Marketing and Media. It was formally founded 20 years after the idea was sown in 1958 when the first AdAsia was held in Tokyo. AFAA today is truly a pan Asian body that makes a difference to the industry through initiatives that have proven to be landmarks. It is particularly known for some marquee events.

AdAsia: Being conducted successfully over the past 64 years, it is the largest congress of its kind, attracting approximately 1,200 advertising professionals from around the world every other year. In 32 such events, about 30,000 individual professionals would have been benefited from AdAsia held in different countries in Asia.

DigiAsia: DigiAsia was created to provide a friendly biannual platform where professionals from both Digital and Interactive Media gather, share, learn and explore the possibilities in the Digital Era. Over 1,500 professionals have benefitted from the five editions held so far in Taipei.

FastTrack: Ours is an industry that thinks young and this unique programme has been especially designed to educate and support young Asian talent to further their careers. Nearly 200 participants have seen their careers fast tracked in various countries in Asia. The 8th Fast Track Professional Excellence Program will be held soon in Malaysia.

Other Initiatives: As a responsible industry body, AFAA is supporting the cause of Gender sensitization and Awards for Communicating sustainability through the Olive Crown Awards.

Today AFAA has representations in 13 Asian nations – Japan, Korea, Taipei, Vietnam, Malaysia, Indonesia, Bangladesh, India, Nepal, Macau, Pakistan and China & USA.

AFAA：引領產業超過六十年的重要力量

AFAA 是亞洲廣告、行銷及傳播媒體相關組織中的領先協會。1958 年，第一屆 AdAsia 於東京舉行，AFAA 的構想由此萌芽，並於 20 年後正式成立。如今，AFAA 已成為真正涵蓋亞洲各地的組織，透過多項具有指標性的倡議，持續為產業帶來影響。AFAA 也因其多項重要活動而廣為人知。

AdAsia
AdAsia 已成功舉辦 68 年，是同類型活動中規模最大的國際大會，每兩年舉行一次，每屆約吸引 1,200 名來自世界各地的廣告專業人士參與。在過去 34 屆活動中，AdAsia 於亞洲不同國家舉辦，約有 30,000 名專業人士參與並從中受益。
2025 年於北京舉行的 AdAsia 廣受好評並圓滿成功，2027 年 AdAsia 預計於印度舉行。

DigiAsia
DigiAsia 的成立，是為了提供一個數位創意的交流平台，讓創新及行銷傳播領域的專業人士齊聚一堂，分享經驗、彼此學習，並探索數位時代的各種可能性。截至目前，DigiAsia 已於台北舉辦六屆，共有超過 1,500 名專業人士參與並從中受益。

FastTrack
我們所處的產業是一個具有年輕思維的產業，而 FastTrack 是一項專為亞洲年輕人才設計的獨特計畫，旨在培育及支持年輕人才，協助他們進一步發展職涯。
目前已有近 200 名參與者透過此計畫，在亞洲不同國家加速發展自己的職涯。

AFAA New Age Leadership Programme
這是一項沉浸式、體驗式且具轉化性的計畫，25位35歲以下的年輕專業人士將參與為期四天三夜的行程，前往孟買以外及周邊各邦的不同企業，在經驗豐富的導師密切帶領下，接觸不同類型的產業及各產業領袖。
透過過程中的交流與腦力激盪，參與者得以進一步提升專業能力及領導技能。至今已舉辦四屆，均由 Advertising Council of India 全額資助。

AFAA Changemakers for Good
AFAA 推出全新的「Changemakers for Good」獎項，並於 AdAsia 大會舞台上表揚得獎者。首屆此項兩年一度的重要獎項於 2023 年 AdAsia Seoul 舉行；第二屆獎項則於 2025 年 AdAsia Beijing 頒發。

AFAA Brilliance Awards
AFAA 於 2024 年宣布推出 Brilliance Awards，旨在表揚亞洲地區以實際預算投入、並真正執行的品牌建設工作。
目前，第三屆獎項正進行評審遴選。實際執行的品牌作品，皆是根據完整的客戶需求所創作，並在經過縝密規劃的媒體計畫後正式發布。這類作品值得獲得專門的獎項肯定。
此年度獎項已於 2024 年及 2025 年頒發，下一屆獎項即將公布。

