BCC&i
THE BENGAL CHAMBER

14th Edition of
Business IT Conclave
2023

Theme: "Connected Products and Services – transforming business and competition."

30th | June 2023 | Taj City Centre

The Bengal Chamber of Commerce and Industry, one of the oldest institutions of its kind tracing its origins to 1833, has stayed relevant close to 200 years by adapting to the changes and delivering to the need of the industry. The Chamber's members include the brick and mortar industries as well as the new age technology businesses.

The Bengal Chamber is deeply connected with the tech industry with vibrant initiatives, which over the years, bring together technology providers, users, academia, startups, incubators, policy makers and the other stakeholders of technology to share applications, disseminate knowledge on cutting edge technologies, network and exchange dialogues for collaborations.

Business IT Conclave #BITC has been a signature technology forum of Eastern India. The 14th edition of BITC will be held on 30th June 2023, at Taj Citi Centre, Kolkata. The theme this year is "Connected Products and Services – transforming business and competition".

In recent time, the technology landscape is changing rapidly and newer dynamics and revolutionizing every aspect of life. In space of business, technology is not only remodeling procedures but also introducing newer business genres.

- Smart, connected products and services offer exponentially expanding opportunities for new functionality, far greater reliability, much higher product utilization, and capabilities that cut across and transcend traditional product boundaries. These products are altering industry structure and the nature of competition, exposing companies to new competitive opportunities and threats.

- Design engineering for smart connected products involves a multidisciplinary approach that combines traditional engineering disciplines with emerging technologies such as the internet of things (IoT), cloud computing, and artificial intelligence (AI). The goal is to design products that are not only functional and reliable but also interconnected and capable of exchanging data and insights with other devices and systems.

- Internet of Things (IoT) is transforming the way products and services are designed, delivered, and experienced. IoT is essential for the development of smart connected products. By connecting products to the internet, manufacturers can collect data on how the product is being used and its performance in real-time.The interdependent relationship between IoT, Big Data and Cloud Computing are utilised by market-leaders around the world, benefitting from innovation and giving them a competitive edge.

- Robotics and automation are significant enablers of the smart connected products ecosystem, enabling devices to communicate and work together seamlessly while also providing increased efficiency and convenience for users.

- The data insights also help to attract new customers, create fresh revenue streams, and expand the scope of business. This customer-generated data, which is often combined with other data streams, has fueled the growth engines of companies built on digital platforms.

- Generative AI has the potential to revolutionize smart connected products and services by enabling them to become more autonomous and intelligent. By using generative AI, these products and services can learn from data, adapt to changing circumstances, and

The "smart, connected products" have evolved with accelerated improvements in processing power and device miniaturization coupled with network benefits of ubiquitous wireless connectivity. This new genre of products and also services have unleashed a new era of competition.

make decisions on their own, without the need for human intervention.

- However, these products and services also come with security risks that can compromise personal privacy and data. Data privacy, cyberattacks, vulnerability on inter connected system are some of the challenges.

- The ecosystem will only perform on a robust network connectivity to communicate with other devices and servers, exchange data, and perform various functions. Any disruption in the network connectivity can severely impact the performance and functionality of these products, resulting in significant downtime, loss of data, and reduced efficiency.

In this context, **BITC will open the floor to discuss, demonstrate, share knowledge, network on the recent trends in technology exploring the possibilities and decoding the myths, featuring:**

Smart and Connected Products and Services Ecosystem

Design engineering for new age products

Cloud-based IoT architecture

Robotics and automation

Generative AI

Security Concerns

Network

BITC will offer:

1. Brand positioning
2. Case study presentation and demonstration
3. Networking
4. B2B
5. Exhibition

📞 CONTACT:

Ms. Agana Guha Roy Chowdhury
Assistant Director General
The Bengal Chamber
M: +91 9830251019
E: angana@bengalchamber.com

Mr. Sambit Dasgupta
Assistant Director
The Bengal Chamber
M: +91 9874241919
E: sambit@bengalchamber.com

Ms. Sankalpita Aich
Senior Executive
The Bengal Chamber
M: +91 8961364494
E: sankalpita@bengalchamber.com