Request for Proposals

To Host World Innovation, Technology and Services Alliance's World Congress on Innovation and Technology in 2024

October 2022

The World Innovation, Technology and Services Alliance (WITSA) is an incorporated not-for-profit entity created to serve the interests of the global information and communications technology ("DIGITAL TECH") industry as represented by the eighty-five (85) national associations that are WITSA members.

During its history, WITSA has been involved in numerous activities in support of the DIGITAL TECH industry, including its awarding of the biennial **World Congress on Innovation and Technology** ("World Congress" or "WCIT"), its signature event.

In 2014, WITSA decided to offer WCIT events on an annual basis. Through WITSA activities and those of host associations, the World Congress has become an important and valuable global event. WITSA is the owner of all rights to World Congress on Innovation and Technology trademarks and proprietary material used in the marketing and holding of WCIT events. These rights will be licensed to the national WITSA member association selected to host WCIT 2024 after proposals have been carefully considered by the WITSA Chairman, CEO and Board of Directors.

WITSA hereby requests submissions of proposals to host WITSA's World Congress on Innovation and Technology in 2024 ("WCIT 2024"). An electronic copy of each proposal must be sent to Dato' Dan E. Khoo, WITSA's CEO at danekhoo@witsa.org *no later than* close of business, **February 28, 2023**. **For any questions, please call Dato' Dan E. Khoo at +601 (2650) 8392.**

Please be sure to follow-up by telephone or Whatsapp to ensure that your proposal has been received. An optional hard copy may also be sent to the WITSA CEO at the following address:

Dato' Dan E. Khoo
CEO
World Innovation, Technology and Services Alliance (WITSA)
10006 Hunter Street
Fairfax, VA 22031 - USA
E-mail: danekhoo@witsa.org

WITSA will consider all eligible proposals from ordinary members deemed to be in good standing and Global Partners for final selection. Those WITSA members and Global Partners submitting proposals will be asked to make proposal presentations at the WITSA Board of Directors meetings.

1.   World Congress on Information Technology

First held in 1978, the World Congress on Innovation and Technology (WCIT) is unique in its global perspective on digital tech issues and its ability to draw users, providers, media and academia from around the world. Global business, government and academic leaders discuss emerging markets, legal and policy issues, political and economic trends, emerging technologies, digital tech user perspectives and business opportunities in the global marketplace.

Among the featured speakers are internationally recognized leaders from government and industry. As an example, the 1998 World Congress had over 1,900 delegates from 93 countries, with over 100 sponsoring organizations. WCIT 2000, held in Taipei, and WCIT 2002, held in Adelaide, Australia, were equally successful, with Former US President Bill Clinton, Prime Minister Margaret Thatcher, President Mikhail Gorbachev, Bill Gates and other notables featured in the programs. WCIT 2004 took place in Athens, Greece, and WCIT 2006 in Austin, Texas. WCIT 2006 hosted some 2,000 delegates from over 80 countries and featured keynote speakers such as General Colin Powell, Steve Ballmer, Paul Otellini, Michael Dell, Anne Mulcahy, John Gage, Don Tapscott and the Right Honorable Dato' Seri Abdullah Badawi, the then Prime Minister of Malaysia.

The 2008 World Congress on IT took place in Kuala Lumpur, Malaysia. WCIT 2008 hosted 3,313 delegates from 92 countries, featured Bill Gates, celebrity genome scientist Craig Venter and then Intel Chairman Craig Barrett as speakers and became the platform where Foreign Direct Investment and trade deals worth over US$2.2 billion were announced. The 2010 World Congress on IT that took place in Amsterdam also included delegates from over 90 countries and won the European Best Event Awards (EuBEA) Award as the best European Congress and Convention in 2010.

The 2012 World Congress on Information Technology (WCIT 2012) took place in Montréal, Canada from October 22 to 24. The event brought together 2,500 participants, including delegates and exhibitors from 62 countries at the Palais des congrès de Montréal for a three-day conference under the theme of "ONE Vision or a Global Digital Society". The program was extremely well received by the information and communication technology (DIGITAL TECH) community: over 75 keynotes and panelists took the stage including Larry King who chaired a

roundtable of senior DIGITAL TECH executives. Don Tapscott was also onsite as WCIT 2012 host to integrate the many conversations and make sense of the different perspectives about the digital society. The economic impact of the WCIT 2012 Congress was estimated at 5.5 million dollars for the city of Montréal and the province of Québec.

