



WCIT2022
MALAYSIA

CONNECTING & TRANSFORMING
THE WORLD

A WORLD CLASS TECHNOLOGY FESTIVAL

VISIT US AT:

WWW.WCIT2022.COM

Правительство
Свердловской области
31.05.2022
Вх. № 23174



PIKOM

DATES & VENUES

ROAD TO WCIT 2022 CYBERJAYA MINISTERIAL DIALOGUE

9 -12 SEP 2022



WCIT 2022
MALAYSIA
CONNECTING & TRANSFORMING
THE WORLD

13-15 SEP 2022

DIGITAL EXCURSION STATE HOSTED EVENTS

16-18 SEP 2022



ORGANISER AND PARTNERS

HOSTED BY



STRATEGIC ENABLERS



MINISTRY OF COMMUNICATIONS
AND MULTIMEDIA MALAYSIA



ORGANISED BY



PENANG LEAD AGENCIES



INTERNATIONAL CONTENT PARTNERS



A SIGNATURE EVENT OF



PORTULANS
INSTITUTE

LOCAL CONTENT PARTNERS



BANK NEGARA MALAYSIA
CENTRAL BANK OF MALAYSIA



WORLD CONGRESS ON INNOVATION & TECHNOLOGY



The World Congress On Innovation & Technology, **WCIT** is **the largest and the most reputable international event** among worldwide IT leaders.

With a population of **650 million people in Southeast Asia**, WCIT 2022 Malaysia aims to connect and power the conversations of tomorrow and the collaboration due from the quantum-leaps of transformations of the various nations here through the digital economy as a result of technological adoption, digital innovation and foreign investment.

WCIT has been held since 1978, a flagship event of the World Innovation, Technology And Services Alliance.



Over the years, speakers of the WCIT have included Al Gore, Mikhail Gorbachev, Margaret Thatcher, Michael Dell, Larry Ellison, Bill Clinton, Don Tapscott, Bill Gates, Steve Balmer, John Chambers, Nicholas Negroponte and Colin Powell.

THE JOURNEY SO FAR



2,500 visitors,
82 countries,
60 speeches &
400 business roundtables.
Themed: Promises of the
Digital Age: Challenges
and Opportunities



Additional: 16 parallel
events, 600+ booths,
8,000 professionals for
business matchmaking
and 3 smart cities to
explore



Highlight: Sadhguru Jaggi
Vasudev of Isha
Foundation, Sophia the
humanoid and actor
Deepika Padukone



Took place Oct 6-9, 2019
and themed:
RETHINKING THE CENTER



Took place Nov 11-14, 2021
in Dhaka and themed ICT-
THE GREAT EQUALIZER.
A hybrid of online and
physical event

Returns to Malaysia after hosting the 1st time in 2008.

Will be held on the beautiful island of Penang also known as 'The Silicon Island', home to 39 Fortune 1000 companies, 300 MNCs and over 1,000 thriving technology start-ups.



WCIT 2022
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POSITIONING OF WCIT 2022



WCIT 2022
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WCIT 2022 MALAYSIA sets to be the gateway to Southeast Asia while connecting the world – a definitive global event of technology businesses.

① Malaysia as a vital driver of digital economy as the hub, heart and access to Southeast Asia.

② Bridging tomorrow's innovation for today's conversation.

WHY JOIN US?

WCIT2022 Speakers
SOME OF OUR SPEAKERS INCLUDE:

SHIFT	BREAK THROUGH	THRIVE	NEXXT
Approaches to Change, Strategies & Actions	Transforming Quality of Life	Quantum Leap Business Revolutions	SEA - The Future of Southeast Asia
Dr. James Rosson Managing Director, World Innovation, Technology & Services Agency (WITSA)	Douglas Costello Deputy CEO, Agency Budget, Strategy and Performance, WITSA	Yoon Chul Editor of the Journal, Your Business & Chief Executive, Strategic Group	Dato' Lee Ivan Yeh Business Group CEO
Anthony Tang Tenaris Digital Revenue	Nancy Garibato Founder, Rightly Inc. & Partner	Christopher Thomas Founder, Yonaham Technology Co-Founder, Chief of Staff	Chia Bennett CEO & Co-Founder, Connected Market
Dr. Soeprarta Datta Dean, BBA Business School, Oxford Professor, Executive Director	Katharina Balf Associate VP, Strategy & Emerging Markets, Delivery Partner	Rohi Thi Gan Partner, Cyber Security & Privacy, Deloitte Founder, PWC	Azzati Razma General Partner, Strategy, Malaysia Co-Founder, Revolve Vietnam
David Ki Barom VP Global Marketing, Pricer, IBM	Mark van Leeuwen Chief Innovation Officer, Sorbus Group & Director of Strategy, Lake	John Gifford Founder, M&A, The West Group, Australia	Geetha Kumar Bangsh Founder & Executive Chairman, CosmoAsia
Dato' Tan Yi Hai Anandiah Alumni WITSA CEO, Cybersecurity Malaysia	Mary Jo de Lencastre Founder of the International Women in Cyber Security Foundation Europe 2019, International Women in Tech 2021	Chen Chen Head of the Cyber Security Operations Center, Asian Development Bank	Ronald D. Wood Baret Former Professional Squash Player - 8 World Titles, 100+ International Matches, 1st World # 1 Tennis, Tennis Ambassador

