

SGTech is pleased to announce the continuation of our successful partnership with ASN Media for the second season of our online content series SGTech TV. This year's series is called; 'Tech Transforms Lives.'

The Global Future Series launched successfully in 2024, reaching 12 million unique individuals, with 13 million impressions and 2.9 million engaged content views.

Building on the positive reception from the industry, the new season, titled 'Tech Transforms Lives,' will once again explore the key themes shaping the technology industry across Asia. This series will showcase the latest innovations, best practices, and thought leadership across the sector, highlighting how technology is making a significant impact on lives and businesses.

'Tech Transforms Lives' features compelling stories from across the tech landscape. This year, the series will focus on areas such as AI, digitalisation, digital transformation, sustainability, digital trust and cybersecurity, and skills and talent. It will feature interviews with industry leaders and showcase success stories from leading tech organisations.

SGTech and ASN Media are excited to continue this journey with a new focus on how technology is transforming lives across the region.

The second season of 'Tech Transforms Lives' is set to launch on Friday, 28 March 2025, during the SGTech Gala event, followed by a comprehensive digital marketing campaign to promote the series.

We look forward to your continued support and engagement with this exciting initiative.

If you would like to learn more, please reach out to Jonathan Love at ASN Media - [hello@asn.media](mailto:hello@asn.media).

#### **About SGTech**

SGTech is the leading trade association for Singapore's tech industry. Representing over 1,400 member companies ranging from top multinational corporations, large local enterprises, vibrant small and medium-sized enterprises, and innovative start-ups, it is the largest community in Singapore where companies converge to advocate for change and drive what enables tech innovation and accelerate tech adoption to spur greater sustainability in the sector. SGTech's mission is to catalyse a thriving ecosystem that powers Singapore as a global tech powerhouse.

For more information, please visit <https://www.sgtech.org.sg/>