其他倡議
作為一個負責任的產業組織，AFAA 透過 Olive Crown Awards，支持性別意識提升，以及透過傳播推動永續發展的相關倡議。

目前，AFAA 在 15 個亞洲國家及地區設有代表，包括日本、韓國、台灣、越南、馬來西亞、印尼、孟加拉、印度、尼泊爾、澳門、巴基斯坦、中國、美國、伊朗及俄羅斯。

INTERNATIONAL ADVERTISING ASSOCIATION

International Advertising Association
國際廣告協會

Established in 1938, IAA, International Advertising Association is the world's most influential network of marketing and communications professionals. On the ground, we have over 4,000 individual and corporate members among the 56 countries/ areas, which is the only global association that represents all various spheres of the MarComm industry. For over eighty six years, IAA has played the leading role in supporting key industrial issues such as freedom of commercial speech, self-regulation, responsible advertising, education and professional development.

IAA Chinese Taipei Chapter was established in 1967, it's the only international association covers advertisers, advertising agencies, media and academic groups as well as Young Professional Chapter in Taiwan. Along with the IAA positioning of "The Global Compass of Marketing Communications", we are aiming to strengthen the cooperation with IAA Global and other Chapters, introduce the advanced global industrial trends, interact with local activities, act as a gate to exchange between Taiwan and the world, by final, to enhance and create the industrial values for all members.

IAA國際廣告協會 (International Advertising Association) 成立於1938年，是全世界唯一由廣告主、代理商、傳播媒體、學術界及相關團體等五個行業經理人結合之全球性組織，於遍及56個國家中設立了35個分會 (部分國家因組織狀況尚未成立分會)。在超過86個年頭裡，IAA得以掌握世界各地產業趨勢與行銷傳播發展的完整資訊，並介入全球性或區域性的廣告法規制訂與廣告組織合作之研究分析，達成許多產業提升、政策協調與商業交流之任務。

IAA國際廣告協會台北分會於1967年成立，迄今已達57年，為台灣最悠久活躍的國際組織之一。本分會積極參與IAA全球運作，一再贏得總會與區域之讚譽和期許，已成為亞太地區會員中具代表並有實力之分會。

基於IAA「The Global Compass of Marketing Communications」之全球定位，本分會不斷引進國際產業趨勢資訊，特別強調與其它會員國分會間之合作交流，並積極參與國內產業界之相關活動，裨成為台灣與國際產業界間之溝通橋樑。本分會亦設有IAA國際廣告協會台北分會青年協會，除積極發展會務外，並向下產業扎根，與朝向服務更多國內會員對外拓展對接之目標！

公協會
Association

TAIPEI
ASSOCIATION OF
ADVERTISING
AGENCIES

Taipei Association of Advertising Agencies
台北市廣告代理商業同業公會

The Taipei Association of Advertising Agencies (TAAA) aims to promote economic development, coordinate industry relations, and enhance common interests, representing full-service advertising agencies across all media channels.With strong member support, TAAA successfully hosted the prestigious AdAsia three times (1966, 2001, and 2015). Authorized by the Asian Federation of Advertising Associations (AFAA), TAAA secured the permanent hosting rights for DigiAsia in 2013. Held biennially in Taipei since 2014, DigiAsia has become the premier international stage for Taiwan's digital marketing innovation.To consolidate industry synergy, TAAA has organized the "Taiwan Advertising Festival" since 2006, honoring leaders through the Outstanding Advertiser of The Year and other major awards. In 2025, the Festival was officially designated as a National Commemorative Day by the government, and the winners were honored with an audience by the President of Taiwan.In December 2025, TAAA spearheaded the Sustainability Marketing Alliance, uniting ten major domestic associations to lead the industry's green transformation. TAAA diligently serves as a core communication hub, rebuilding social trust and fostering a virtuous cycle of common good.