Access to Global Thought Leaders

Get the latest insights on how technology is connecting and transforming our world and join in discussions with some of the world's leaders and innovators on what is ahead and how we can empower communities, using tech for the betterment of humankind.



Business Development Opportunities

Seize this great opportunity for global exposure and lead generation with many sessions to take part in including B2B and networking sessions with regional and international leaders, as well as opportunities to showcase your services/products at the accompanying exhibition.



Discover Malaysia

Experience the beautiful architectural design of the building and multi-cultural country. Strategic in location with excellent international accessibility, it is a destination of choice for investment with comprehensively designed industrial parks known for their high standard infrastructure facilities.

ROAD TO WCIT 2022 MALAYSIA (9-12 SEPT 2022)



1-8 September : Malaysia Digital Week (MDW) organized by MDEC, K-KOMM.

9 September : Closing of MDW and launching of ROAD TO WCIT 2022 MALAYSIA @ Cyberjaya

12 September : Ministerial Dialogue hosted by Malaysia Minister of Communications and Multimedia in Cyberjaya. VIPs and delegates travel to Penang for WCIT2022.

OVERVIEW OF WCIT 2022 & TECHFEST



EXPERIENTIAL FESTIVAL (11 – 18 SEPT)

- Public showcase featuring 300 new tech
- Networking plus meet & greet with 200 global tech influencers
- Side stage featuring 70+ pop-up discussions
- Highly curated interactive sessions including digital arts, culture and heritage programs
- Attendees : Consumers, Enterprise leaders, govt. officers, academias

45,000 pax over 7 days*

3 DAYS CONFERENCE (13– 15 SEPT)

- 4 main-stage: SHIFT+, Breakthroughs, THRIVE and NEXT featuring SEA
- Daily keynote sessions, 100+ Panel sessions, 300+ speakers
- Startups, Unicorns and ventures trends
- Robust business matching
- Physical & Virtual exhibitions
- Attendees: C-Suites, Policy makers, Institutions, Innovators, Startups, Investors

4,000 pax*

GALA DINNER & AWARDS CEREMONY

- Global awards event
- International media affair

750 pax

*In Person and Virtual

Conversations for the Betterment of Humankind

3

impactful days

4000+

delegates

80+

countries

10+

keynote speakers

200+

speakers & panelists

WCIT2022 is in line with WITSA's objective of *Fulfilling the Promise of the Digital Age* as we:

Connect

Connecting to **Key Opinion Leaders & Experts** from across the world to open conversations on **how different economies perceive advances in technology in different ways**, mostly based on their vantage perspective and concepts of globalization, adoption, diffusion and changes necessary in policies in order **to translate technical change into economic and social value.**

Engage

Engaging in **ambitious discussions** to explore how Innovation and Technology has the power to impact and **transform all facets of our life including our health, work, infrastructure, transportation, environment, education and more.**

Transform

Meaningful, **actionable roundtable discussions**, successful case study presentations and more will take place to set out post-program actions to be taken helping to transform the world!

WCIT2022 Program

CONVERSATIONS FOR THE BETTERMENT OF HUMANKIND

SHIFT+1

Approaches to Change, Strategies & Actions

- The Global State of Network Readiness: The Digital Ranking of Countries
- **Radical Vision For What's In Store For the Future**
- National Digital Plans/Agendas and ICT Policy Priorities Ministerial Roundtable
- **How Governments Stay Relevant Amidst the Digital Revolution?**
- Addressing the Factors Contributing to Widening of the Digital Divide
- **Innovation for Good: Unleashing**
- **The Role of Govt in Connecting the World - An Industry Perspective**
- Governance in the Digital Age: Digital Sovereignty and the Future of the Internet **CIO Perspectives - An Evaluation of Industry Performance**
- Designing Our Future Youth Round Table