WCIT 2014 was held from September 29 to October 1, 2014 at the Expo Guadalajara Convention Center; Guadalajara, Jalisco, Mexico. With the theme *"Creating Collaboratively the Digital Age"*, this spectacular was attended by 2,671 delegates from 49 countries. It offered a high-level program featuring 107 speakers participating in 14 panels, 10 keynotes, 14 workshops and 11 special events. The exhibition area had 11 international pavilions, 52 exhibitors from the IT industry and more than 1,000 business meetings took place during the congress.

WCIT 2016 was held on October 3-5, 2016 at the CICB Brasilia International Convention Center; Brasilia, Brazil, with the theme: *"Fulfilling the Promise of the Digital Age: Challenges and Opportunities"*. WCIT 2016 was attended by 2,017 registered delegates from 50 countries, featuring 63 internationally renowned speakers. The event was covered by over 70 international and domestic media outlets, reached half a million people through Facebook (including 28,600 followers of the WCIT 2016 Facebook page and over a thousand unique views of live WCIT 2016 video streaming). It also produced 12 thousand Twitter impressions via the #WCIT 2016 profile during the live coverage and was a top Twitter trending topic in Brazil. Moreover, WCIT 2016 featured 200 B2B meetings – resulting in business deals worth millions of dollars in the medium to long term.

The 2017 World Congress on IT took place in Taipei, Taiwan on September 10-13, 2017 at the TWTC Exhibition Halls and TICC under the theme: "Living the Digital Dream". The event was attended by over 2,500 delegates from 80 countries. The three day conference featured renowned industry leaders, celebrated thinkers, innovators and policymakers, including in-depth discussions on policies, partnerships and institutions that enable countries to fully leverage DIGITAL TECH's for increased competitiveness and well-being, perspectives on the impacts of collective and analyzed personal data to better government services and its governance as well as economic growth, global views on the circular economy and the impacts on sustainable growth, the global Status on broadband connectivity and connecting the Next Billion, cyber-security and privacy, e-trade facilitation in the WTO and the impact on digital transformation, disruptive innovation and its implications for transformation, smart learning and education, the Impact of DIGITAL TECH on Health Care, Smart & Green Techs for Cities of Tomorrow, and much more.

WCIT 2018 took place in Hyderabad, India on February 19-21, 2018 at the Hyderabad International Convention Centre (HICC). The theme of WCIT 2018, the first World Congress on IT to be held in India, was "Fulfilling the Promise of the Digital Age: Amplify Digital, Disrupt the Core". WCIT 2018 saw some 2,500 delegates from over 50 countries around the world and was opened by Prime Minister Narendra Modi. Being a major global trending topic, the three-day event showcased over 160 innovative start-ups and featured several government ministers, high-profile industry and thought leaders who engaged in numerous deep dive sessions, boardroom series, analyst corners, and focused forums. The WCIT, which served as a forum for networking and forging alliances, also saw the Telangana State government and NASSCOM signing an MoU for a center of excellence in data science and artificial intelligence,

a technology partnership agreement between Telangana and the Taiwanese city of Taoyuan, and Adobe announced plans to set up an AI lab in Hyderabad. The Telangana State government also initiated discussion with Tom Moore, Lead-Alphabet, Google X, to explore the possibility of using technology to improve broadband connectivity. The Telangana State was slated to become the first user of Google X as it was looking to use the technology to address the leftover connectivity issue in its T-Fiber project.

WCIT 2019, "*Fulfilling the Promise of the Digital Age*-The Power of Decentralization", took take place in Yerevan, Armenia from October 6-9, 2019 at the Karen Demirchyan Sports and Concerts Complex, also known as Demirchyan Arena, Sports & Music Complex. WCIT 2019 opened with a historic concert in Yerevan's Republic Square, featuring an orchestra of 100 musicians from fifteen countries around the world led by Maestro Sergey Smbatyan of the Armenian State Symphony Orchestra. The orchestra performed the first ever AI-composed piece in real time with 3D mapping projected onto Republic Square.

WCIT 2019 featured 62 speakers and some 5,600 leading academics, technologists, and entrepreneurs from over 70 countries gathered to reshape the conversation around our digital future and explore the outcomes that the information and communications technologies have in business and our lives. An eclectic mix of keynotes from Armenian Prime Minister Nikol Pashinyan, Infosys Founder Narayana Murthy, Kim Kardashian West, Reddit Co-founder Alexis Ohanian, VMware COO Rajiv Ramaswami, Bitcoin Suisse CEO Arthur Vayloyan, CNN Correspondent Richard Quest, GIPHY Founder & CEO Alex Chung, VaynerX Chairman Gary Vaynerchuk, TechCrunch Editor-at-large Mike Butcher, Satalia CEO David Hulme, Emmy award-winning business and technology journalist Samuel Burke, Grammy winning and multi-platinum recording artist Serj Tankian, and many other accomplished speakers explored how technology is impacting profits, prosperity, safety, security, democracy, and humanity. Tech trends such as artificial intelligence, machine learning, smart cities, cybersecurity, climate change, and blockchain were all up for debate.

After experiencing significant success in technology and innovations, WCIT 2019 helped Armenian Prime Minister Nikol Pashinyan put the spotlight on his efforts to make Armenia a global technology hub. Infosys Co-Founder, Narayana Murthy addressed the fears of many CEOs by stating that "technological progress is always a blessing for prepared minds, but a curse for those who are not." Meanwhile, "learn to code" was the message for the younger members of the audience from Reddit co-founder Alexis Ohanian; "It's the new literacy and is the modern superpower," he advised. Many conversations across the event were also moving away from debates around a man vs. machine towards a focus on the rise of human and machine collaboration.

WCIT 2022 Malaysia featured some 4,000 industry executives, government leaders, visionaries, innovators, academics and media from over 60 countries. Commonly referred to as the 'Olympics of the World's Information Technology Industry', WCIT 2022 MALAYSIA featured a compelling event-filled program with more than 200 speakers, covering keynote speeches, business forums, roundtable discussions and interactive panels centered around topics such as new innovative technology, NFTs, Smart City development, SpaceTech, Artificial Intelligence,

Cybersecurity, 5G, EduTech, Blockchain, HealthTech, E-Commerce and the furtherance of the world's economic growth post-pandemic.

Delegates and speakers gathered in beautiful Penang to discuss the impact, challenges, and opportunities around WITSA's vision of Fulfilling the Promise of the Digital Age, with special emphasis on Connecting and Transforming the World. Fulfilling the promise of the Digital Age envisions everyone on earth benefiting from innovations in digital technologies that bring about prosperity and opportunities to all corners of the world and how doing so will enrich populations, countries as well as the companies that drive our innovation economy by expanding the global marketplace and fostering sustainability.

The program was opened by the Right Honorable Dato' Sri Ismail Sabri bin Yaakob, Prime Minister of Malaysia. Malaysian Minister of Human Resources Hon Datuk Seri M. Saravanan discussed how to humanize technology for the benefit of all; Broadcom President and CEO Dato' Hock Tan presented his vision of a "global leadership mindset" by connecting and transforming the world through technology. edotco Group CEO Adlan Tajudin discussed how to accelerate equitable connectivity to transform and enable a Digital Nation. Dr. Vint Cerf, Father of the Internet and Vice President and Chief Internet Evangelist at Google, talked about what challenges government and industry face in the future and how best to ensure that ICT development continues to the benefit of all. Dr. Soumitra Dutta, Dean of the Said Business School at Oxford University presented the Global Innovation Index, which featured digital ranking of countries' e-readiness and the current global environment. For more information about WCIT 2022, see the WITSA press release.

The following is a list of those WITSA member associations which have either hosted or are scheduled to host a World Congress, through 2022:

2023
Quarter 4, 2023
Kuching, Sarawak, Malaysia
Borneo Convention Centre Kuching (BCCK)
Theme: "Fulfilling the Promise of the Digital Age: Innovation and Technology Driving Economic Prosperity, Social Inclusivity, and Environmental Sustainability"

2022
September 13-15, 2022
Penang, Malaysia
Theme: "Fulfilling the Promise of the Digital Age: Connecting & Transforming the World"
https://wcit2022.com/

2021
November 11-14, 2021
Dhaka, Bangladesh
http://www.wcit2021.org.bd/

2020

Due to the global pandemic, WCIT 2020 was postponed to 2022 but Road to WCIT Malaysia was held on September 14-16, 2020
Penang, Malaysia
Theme: "Road to WCIT Malaysia" - a hybrid of small official functions and live telecast that is available online for global participation including B2B matching, awards and virtual exhibitions for Southeast Asia's market access
http://wcit2020.org/

2019
October 6-9, 2019
Karen Demirchyan Sports and Concerts Complex; Yerevan, Armenia
Theme: "*Fulfilling the Promise of the Digital Age*-The Power of Decentralization"
http://wcit2019.org/

2018
February 19-21, 2018
Hyderabad International Convention Centre (HICC); Hyderabad, India
Theme: "*Fulfilling the Promise of the Digital Age:* Amplify Digital, Disrupt the Core".

2017
September 10-13, 2017
TWTC Exhibition Halls and TICC; Taipei, Taiwan
Theme: "*Fulfilling the Promise of the Digital Age:* Living the Digital Dream"
http://www.wcit2017.org

2016
October 3-5, 2016
CICB Brasilia International Convention Center; Brasilia, Brazil
Theme: "*Fulfilling the Promise of the Digital Age:* Challenges and Opportunities"

2014
September 29 – October 1, 2014
Expo Guadalajara Convention Center; Guadalajara, Jalisco, Mexico
Theme: "*Fulfilling the Promise of the Digital Age:* Creating Collaboratively the Digital Age"

2012
October 22-24, 2012
Palais des congrès, Montreal
Over 2,000 delegates from 62 countries
Theme: "*ONE Vision or a Global Digital Society*"

2010
May 25-27, 2010
Amsterdam RAI
Over 250 speakers and more than 3,500 participants from 96 countries
Theme: "*The Digital Road to Recovery*"

2008
May 18-22, 2008
Kuala Lumpur Convention Center (KLCC)
3,200 delegates from over 90 countries
Theme: *"Global Impact of Information and Communications Technology: Enable Businesses, Empower Societies, Enrich Economies"*

2006
Austin Texas
May 1-5, 2006
Austin Convention Center
Over 2,000 delegates from over 80 countries
Theme: "*Global Impact - Unleashing Human Potential"*

2004
Athens
May 17-23, 2004
Megaron Moussikis Conference Center
1,200 delegates (67 countries)
Theme: *"The Future is Now"*

2002:
February 25 through March 1, 2007
Adelaide Convention Center
1,807 delegates (55 countries)
Theme: *"Unleashing the Power"*

2000
June 11-14, 2000
Taipei, Taiwan
1,790 delegates from 86 countries
Theme: *"IT for a Better World"*

1998
June 21-24, 1998
1,903 delegates from 93 countries
George Mason University
Fairfax, Virginia – USA
Theme: *"When the Convergence of Information Technology Meets Demand"*

1996 Bilbao, Spain
1994 Yokohama, Japan
1990 Washington, D.C., USA
1988 Paris, France
1986 Toronto, Canada

1984 Tokyo, Japan
1982 Copenhagen, Denmark
1980 San Francisco, USA
1978 Barcelona, Spain

2.   Selection Criteria

The award of WCIT 2024 will be based primarily on the financial and organizational viability of the proposal. WITSA will also view the level of commitment expressed by the host to organize a world-class conference that will reflect positively on the host country, as well as on WITSA. It is important for the host to demonstrate that the WCIT will receive support from not only the digital tech industry, but its government as well.

Due consideration will also be given to the host, industry and host country commitment to support the congress; project staffing, marketing, and capabilities to host a large, prestigious international conference, projected attendance, geographical location, and venue.

The theme for the 2024 congress (all WITSA Congresses) will include: *"Fulfilling the Promise of the Digital Age."* WITSA will work with each host to prepare the program. Hosts ordinarily assign a sub theme to WITSA's main theme; however, these sub-themes need to be approved in advance by WITSA.

Any member of WITSA in good standing or WITSA Global Partner is eligible to be selected as the Host Organization. The WITSA Board of Directors will consider all proposals for final selection at its regularly scheduled BOD meetings. Those WITSA members or Global Partners submitting proposals will be required to make full presentations at the BOD meeting.