台北市廣告代理商業同業公會（TAAA）以「促進經濟發展，協調同業關係，增進共同利益」為宗旨。本會會員公司經營業務涵蓋電視、網路、報紙、廣播、雜誌、交通等全媒體廣告綜合代理。在全體會員與歷屆理監事支持下，本會曾三度成功舉辦「亞洲廣告會議（AdAsia）」，並於 2013 年獲產官學各界支持，取得由亞洲廣告聯盟（AFAA）授權的「數位亞洲大會（DigiAsia）」永久主辦權，自 2014 年起每兩年固定於台北舉辦，成為展現台灣數位行銷創意的國際舞台。為凝聚產業能量，自 2006 年起舉辦「台灣廣告節」，表揚傑出廣告人、卓越貢獻獎及資深廣告人，更於 2025 年正式榮獲政府核定為國家級紀念日；同年「台灣廣告名人堂」與「傑出廣告人」得主亦榮獲總統接見，彰顯行銷傳播產業鏈於國家重要之地位及至高榮譽。面對全球永續趨勢，本會於 2025 年 12 月聯合國內十大行銷傳播公協會共同發起成立「永續行銷聯盟」，引領產業邁向綠色轉型。TAAA 戮力扮演核心傳播樞紐，持續為會員爭取權益，並建立廣告傳播產業的社會信任感與共好循環。

Taiwan Digital Media and Marketing Association
台灣數位媒體應用暨行銷協會

Founded in 2005, the Taiwan Digital Media and Marketing Association (DMA) is one of Taiwan's leading industry associations dedicated to advancing the digital media and marketing ecosystem. Chaired by Kuan-Hsiang Wang, General Manager of dentsu X Taiwan, DMA currently represents 158 corporate members, 18 individual members, and 3 brand members. To facilitate industry collaboration, members are organized into three sectors: Media, Agency, and Solutions & Applications. DMA regularly hosts executive networking events, industry forums, and international study tours, fostering strong connections among industry leaders and professionals. Through its five strategic committees—Industry Research, Digital Singularity Awards, Public Policy & Government Relations, Cross-Industry Collaboration, and Startup Development—DMA promotes innovation, nurtures talent, and drives the sustainable growth and global competitiveness of Taiwan's digital media and marketing industry.

創立於 2005 年，DMA為 台灣地區具規模與影響力的數位行銷產業協會，現任理事長為電通集團貝立德總經理王冠翔。目前共有158家團體會員、18位個人會員、3家品牌會員。因應會務所需，會員依會員公司業務內容，分成三大產業組別，包括「媒體組」、「代理商組」及「應用組」，定期舉辦會員爐邊交流會、專業論壇、海外參訪等活動，建立了緊密地交流網絡。同時也設立「產業研究」、「數位奇點獎」、「政策溝通」、「跨域交流」、「新創工作」、五大功能小組，鼓勵台灣產業界優秀的人才與公司，持續為產業發展找到全新動能。

International Advertising Association Chinese Taipei Chapter
國際廣告協會台北分會

Established in 1938, IAA, International Advertising Association is the world's most influential network of marketing and communications professionals. On the ground, we have over 4,000 individual and corporate members among the 56 countries/ areas, which is the only global association that represents all various spheres of the MarComm industry. For over eighty six years, IAA has played the leading role in supporting key industrial issues such as freedom of commercial speech, self-regulation, responsible advertising, education and professional development.

IAA Chinese Taipei Chapter was established in 1967, it's the only international association covers advertisers, advertising agencies, media and academic groups as well as Young Professional Chapter in Taiwan. Along with the IAA positioning of "The Global Compass of Marketing Communications", we are aiming to strengthen the cooperation with IAA Global and other Chapters, introduce the advanced global industrial trends, interact with local activities, act as a gate to exchange between Taiwan and the world, by final, to enhance and create the industrial values for all members.