BREAKTHROUGHS+1

Transforming Quality of Life

- The Internet of Medical Things Revolutionizing Health Care
- **Future of Work - Technology Changing The Way We Work**
- Inclusion Innovation: How Startup Entrepreneurs Create Disruptive Solutions that Deliver Digital Promise
- **How is Artificial Intelligence Empowering the Education System?**
- Sustainability in a Circular Economy
- **Technology Revolutionizing how we deliver Media**
- Rise of the influencer and the changing landscape of digital marketing
- **The Impact of Robots in Healthcare**
- GBS: Quantum Leap - Disruptive Technologies and the Acceleration of Business Transformation
- **Smart Cities**

THRIVE

Quantum Leap Business Revolutions

- Protecting People and Societies from the Dangers in Cyberspace - Cybercrime, Cryptocurrency, Malware, Identity Theft Plenary Session
- **How 5G is Being Deployed and Impacting Lives Globally**
- Cryptocurrencies and The Issue of Trust
- **Have You Been to the Metaverse?**
- The Internet of Toys - Are the Dolls Watching Us?
- **Artificial Intelligence and the Future of Humans: Exploring the Human Side of AI**
- How Space Tech Serves and Connects the World
- **Is the World Truly Transforming Digitally?**
- How can Big Data continue to thrive in a regulatory atmosphere?

NE>>>T

The Future of Southeast Asia

- Southeast Asia Unicorns - Fireside Chats
- **Spotlight on SEA Technopreneurs**
- SEA>>> A Global Innovation Hub
- **SEA>>>Creating the Startup Landscape**
- SEA>>>Cultivating Leading Talent & Shaping Future Needs
- **SEA>>> Impact of tech on rural development and connectivity**
- SEA Success Story: Socially Responsible Outsourcing Creating a Social Impact
- **ASEAN's Digital Potential**
- SEA Emerging Tech Series: FoodTech
- **SEA Emerging Tech Series: SpaceTech**
- SEA Emerging Tech Series: MedicalTech
- SEA Emerging Tech Series: Electrical & Electronic Ecosystem

And more.....

Key Topics & Tracks Curated to Create Impact and Drive Post-Pandemic Recovery



Edutech



Cybersecurity



Smart Cities



5G



Blockchain
& NFTs



SpaceTech



AI



Economic Growth
& Sustainability



HealthTech



GBS

SHIFT ⁺

Approaches to Change, Strategies, and Actions

**BREAK
THROUGHS** ⁺

Breakthroughs in Transforming Quality of Life

THRIVE

Thrive with Quantum Leap Business Revolutions

NE>><T

The Future of Southeast Asia

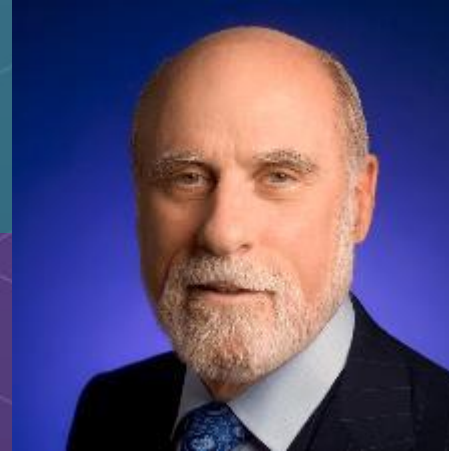


Approaches to Change, Strategies & Action



Connecting & Transforming the World

Dr. James H. Poisant
Secretary General,
The World Innovation, Technology
and Services Alliance (WITSA)



What challenges do Government and Industry Face in the Future?

Vinton Gray Cerf
Father of the Internet,
Vice President and
Chief Internet Evangelist, Google

The World Economy: Driving Post-Pandemic Recovery

Richard Quest
Renowned CNN Business
Correspondent



A Radical Vision for What's in Store for the Future

Nancy Giordano
Strategic Futurist, Cofounder, Play Big Inc
Founder and Producer,
Femme Futurists Society
Author of *Leadering: The Way Visionary
Leaders Play Bigger*





Approaches to Change, Strategies & Action



How SpaceTech Serves & Connects the World

Douglas Comstock
Deputy CFO for Agency Budget,
Strategy and Performance
NASA Headquarters



The Global State of Network Readiness: The Digital Ranking of Countries

Dr. Soumitra Dutta
Dean Elect, Said School of Business,
Oxford University Professor
President, Portulans Institute, and Chair,
Global Business School Network

Staying Relevant Amidst the Digital Revolution

Yannis Sirros
Chairman
The World Innovation, Technology
and Services Alliance (WITSA)



Digital Public Goods

Cheryl Ng
Startup Ecosystem Consultant at
UNICEF Office of Innovation -
Digital Public Goods | UNDP
Cambodia



