



## KritiKal Solutions at the Leading ICT Industry

### Exhibition in Korea - GMV 2017

**Noida, Sep 21, 2017:** KritiKal Solutions, an innovative product engineering company, recently attended Global Mobile Vision (GMV) 2017 – Asia’s leading ICT industry exhibition & Business Event held at Korea International Exhibition Center in Seoul, South Korea from 13th to 15th September. Holding multiple events at one place including the exhibition, Conference, Biz Meetings, the Startup IR, GMV 2017 was a one-of-a-kind event amidst the other large tech conferences organized by KOTRA (Korea Trade-Investment Promotion Agency), KINTEX and hosted by Ministry of Trade, Industry and Energy, Ministry of Science, ICT & Future Planning since 2008. Attracting more than 300 Korean visitors in the ICT field, 15,000 professional visitors and 300 buyers & VCs, this event hosted around 2,000 B2B meetings that allowed international businesses to find apt Korean partners with cutting-edge Technology and Products.

To excel as a technology pioneer in the era of the 4<sup>th</sup> Industrial Revolution, Mr. Dipinder Sekhon, CEO, KritiKal Solutions attended the GMV 2017 Conference, followed by a series of one-to-one sessions with ICT Industry pioneers and Technology firms. With global presence across USA, Germany, France, and UAE, the company is now focusing on the Korean market, a tough market for International entrants due to native language being the primary mode of Business Communication.

As part of its strategic objective, KritiKal’s CEO took part in the sessions focused on Hyper-Intelligence (Cognitive/AI, Machine Learning, Deep Learning, Platform & App) and Connected-X (Connected Cars & IoT-Healthcare). Also, the CEO met with representatives from several Korean ICT companies specializing in the areas of information security, virtual-reality equipment manufacturing, GIS SW manufacturing, spatial information systems, hair & skin analysis to name a few. KritiKal Solutions understood their areas of interest, elaborated on KritiKal’s vision, relevant capabilities & USPs and indulged in an initial bit of brand promotion using Korean versions of Marketing Collaterals. In parallel with the GMV conference, KritiKal explored many other seminars in the Creative Startup Korea event wherein futuristic startups pitched their projects to investors and audience.

Expressing thoughts on attending the event, Mr. Dipinder Sekhon, CEO at KritiKal Solutions stated that *“The conference was very useful, and could lead to future business and partnerships, especially with emerging innovative companies in South Korea. It also enabled this first visit to Korea and useful meetings and interactions outside the GMV event. We gained useful insights into how to develop business in a country/region outside, especially where English is not the dominant business language.”* Also, he added, *“we got a huge exposure to leading ICT companies highlighting Global Mobile Trends, Future of AI, IoT revolution and the power*



*of 5G and obviously we learned about latest AI technology to grow our technology landscape with respect to the Industry 4.0 Revolution."*

### **About KritiKal Solutions**

KritiKal Solutions is a technology design house specializing in Product Development, R&D and Innovation. We have partnered with over 250 clients from all over the world and helped them translate ideas into products. We have done this using our deep domain know-how and technology expertise in Computer Vision & Image Processing (Analytics), Embedded Systems & IoT and, High-performance Mobile, Web & Software Applications. In the last 15 years, we have contributed to 50 Innovations/Products in domains like Automotive, Health & Wellness, Energy, Consumer Electronics, Wearables and Traffic/City Surveillance.