IAA國際廣告協會 (International Advertising Association) 成立於 1938 年，是全世界唯一由廣告主、代理商、傳播媒體、學術界及相關團體等五個行業經理人結合之全球性組織，於遍及56個國家中設立了35個分會（部分國家因組織狀況尚未成立分會）。在超過86個年頭裡，IAA得以掌握世界各地產業趨勢與行銷傳播發展的完整資訊，並介入全球性或區域性的廣告法規制訂與廣告組織合作之研究分析，達成許多產業提升、政策協調與商業交流之任務。

IAA國際廣告協會台北分會於1967年成立，迄今已達58年，為台灣最悠久活躍的國際組織之一。本分會積極參與IAA全球運作，一再贏得總會與區域之讚譽和期許，已成為亞太地區會員中具代表並有實力之分會。基於IAA「The Global Compass of Marketing Communications」之全球定位，本分會不斷引進國際產業趨勢資訊，特別強調與其它會員國分會間之合作交流，並積極參與國內產業界之相關活動，裨成為台灣與國際產業界間之溝通橋樑。本分會亦設有IAA國際廣告協會台北分會青年協會，除積極發展會務外，並向下產業扎根，與朝向服務更多國內會員對外拓展對接之目標！

The Association of
Accredited Advertising Agents of Taipei
台北市廣告業經營人協會

The Association of Accredited Advertising Agents of Taipei R.O.C.
台北市廣告業經營人協會

The Association of Accredited Advertising Agents of Taipei (4A) is a leading industry organization composed of integrated advertising agencies in Taipei. Its origins trace back to July 1, 1987, when the “Integrated Advertising Agency Management Association” was established. Originally an informal networking group, it became a formal association in December 1991 and adopted its current name to better serve the industry.

4A is committed to promoting high industry standards and supporting the professional development of its member agencies. Each year, the association organizes several key initiatives, including the 4A Creative Awards, which recognize outstanding creativity, and the 4A Forums, which focus on talent development and knowledge sharing. In addition, the 4A Basketball Tournament helps strengthen connections within the industry.

4A also participates in international advertising affairs and works with local organizations to promote industry development through the DigiAsia and AD Taiwan.

4A (The Association of Accredited Advertising Agents of Taipei R. O. C.) 是由台北市綜合廣告代理商所組成的協會，其前身為1987年7月1日成立的「綜合廣告業經營者聯誼會」，從早期聯誼會型式開始業界各項事務之推廣，至1991年12月正式申請核准成為正式社會團體，並正名為「台北市廣告業經營人協會」。 4A除致力於在業界設立標準外，也集合業界之專業知識與經驗，讓會員公司的經營健全、專業提昇。4A理監事會每年針對不同的需要提出工作計劃，包括：舉辦「4A創意獎」，表揚傑出創意作品，肯定廣告人的專業地位。舉辦「4A講堂」進行人才培育以及領域間的知識分享，提昇4A的知名度與專業；舉辦 「4A籃球賽」，強化會員間之聯誼交流；凝聚行業向心力。參與國際廣告領域事務，與國內產業相關公協會齊心推動產業發展，並共同舉辦「DigiAsia數位亞洲大會」及「台灣廣告節」。

MAA

Media Agency Association
台北市媒體服務代理商協會

In March 2000,the general managers from 11 media agencies gathered together to exchange ideas about the media industry and future development. At that time, some agencies had already evolved into independent businesses, while others were still considered creative agencies that operated within the parent corporate structure and lacked full autonomy. The roles and functions of creative agencies were also narrowly viewed from a cost perspective by clients and industry players alike. As the industry gradually evolved, a lack of clarity on service items, service
charges standards,intercompany interactions and dialogue mechanism became apparent,and the need for consensus grew strong. In an effort to establish order for the industry, the 11 general managers that gathered decided to form a platform to build broader consensus and establish order,ensuring that clients, agencies,and media companies could interact and grow together in a benign environment. That effort was further sustained in June 2002, when the Media Agency Association (MAA) was established. MAA is dedicated to bringing together professional expertise from the industry to provide quality services to clients, to enhancing professionalism, work ethic and legal compliance, and to serving the general public with the highest quality of advertising media.