BREAK THROUGHS

Transforming Quality of Life



The Future of Work: Technology Changing the Way We Work

David N Barnes
Vice President,
Global Workforce Policy
IBM Corporation



Inclusiveness and Economic Growth

Shane Kanady
Vice President,
Workforce Development
SourceAmerica

SEA: Cultivating Leading Talent & Shaping Future Needs

Esther Colwill
APAC President
Korn Ferry



Inclusion Innovation: How Startup Entrepreneurs Create Disruptive Solutions

Frances West
Author *Authentic Inclusion™ Drives
Disruptive Innovation*
IBM's first Chief Accessibility Officer





The Internet of Medical Things Revolutionizing Health Care

Ariel Garten
Neuroscientist
Founder of InteraXon - Makers of Muse: the brain sensing headband
Host of Untangle Podcast



Protecting People and Societies from the Dangers in Cyberspace

Chen Zhao
Head of Security Engineering and Operations
Asian Development Bank

Rise of the Influencer and the Changing Landscape of Digital Marketing

Christopher Travers
Co-Founder & CCO
Offbeat.xyz
Founder, Virtual Humans



Cybercrime, Cryptocurrency, Malware, & Identity Theft

Kok Tin Gan
Partner, Cyber Security & Privacy,
PwC & Founder of PwC's Darklab,
Hackaday and Hackbot.



WOMEN

Global Change Makers



**Internet of Toys:
What are the Dolls
Telling Us?**

Mary-Jo de Leeuw

Founder of the International Women in
Cyber Security Foundation,
WomenTech Network
Europe's 20 Influential Women in Tech
2021



**Socially Responsible
Outsourcing Creating a
Social Impact**

Gina Romero

CEO & Co-Founder, Connected Women
and Founding Partner, WE-ICT Initiative
(Women's Empowerment - Information
Communication Technology)

**How is Tech
Empowering the
Education System?**

Noluvuyo Gqadu
Founder,
Codengwana



**A Champion Mindset
for the Betterment
of Humankind**

Datuk Dr. Nicol David

Former Professional Squash
Player - 8 World Titles &
108 consecutive months as
World #1, Penang Tourism
Ambassador



**Inclusive
Digital
Economies**

Kashmera Self
Associate Vice President,
Strategy & Emerging
Solutions Delivery, Interac
WXN Top 100 Most
Powerful Women in Canada



INNOVATION AND TECHNOLOGY AWARDS



WITSA GLOBAL INNOVATION AND TECH EXCELLENCE AWARDS

14 September 2022 (6:30pm to 10:00pm)

B2B BUSINESS MATCHING ON WITSA GBX



VIRTUAL HALL DIRECTORY ABOUT US CONTACT US SIGN OUT



EVENT HIGHLIGHTS



VIRTUAL EXHIBITION

DIGITAL DIRECTORY

LIVE STREAM

EXHIBITION HALL

BUSINESS EXCHANGE

Virtual Engagement

GLOBAL BUSINESS EXCHANGE (GBX)



WCIT 2022 MALAYSIA
CONNECTING & TRANSFORMING THE WORLD

WITSA GBX B2B NETWORKING PLATFORM

WITSA GBX includes access to a robust B2B networking platform allowing WCIT delegate's companies to establish business connections with one another to expand their personal and business networks.

GBX provides the companies the opportunity to:

- ✓ Expand their business and professional network around the globe
- ✓ Seek strategic partnerships, sub and prime contracting opportunities
- ✓ Enhance their corporate branding, globally
- ✓ To join GBX Corporate Partners Program to develop their partnership networks via the WITSA GBX by signing up new global partners, offer online webinars for new product/services launches and training, etc
- ✓ Access other successful companies and entrepreneurs globally to exchange business best practices in management, finances, internal systems and marketing

OTHER KEY HIGHLIGHTS OF WCIT 2022

GLOBAL MINISTERIAL ROUNDTABLE (14 September)

9:00am - 12:00pm: Ministerial Roundtable discussion on Global Digital Adoption and Challenges (host by a Malaysian Minister)

12:00pm – 2:00pm: Lunch (host by Penang)

2:30pm – 5:00pm: Penang Digital Excursion Tour

6:30pm – 10:00pm: Gala Dinner and WITSA Excellence Awards Night

WCIT 2022 CLOSING PARTY (15 September)

TIME: 5:00pm to Midnight

VENUE: Automall, Karpal Singh Drive Penang

FORMAT: Street Party with Food, Music and Fireworks

CELEBRATION: Count-down to *Malaysia Day 2022*



MALAYSIA DIGITAL EXCURSION* (16-18 SEPT 2022)



