World’s Largest Product and Innovation Conference Selects Singapore

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Mind the Product is the world’s largest community for product people - those who care about building great products. With free ProductTank meetups in 160 cities around the world, annual conferences in London, San Francisco, Hamburg, and Manchester, as well as training across the globe, they are at the forefront of developing the product craft.

Next month, they will build on the growth of the AsiaPac tech community with the inaugural Mind the Product Singapore conference, continuing their mission to make product people more successful by coming together to further their craft. With a reputation for bringing world-class speakers to the stage, this event maintains those high standards with international names like John Maeda from Automattic and Jen Dante from Google joining regional heroes including Sherif Mansour from Atlassian, Kaia Lai from Grab, and Kenneth Chin from SEEK Asia,

With digital transformation the hot topic in many companies in the region, this conference isn’t just for startups but also a great starting point for teams to address digital innovation head-on. Mind the Product Co-Founder and Executive in Residence for EQT Ventures, Martin Eriksson said in a recent blog post:

“Digital transformation is the business buzzword of the decade as companies big and small try to understand how to transform their businesses in the face of changing consumer behaviour and ever increasing competition from disruptive new entrants.”

#mtpcon Singapore is the first conference of it’s kind to hit this tech-savvy region and will focus on this topic, which Eriksson calls an “ongoing cultural change”, rather than a one-off transformational project. By blending insights from international product leaders from as far away as Silicon Valley with regional and local speakers, it is sure to be a hit amongst this vibrant tech community.

Southeast Asia alone has a population of over 650 million, and over 50% of the population is under the age of 30, 90% of whom have access to the internet, which is already a market to rival Europe or the US. With Mind the Product already boasting the largest product management conferences in these locations (#mtpcon London & San Francisco), Singapore was the obvious next step.

ProductTank Regional Coordinator and Product Manager, Jase Clamp explained:

“Over the last several years we’ve seen ProductTank meetup groups explode in AsiaPac, with thousands of members across Australia, Bangladesh, China, Hong Kong, India, Indonesia, Japan, New Zealand, Pakistan, Singapore, Taiwan, Thailand, and Vietnam.

Product understanding in this part of the world can be a challenge, and (being product people themselves) the guys at Mind the Product are experts at this sort of event. We’re all pretty excited to finally be able to come together as an engaged community from all over the region and share our product knowledge with each other.”

Singapore recently took the #3 spot in Bloomberg’s Global Innovation Index, and regional startup heroes like Grab, Gojek, Lazada, and Shoppee have shown that they have the ability to build global product companies, and give Silicon Valley’s finest a run for their money along the way, which is why #mtpcon Singapore will feature not just their usual global speaker line-up, but will augment it with local voices too.

The conference will consist of one day of pre-conference workshops from globally revered, expert trainers, as well as a full day of inspiring talks from product leaders the world over at the iconic Victoria Theatre in the heart of Singapore.

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