2000年3月，有11家媒體代理商之總經理相約共聚一堂，針對當時產業運作、經營環境及長遠發展交換意見。因個別公司成立背景與發展進程不一，有些已完全成為獨立法人公司運作，部份則仍依附在既有的廣告公司體系中對母公司提供服務，並受制於母公司【創意代理商】之相關規定，難有全盤之自主性。而當時，從客戶及媒體業者的角度，對媒體代理商的角色功能多從”媒體成本談判”之狹隘角度去定義與解獨；尤其在不景氣環境下，從客戶，媒體代理商以至媒體業者，莫不競逐於此一遊戲。加上產業方興未艾，對於服務項目、收費標準、公司間的互動及對話機制等，都在摸索中學習。為免淪入非理性的競爭，並期望建立產業眾所依循的規矩，上述聚會成員乃當場決議籌組媒體代理商聯誼會（台北市媒體服務代理商協會的前身），試圖透過此一平台，在產業間形成共識，並建立產業秩序，使客戶、媒體代理商及媒體業者在良性互動中一起成長。在延續此一宗旨，台北市媒體服務代理商協會(簡稱MAA)於2002年6月正式成立；協會設立之宗旨為集合業界之專業知識與經驗，提供客戶有效率之服務，促進會員遵守相關法令及職業道德，以為社會大眾提供一流的廣告媒體服務品質。

Taiwan/Taipei International Public Relations Association

台灣暨臺北市國際公共關係協會

The Taiwan and Taipei Public Relations Association (TIPRA) is a leading professional organization representing the public relations industry in Taiwan. The association is dedicated to advancing industry development, strengthening professional standards, and enhancing the role of public relations in corporate communication, public affairs, and social engagement. TIPRA serves as a platform for industry exchange and collaboration, connecting businesses, government institutions, academia, and media to promote the diverse applications of public relations in brand communication, policy communication, and social impact. The association organizes key industry initiatives including The Asia Pacific Chinese PR Awards, as well as PR Forums and professional seminars, encouraging knowledge exchange, innovative thinking, and professional excellence within the communications industry. Looking ahead, TIPRA plans to launch a PR Industry White Paper to provide insights into industry trends, professional practices, and emerging issues, further strengthening professional dialogue and advancing the influence of public relations in the global communications landscape.

台灣暨臺北市公共關係協會由多家專業公關公司共同組成，致力於促進產業發展、建立專業標準，並強化公共關係在企業、社會與公共議題中的關鍵角色。協會長期扮演產業交流與資源整合的平台，透過連結企業、政府、學界與媒體，推動公共關係專業於品牌溝通、政策溝通與社會影響力上的多元應用。多年來，TIPRA 持續舉辦華文公關獎、公關論壇與專業講座，鼓勵優秀案例與創新思維的交流，促進從業人員之間的合作與學習，同時也積極投入人才培育與產學合作，為公共關係產業培養新世代專業人才。透過跨領域合作與國際視野的引入，TIPRA 不僅推動台灣公關產業的專業化與制度化，也持續提升產業在亞洲地區的影響力與能見度。面對數位科技與媒體生態快速演變的時代，公共關係正由傳統的溝通角色，逐步轉型為企業與社會之間的重要策略夥伴。TIPRA 將持續推動產業創新，鼓勵運用數據、科技與跨界思維，探索公共關係在數位轉型、永續發展與企業社會責任中的多元價值。展望未來，協會亦規劃推動公關產業白皮書，透過系統性整理產業趨勢、專業實務與發展議題，建構華文公共關係產業的重要知識基礎與參考架構，進一步促進產業交流與專業提升，並共同推動公共關係在全球溝通環境中的專業影響力。

Kaohsiung Association of Advertising Agencies

高雄市廣告代理商業同業公會

The Association was founded on the industry's consensus on market function and organization. We hope to correct consumption habits, improve service quality and mutually exchange operational techniques. Minimizing price competition in the industry, charging reasonable prices, facilitating stable operational development are our objectives. The association also strives to strengthen connection with the media, improve practitioners' social standing and bolster employees' vocational literacy in order to comprehensively improve industry service quality. We encourage likeminded newcomers to join us and work towards achieving our common goal.