Perak



Cyberjaya



Sarawak



Johor



Melaka



Kuala Lumpur



Pahang



Sabah

1. Digital Excursion to visit digital ecosystems in various states in Malaysia
2. Hosted by digital agencies in the various states in Malaysia
3. Featuring tech showcase blended cultural experience

* To be Confirmed



Reframe. Renew. Reimagine.
Visit www.techfest.my

11 – 18 September 2022

- A one week experiential technology festival where public are exposed to innovation, progress and future in technology that influence lifestyle and business.
- Presented through engaging activities – talks, masterclass, interactive exhibits, games, demonstrations.



MAIN HEADLINES

5G Zones

Future of Mobility

Artificial Intelligence

BuildTech

eSports

FoodTech

FinTech/ NFT/ Cashless Payment

Start-up & Ventures

DroneTech

SpaceTech

**TECHFEST2022
PENANG**

HOW TO PARTICIPATE

1. AS A PARTNER WITH
CUSTOMISED BENEFITS FOR
PROMINENCE

2. AS AN EXHIBITOR FOR
MARKET TRACTION AND
FUNDING ACCESS

3. AS A DELEGATE WITH
BUSINESS MATCHING
OPPORTUNITY

4. AS AN ADVERTISER
FOR PRESENCE IN GLOBAL
EVENT



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- Customized programs and activation
- Conference track sponsorship
- Speaking slots
- Host of welcome sessions/speakers lounge
- Unique content – TV, radio, OOHM, social platforms



TECHFEST2022
PENANG

- Unique showcase and exhibition space
- Engagement and traction building for brands
- Policy shift conversations on the future of various sectors
- Centre of excellence in Southeast Asia
- Site presence and branding on signages /stage/collateral
- Publications

EVERY SPONSORSHIP IS METICULOUSLY CUSTOMISED

MAIN SPONSORSHIP TIERS

CONFERENCE CONTENT/TRACK

EXHIBITION

ADDITIONAL BENEFITS

TITANIUM

USD 800K

NAMING RIGHTS FOR MAIN STAGE

81 SQM

PLATINUM

USD 400K

NAMING RIGHTS FOR BREAKOUT STAGE

60 SQM

GOLD

USD 200K

KEYNOTE & PANEL SESSION

40 SQM

SILVER

USD 100K

PANELIST

20 SQM

BRONZE

USD 50K

PANELIST

12 SQM

**TECHFEST
ACTIVATOR**

USD 5K

LISTED AS TECHFEST PARTNER AND WILL BE INCLUDED IN PROMOTIONS WITH EXHIBITION SPACE PROVIDED

- International Speaker(s) special events
- International branding BTL/collateral & advertising
- International and SEA media outreach and value
- Direct collaboration with global partners for WCIT 2022 Lead-Up Series
- VIP invites and access pass for stakeholders

EXCLUSIVE EXHIBITION SPACE



**Illustration of parameters of the modern booth set up.*

PAVILION / COLLECTIVE

USD 36,000

- 60 sqm of raw exhibition space
- 10 VIP passes
- Assistance to arrange VIP visit to the booth
- Speaking opportunities for 5 companies at the business matching sessions
- Full business matching facilitation
- 2 full color pages in the printed program publication
- Branding for online assets, on-site LED screens and app

DELEGATE TICKETS PRICING

	EARLY BIRD (1 May– 30 Jun 2022)	REGULAR & ON-SITE (1 Jul – 15 Sep 2022)
Individual	USD 650	USD 750
Individual VIP*	USD 900	USD 1,000
WITSA Member	USD 600	USD 650
WITSA VIP*	USD 850	USD 900
VIRTUAL ATTENDEES	USD 149	USD 199

*VIP tickets include invitation to gala dinner, private functions and priority seating.

Group discount only applicable for Early Bird and Regular prices.

- 5 – 10 tickets get 5% discount
- 11 tickets and more 10% discount



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TECHFEST2022
PENANG

ONG KIAN YEW

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www.wcit2022.com



MALAYSIA BORDERS NOW OPEN. COME JOIN US AT WCIT 2022 MALAYSIA!

Travel to Malaysia, quarantine free.
Join us this September to connect at the
World Congress on Innovation & Technology 2022.

www.wcit2022.com

[wcit2022](https://www.facebook.com/wcit2022)

HOSTED BY:



ORGANISED BY:



STRATEGIC ENABLERS:



PENANG LEAD AGENCIES:



INTERNATIONAL CONTENT PARTNERS:



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AN EVENT OF:



VENUE:

