

13<sup>TH</sup>

WIEF

SARAWAK  
MALAYSIA

21-23  
NOVEMBER  
2017

Disruptive Change:  
**Impact and Challenges**

Borneo Convention Centre Kuching

SPONSORSHIP & NETWORKING  
OPPORTUNITIES



[www.wief.org](http://www.wief.org)

## INTRODUCTION

WIEF promotes global commerce and economic wellbeing by enabling trade between Muslim and Non-Muslim communities.

It is the annual convergence point for the global business community.

The Forum is a platform for insights, inspiration, reviews and networking for business leaders and entrepreneurs globally.

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The 13th edition of the WIEF will be hosted by the Malaysian state of Sarawak, held in the city of Kuching on the mystical island of Borneo. Sarawak offers a new experience to WIEF participants with its vast natural beauty and unique cultural diversity that is the perfect backdrop to the annual Forum.

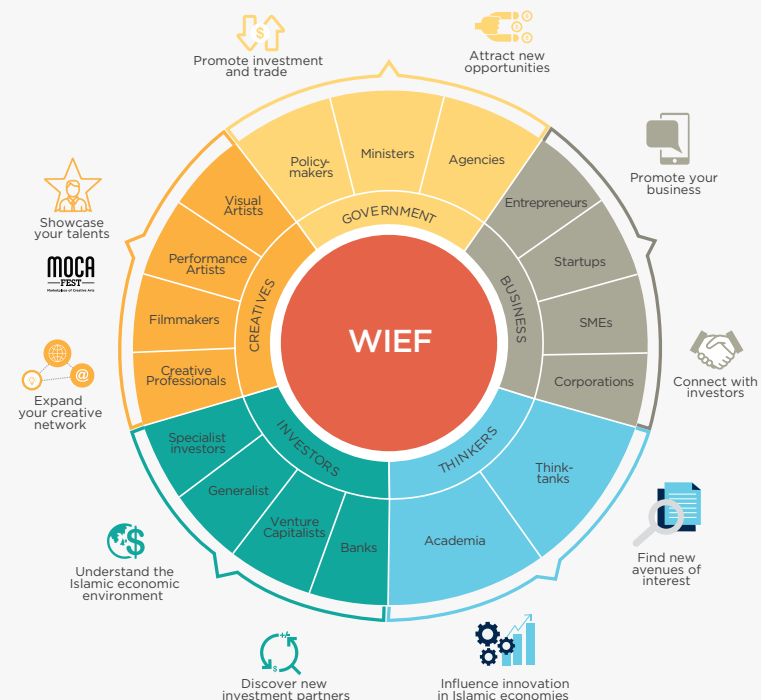
This year's theme **Disruptive Change: Impact and Challenges** reflects on the transformation the world is experiencing as a result of disruptive ideas and technologies. Yet, positive inclinations are occurring in the midst of a contradictory sentiment.

The discussions will explore how businesses can prepare, adapt and leverage on the opportunities created in these most dynamic of times.

## PROGRAMME FEATURES



## WHO ATTENDS WIEF



## PAST ATTENDING LEADERS

**The Hon. Dato' Sri Mohd Najib Tun Abd Razak**  
Prime Minister of Malaysia & Patron of WIEF

**H.E. Nursultan Nazarbayev**  
President of the Republic of Kazakhstan

**H.E. Joko Widodo**  
President of the Republic of Indonesia

**H.E. Hamid Karzai**  
Former President of the Islamic Republic of Afghanistan

**H.E. Muhammad Nawaz Sharif**  
Prime Minister of the Islamic Republic of Pakistan

**The Rt Hon. David Cameron**  
Former Prime Minister of the United Kingdom

**H.E. Abdelilah Benkirane**  
Former Prime Minister of the Kingdom of Morocco  
**H.M. King Abdullah II ibn Al Hussein**  
King of The Hashemite Kingdom of Jordan

**H.M. Sultan Hj Hassanal Bolkiah Mu'izzaddin Waddaulah**  
Sultan of Brunei Darussalam

**H.H. Sheikh Mohammed bin Rashid Al Maktoum**  
Ruler of Dubai and Vice President & Prime Minister of the United Arab Emirates

**H.R.H. Prince Charles**  
Prince of Wales, United Kingdom

and many more...

## PAST SPEAKERS

**Boris Johnson**  
Secretary of State for Foreign Affairs (Former Mayor of London), UK

**Vishnu Swaminathan**  
Country Director  
Ashoka Innovators for the Public, India

**Harris Irfan**  
Managing Director  
European Islamic Investment Bank plc., UK

**Atsutoshi Nishida**  
Adviser to the Board  
Toshiba Corporation, Japan

**Prof. Dr Pieter A.M. Claassen**  
Senior Scientist  
Wageningen UR Food & Biobased Research, Netherlands

**Dr Lerwen Liu**  
Managing Director  
NanoGlobe, Australia

**Anna Maria Aisha**  
President, World Halal Development (WHAD), Italy

**Gerald Lawless**  
President and Group CEO  
Jumeirah Group, UAE

**Dr Hak Min Kim**  
Senior Research Fellow  
Korea Institute of Material Science (KIMS), South Korea

**Masood Ahmed**  
Director, Middle East and Central Asia Department  
International Monetary Fund, USA

and many more...

## PARTICIPANTS COUNTRY REPRESENTATION

Participants from 2013 - 2016

Over **14,000** participants from **157** countries.

# SPONSORSHIP OPPORTUNITIES

## 13th WIEF SPONSORSHIP

WIEF is where key stakeholders of global business community meet to discuss the latest developments, trends, challenges and opportunities affecting global trade and commerce.

A WIEF sponsor is a main player and an authority within your respective industry. It not only elevates your brand but also the perception of your organisation via leveraged credibility the Forum's platform offers. Once a sponsor, the community that shapes the Islamic economy will view you as the cream of the crop.

With over 80 nations represented at each Forum annually, WIEF is a unique platform on which to promote your brand at a global level while allowing you access to the movers and shakers of the Global Business community.

A partner of WIEF reflects an organisation that advocates peace, supports WIEF's key objective of building bridges through business and believes that through the increase of fair trade and commerce, equality and peace is imminent.

Interested in becoming a Sponsor?  
Please send your enquiries to [sayf@wief.org](mailto:sayf@wief.org) & [marketing@wief.org](mailto:marketing@wief.org)

## SPONSORSHIP PACKAGES

### WHY SPONSOR

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### EARN GLOBAL RECOGNITION

As a Premier Business Forum, your association with WIEF will immediately earn you recognition within the stakeholders of the global business community.

### POSITION YOUR BUSINESS AS A MARKET LEADER

Sponsoring WIEF automatically brings you mindshare to be a market leader within your respective industry.

### PUT YOUR BRAND IN THE SPOTLIGHT

The annual WIEF receives unparalleled coverage from the world's leading media networks for an event of its nature. By sponsoring WIEF, the spotlight is on you.

### GAIN ACCESS TO QUALITY LEADS AND CONTACTS

As a Sponsor you will have access to the participants during and after the Forum.

### CREATE NEW BUSINESS OPPORTUNITIES IN NEW MARKETS

With over 80 countries represented, WIEF paves paths for you to charter new territories and explore new opportunities beyond where you are operating now.

### GIVE PARTICIPANTS A FEEL FOR YOUR BUSINESS

As a Sponsor, your product can leave an indelible mark on the minds of participants by exhibiting at the Exhibition space provided in which it is possible to engage with participants and let them experience your product or service firsthand.

### STAND OUT IN FRONT OF YOUR TARGET MARKET

Be distinctly noticed by 2000 international participants who converge at the annual WIEF.

### PRE-FORUM BENEFITS

| BENEFITS  | Strategic<br>USD200,000 | Platinum<br>USD100,000 | Gold<br>USD75,000 | Silver<br>USD50,000 |
|---|-------------------------|------------------------|-------------------|---------------------|
| Sponsors logo placement on the press release prior to the 13th WIEF | ✓                       | ✓                      | ✓                 | ✓                   |
| Access to the 13th WIEF participants list/database                  | ✓                       | ✓                      | ✓                 | x                   |
| Mentions on WIEF social media post                                  | 10                      | 6                      | 4                 | 2                   |
| Mentions in WIEF newsletter (In Focus)                              | 4                       | 2                      | x                 | x                   |
| Opportunity for 1:1 interview by key media partners                 | ✓                       | ✓                      | x                 | x                   |

### PROMOTIONAL BENEFITS

|  | Two Pages | One Page | One Page | One Page |
|--|-----------|----------|----------|----------|
| Advertisement insertion in the Forum's official programme book   |           |          |          |          |
| Sponsors logo placement in prominent pages of the Forum's official programme book  | ✓         | ✓        | ✓        | ✓        |
| Sponsors logo placement on 13th WIEF advertisement in media partner publications   | ✓         | ✓        | ✓        | ✓        |
| Recognition and acknowledgement in all of the Forum's collaterals which includes venue backdrop, marketing & advertising collaterals | ✓         | ✓        | ✓        | ✓        |
| Recognition in selected WIEF Foundation publications, website and social media platforms with hyperlinks                             | ✓         | ✓        | ✓        | ✓        |

### FORUM BENEFITS

| BENEFITS  | Strategic<br>USD200,000 | Platinum<br>USD100,000 | Gold<br>USD75,000 | Silver<br>USD50,000 |
|---|-------------------------|------------------------|-------------------|---------------------|
| Participant's registration passes   | 60                      | 40                     | 30                | 20                  |
| 13th WIEF Welcoming Dinner - Reserved seats   | ✓                       | ✓                      | ✓                 | ✓                   |
| 13th WIEF Opening Session - VIP seating (Ministerial Lane)  | 2                       | x                      | x                 | x                   |
| 13th WIEF Opening Session - Reserved seats  | 5                       | 5                      | 5                 | 5                   |
| Reserved seats at the VIP section during 13th WIEF Gala Dinner  | 20                      | 10                     | 5                 | 5                   |
| Usage of the Sponsors Lounge Room at the venue  | ✓                       | ✓                      | ✓                 | ✓                   |
| Exhibition space at a prominent location  | 6m x 9m                 | 6m x 6m                | 3m x 6m           | 3m x 6m             |
| Usage of the Sponsor Programme Room for private networking event  | 30 pax capacity         | 30 pax capacity        | 30 pax capacity   | 30 pax capacity     |
| Opportunity to nominate a relevant speaker for the 13th WIEF programme session  | ✓                       | x                      | x                 | x                   |
| Opportunity for 1:1 interview by key media partners. Placement of sponsor's press release at Media Centre                           | ✓                       | ✓                      | x                 | x                   |
| Insertion of business collateral or distribution of merchandise item to be placed in the conference bag (terms and condition apply) | ✓                       | x                      | x                 | x                   |

### POST-FORUM BENEFITS

|   |          |          |   |   |
|---|----------|----------|---|---|
| Credit mention in thank you email to participants               | ✓        | ✓        | ✓ | ✓ |
| Sponsor logo placement in Post Forum Report & Foundation Report | ✓        | ✓        | ✓ | ✓ |
| Post Forum social media mentions for 'X' months after the forum | 6 months | 4 months | x | x |



# NETWORKING OPPORTUNITIES

## 13th WIEF EXHIBITION

The 13th WIEF Exhibition is an extension of the Forum. It provides booth spaces for interested organisations to promote their brand and showcase their products and services while directly engaging with guests and participants of the Forum.

The Exhibition hall is strategically located within the vicinity of the Forum's main venue and session halls. It also acts as a host to other WIEF initiatives such as Business Exchange, IdeaPad and LinkedUp Lounge. Thus, making it a hub of activities throughout the three days.

SME's, NFPs, corporations, media organisations and country pavilions regularly take up space at the Exhibition and the overall feedback has been positive since the platform provides an extra dimension to their presence and return on their investment.

Please send your enquiries to [marketing@wief.org](mailto:marketing@wief.org)

## Packages

### SMALL MEDIUM ENTERPRISE (SME)

Only applicable to SMEs and SME agencies.  
Located within pre-designated area of the exhibition hall.

| PACKAGE  | CRITERIA  | FEE                             |
|--|---|---------------------------------|
| SME Exhibitors at the 13th WIEF will be entitled to the following privileges:  | <ul style="list-style-type: none"> <li>Yearly Sales Turnover &lt; USD12.5 million</li> <li>Employees &lt;200</li> <li>Not applicable to subsidiaries of GLC, MNC and/or SOEs</li> </ul> | USD1,000<br>SME Booth (3m x 3m) |
| <ul style="list-style-type: none"> <li>Two Exhibitor Passes</li> <li>Participants Bag</li> <li>Certificate of Participation</li> </ul> |   |                                 |

### STANDARD EXHIBITION BOOTH & SPACE

Located in designated areas within the Hall, the booths which are readily-constructed, make it easier for exhibitors to move in and showcase their products and services.

| PACKAGE  | CATEGORIES  | FEES     |
|--|---|----------|
| Exhibitors at the 13th WIEF will be entitled to the following privileges:  | Exhibition Booth (3m x 3m)<br>Standard Shell Scheme         | USD3,000 |
| <ul style="list-style-type: none"> <li>Three Exhibitor Passes</li> <li>Participants Bag</li> <li>Certificate of Participation</li> </ul> | Exhibition / Country Pavilion (6m x 6m)<br>Exhibition Space | USD9,000 |

## PARTICIPANT CORPORATE PACKAGES

### Empower your employees through the WIEF experience

In line with our mandate to promote global commerce and economic wellbeing, WIEF Participant Pass fee is modest in comparison to its global stature and scale. We encourage organisations to register their employees for WIEF and qualify for special packages that allow greater access to the Forum.

| ENTITLEMENTS   | PACKAGES   | FEES   |
|--|--|--|
| <ul style="list-style-type: none"> <li>Entrance to all Forum Sessions (21 – 23 November 2017)</li> <li>Entrance to Gala Dinner</li> <li>Entrance to Exhibition</li> <li>Entrance to the Business Networking Breakfast (BNB) session</li> <li>Meals</li> <li>Participants Bag</li> <li>Access to Participants via WIEF LinkedUp</li> <li>Access to Presentations after the Forum</li> <li>Certificate of Participation</li> </ul> | <b>One Participant Pass</b>  | <b>USD800</b>  |
|  | <b>Corporate Package 1</b> <ul style="list-style-type: none"> <li>Two Participant Passes</li> <li>One complimentary Participant Pass</li> </ul>  | <b>USD1,120</b> <ul style="list-style-type: none"> <li>Valued at USD2,400</li> <li>Savings of more than 50%</li> </ul> |
|  | <b>Corporate Package 2</b> <ul style="list-style-type: none"> <li>Five Participant Passes</li> <li>One complimentary Participant Pass</li> </ul> | <b>USD2,000</b> <ul style="list-style-type: none"> <li>Valued at USD4,800</li> <li>Savings of more than 50%</li> </ul> |

Please send your enquiries to [register@wief.org](mailto:register@wief.org)

## COMPLEMENTARY PROGRAMMES

WIEF has progressed into a globally recognised Forum that builds bridges through business. Over the years, our models for business networking and engagement have grown and diversified to suit the different needs of our partners.

The complementary programmes comprised a series of dedicated sessions for organisations or governments that wish to engage with an exclusive group of audiences on specific topics of interest.

Interested to host a WIEF complementary programme? Please send your enquiries to [marketing@wief.org](mailto:marketing@wief.org)

The Sponsors and Special Programmes offer a niche opportunity for organisations from a wide range of industries to interact and be in touch with potential business collaborators and investors directly.

The Investment Programme serves as an exclusive platform for countries to launch their key investment profiles and showcase trade opportunities to a global audience. Senior representatives from participating countries will be present to explore and develop lucrative business connections as well as build new partnerships.

## PREVIOUS MEDIA PARTNERS

**Bloomberg**  
TELEVISION



**FT**  
FINANCIAL  
TIMES

**IFN** **Islamic Finance** *news*  
The World's Leading Islamic Finance News Provider



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**Economist**



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### WIEF Publications & Digital Platform

[infocus.wief.org](http://infocus.wief.org)

[wief.org/downloads](http://wief.org/downloads)

### Social Media Links

Facebook: World Islamic Economic Forum Foundation

Twitter: @WIEF\_Foundation Instagram: WIEF\_Foundation

Flickr: WIEF\_Foundation

YouTube: WIEF Foundation TV

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