高雄市廣告代理商業同業公會成立宗旨乃基於同業對市場功能與組織的共識，希望導正消費習性，引導同業提升服務品質與相互研磨作業技巧，盡量降低同業間的殺價競爭，以合理收費、公司正常營運發展為目標；並希望透過公會組織力量加強與各媒體的聯繫，提高從業人員的社會地位，加強同業員工的在職教育，以全面提升本業的服務品質，更期望新的廣告生力加入公會，共同朝理想的目標努力。

為你的永續再續一杯

品牌願景與使命

從一杯飲料開始的永續行動

改變世界，從改變一個杯子的選擇開始。為了守護台灣迷人的手搖飲文化，同時減輕環境負荷，uCup 從校園出發，致力於打破「方便等於浪費」的慣性。
我們透過智慧化管理與專業洗淨技術，將減塑內化為日常。我們的使命是提供最可靠的容器循環服務，打造不再需要免洗杯的未來。

「為你的未來，再續一杯。」





服務內容



循環杯導入

專為餐飲連鎖門市以及企業廠辦設計的解決方案。提供一站式杯具配置、收送物流與數據化後台，協助單位輕鬆引入循環杯服務，達成ESG減碳指標與綠色辦公。



活動租賃

針對市集、運動賽事與音樂祭，提供專業級杯具租借與回收動線規劃。高效取代萬個一次性容器，實現活動「零廢棄」願景。



餐飲餐具代洗

具備符合 SGS 與衛福部標準的專業洗淨產線。以高溫殺菌與烘乾，協助餐飲業降低人力成本，同時守護最高規格的食安標準。

活動主持人
Congress Host



黃湘婷
Sharon Huang

An Golden Bell Award-winning actress and host. In 2007, Sharon won the Best Supporting Actress in a Television Series at the 42nd Golden Bell Awards for her role in Hakka TV's drama *The Dull-Ice Flower*. In 2016, she clinched the Best Host in a Comprehensive Program at the 51st Golden Bell Awards for Hakka TV's *Hakka Top Hits*.

Recognized as a "Supernova" at the Taipei Film Festival in 2023, she starred as the female lead in the movie *The Bad Kids* the same year. Her extensive acting portfolio also includes prominent roles in drama series such as *Stamps and Soufflé* and *The Ocean of Intimacy*.

In addition to her acting career, Sharon is a highly experienced bilingual host. Her versatile hosting presence spans major international ceremonies, forums, and gala dinners. Known for her vibrant and energetic style, she has also hosted popular bilingual shows such as *Secret Kitchen* and *Legit Mando*.

演員、主持人。2007年以客家電視台電視劇《魯冰花》獲第42屆金鐘獎戲劇節目女配角獎。2016年以客家電視台電視節目《客家熱點子》獲第51屆金鐘獎綜合節目主持人獎。2023年獲選為台北電影節非常新人，同年演出電影《壞男孩》擔綱女主角，參與演出多部影集《郵票與舒芙蕾》、《親密之海》、《他的靈魂與他的書店》等。湘婷具豐富的雙語主持經驗，不論大大小小典禮的雙語主持或是國際論壇、晚宴等，更也以其活潑陽光的風格主持雙語節目《Secret Kitchen》、《 Legit Mando》等。

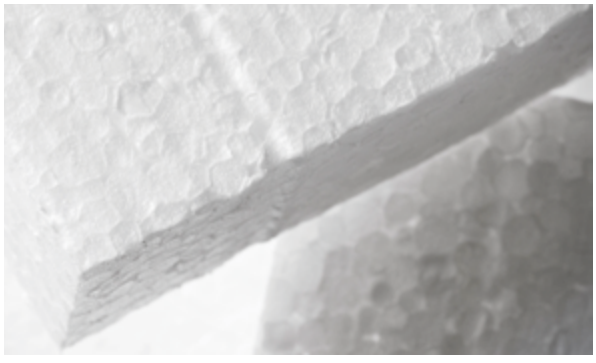
讓海洋廢棄物被看見

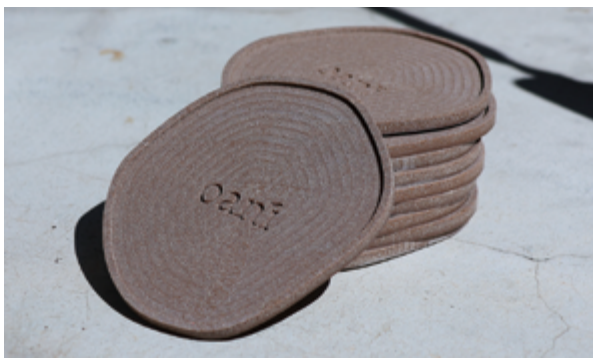
海廢再生 x 設計製造 x 循環經濟



以設計串聯創意與永續，讓好點子轉化為真正有感的影響力。

好玩事業有限公司
Hao Wan Enterprise Ltd.
www.haowan.tw





A Brand New Seamark
從未見過的海

十五年來，我們用設計解決問題，卻也不斷反思：那些短暫的美好之後呢？

從空間造鎮的社會設計，到串聯企業源頭的循環經濟，我們與DigiAsia的同行者一樣，始終相信設計思考不只是視覺，更是創造深遠影響力的工具。

每一次的重生再造，我們為每批海洋廢棄物定錨專屬座標；將原本無聲的塑料，化作企業ESG最具份量的實體載體，讓被遺忘的重新被看見，為品牌寫下真正的永續敍事。

給走在浪潮前端的你：
我們負責把海廢帶回來，故事交給大家。

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AI帶你看更多

每天這麼多新聞看得完嗎？

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UNDISCOVERED TAIPEI MAP



undiscovered taipei 你所未見的台北

TAIPEI 觀光傳播局 Department of Information and Tourism

中文版

English

廣告

組織架構
Organization

Working Committee of 2026 DigiAsia Taipei

2026 DigiAsia Taipei 數位亞洲大會

盧炳勳 Robin Lu



Chairman, 2026 DigiAsia
2026數位亞洲大會 會長
Chairman, Taipei Association of Advertising Agencies (TAAA)
台北市廣告代理商業同業公會 理事長

黃逸甫 Yves Huang



Chief Executive Officer, 2026 DigiAsia
2026數位亞洲大會 執行長
Executive director, Taipei Association of Advertising Agencies (TAAA)
台北市廣告代理商業同業公會 常務理事

段鍾沂 Johnny Duann



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2026數位亞洲大會 總顧問
Chairman, Rock Group
滾石集團 董事長

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相信廣告 執行長

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王冠翔 Sean Wang



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President, International Advertising Association (IAA)
國際廣告協會台北分會 理事長

陳琦琦 Kiki Chen



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2026數位亞洲大會 副會長
Chairman, The Association of Accredited Advertising Agents of Taipei R.O.C. (4A)
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盧人瑞 JJ Lu



Vice Chairman, 2026 DigiAsia
2026數位亞洲大會 副會長
Chairman, Media Agency Association (MAA)
台北市媒體服務代理商協會 理事長

鄭淩穗 Fiona Cheng

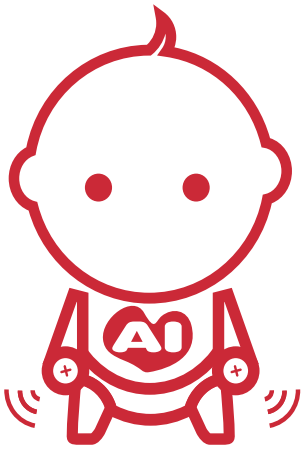


Vice Chairman, 2026 DigiAsia
2026數位亞洲大會 副會長
Chairman, Taiwan/Taipei International Public Relations Association (TIPRA)
台灣暨臺北市國際公共關係協會 理事長

黃雅蘭 Ya-Lan Huang



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高雄市廣告代理商業同業公會 理事長



2026 DigiAsia Taipei Preparation Committee

2026 DigiAsia Taipei 數位亞洲大會籌備委員會

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Chairman
主任委員
CEO, dentsu X
貝立德股份有限公司 執行長

張昱 Roi Chang



Committee Member
籌備委員
COO, LiTV
立視科技股份有限公司 營運長

黃逸甫 Yves Huang



Committee Member
籌備委員
Executive Director, cacaFly
cacaFly 執行董事

黃麗萍 Kelly Huang



Committee Member
籌備委員
CEO, Omnicom Media Taiwan
宏盟媒體集團 執行長

陳琦琦 Kiki Chen



Committee Member
籌備委員
Co-Founder & Deputy Chairwoman of MDCG
米蘭數位傳播集團 共同創辦人暨副董事長

陳秉鴻 Jonathon Chen



Committee Member
籌備委員
CEO, FunCapital International
放國際文創股份有限公司 總經理

紀緻謙 Gary Chi



Invited Committee Member
特邀委員
CEO, isobar Taiwan
安索帕股份有限公司 執行長

謝佩芳 Nicky Hsieh



Invited Committee Member
特邀委員
Executive Director, Echo1 Digital Consulting
第一電商數位策略顧問公司 執行董事

李致緯 Richard Lee



Invited Committee Member
特邀委員
CTO, TNL Mediagene
關鍵評論網媒體集團 技術長暨研發主管

DigiAsia TAIPEI 2026 數位亞洲大會

HOST → 授權單位
afaa ASIAN FEDERATION OF ADVERTISING ASSOCIATIONS

ORGANIZER → 主辦單位
TAIPEI ASSOCIATION OF ADVERTISING AGENCIES

CO-ORGANIZER → 協辦單位
DMA Taiwan Digital Media and Marketing Association
IAA CHINESE TAIPEI
AAAA The Association of Accredited Advertising Agents of Taipei
MAA
TIPRA 國際公共關係協會

ADVISORS → 指導單位
經濟部商業發展署 Administration of Commerce, MOEA
數位發展部 數位產業署 Administration for Digital Industries, moda

SPONSORS → 贊助單位
臺北市政府產業發展局 Department of Economic Development, Taipei City Government
台北市文化局 Department of Cultural Affairs, Taipei City Government
觀光傳播局 Department of Information and Tourism

SUPPORTER → 支持單位
財團法人 臺北市會展產業發展基金會 TAIPEI EXPO FOUNDATION
Empower TAIPEI
中國生產力中心 China Productivity Center

VISUAL DESIGN → 視覺設計
medialand

WEB DESIGN → 網站設計
isobar

MAJOR SPONSORS → 主要贊助夥伴
LINE
dentsu 電通行銷傳播集團
CARAT
dentsu x
isobar
中華電信 Chunghwa Telecom
Taboola
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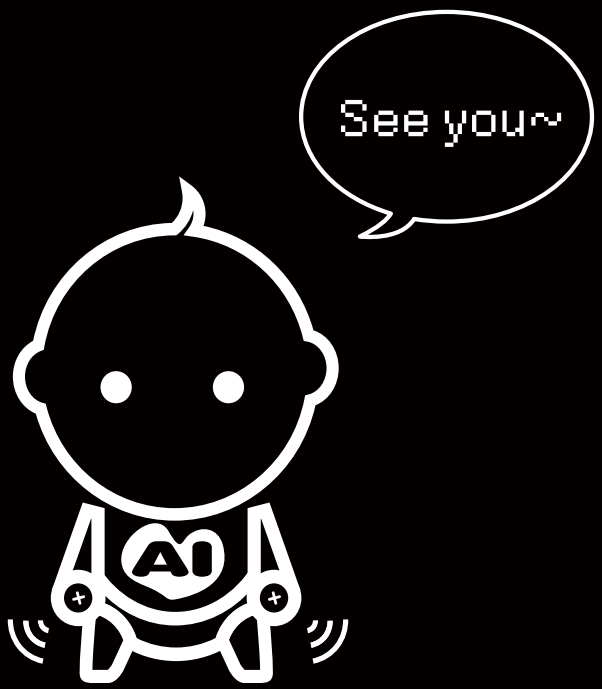
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