The following host qualifications are required:

A) Host Organizations must be a WITSA member in good standing or an existing WITSA Global Partner. That means that all dues must be current and paid in full. It is also important that members or partners who bid should have actively participated and supported WITSA activities. However, this is not a prerequisite to submit a bid proposal.
B) Host Organizations must be financially sound and must have full-time professional staff capable of managing the Congress or demonstrate financial and professional qualifications if a separate organization under the management of the WITSA member or Global Partner will be involved in the Congress.
C) Host Organizations that are tech industry associations should have broad representation among its membership across the various sectors of the information technology industry or if a WITSA Global Partner, should represent the local government digital economic development authority.

Applications to host WCIT events must be submitted in electronic form.

3. Selection Prerequisites

The WITSA member or Global Partner selected as the WCIT 2024 Host Organization **must assume all financial responsibility associated with the World Congress regardless of whether it elects to establish a special purposes business entity to prepare for and execute its Congress.** The Host Organization is encouraged to make payments as soon as possible after the award is made, especially when government funding is to be used.

In a number of cases, Mexico 2014, Brazil 2016 and Taiwan 2017, for example, government funding was obtained to pay the entire licensing fee during the funding cycles for each country. In these cases, the entire fee of $750,000.00 (USD) was paid years in advance of their respective congresses.

WITSA will work with the Host Organization on a binding payment schedule, to be included in a signed WCIT 2024 Host Agreement.

All payments required under this Host Agreement shall be free and clear of any VAT, income, or any other tax and, to the extent such payments are subject to any tax, shall be grossed up in such additional amounts as necessary to make WITSA whole; and shall be timely made by wire transfer in accordance with written instructions provided by the WITSA CEO.

A contract (in form and substance comparable in all material respects to the WCIT 2024 model contract posted on the WITSA web site) must be signed between the WCIT 2024 Host Organization and WITSA within 90 days after WITSA's selection of the Host Association.

The contract specifies other requirements and responsibilities regarding the event. The WITSA Secretariat shall have the unilateral right to withdraw the award in the event that a contract cannot be agreed upon and signed within the time allotted.

If a WITSA General Assembly meeting is scheduled, the Host Organization must at its expense provide a venue for WITSA General Assembly and Committee meetings in conjunction with the event. These meetings usually take place over two days immediately *prior* to the Congress.

Full-complementary WCIT registration shall be provided for ten (10) individuals chosen by the WITSA Secretariat.

WITSA GLOBAL PARTNERS
WITSA requests that the Host Organization provide 8 x 10 ft. exhibit space with table and three (3) delegate tickets for each WITSA Global Partner. WITSA will pay for the signage required under agreement with each partner.

GALA DINNER AWARD WINNERS
At the Host Organization's expense, the Host Organization shall: (a) provide for a Gala Dinner and Awards Ceremony for all Registered Delegates in conjunction with WITSA's Awards Ceremony prior to the last day of the Event, which recognizes achievement within the information and communication technology community; (b) provide Complimentary Registrations for up to fifteen (15) awardees (one representative for each award category winner plus a Chairman's Award Recipient) and three (3) nights lodging for the awardees; (c) provide

adequate recognition of the awardees in the Gala Dinner and Awards Ceremony which the Host Organization shall organize and produce in consultation with WITSA; (d) invite each award winner and at least one guest per award winner to attend the Gala Dinner at no charge; and (e) in consultation with WITSA, host a Press Conference for awardees at a time and place acceptable to WITSA and make reasonable efforts to ensure press attendance.

The Host Organization agrees that WITSA shall have final approval of the agenda for the Gala Dinner and Awards Ceremony and that it will not, in its own name or any other, make any awards at the Gala Dinner and Awards Ceremony, or at any other time at WCIT 2024, without WITSA's prior written consent. The Host Organization agrees to provide adequate time during the Gala Dinner and Awards Ceremony for WITSA to properly recognize each award winner.

4. Executive Summary

Given the importance of the World Congress to WITSA, the host country and the global digital tech community, it is vital that all proposals include a brief overview of the marketing and media plans, organization and staffing support, and a draft budget, as well as:

- Lodging and Airport(s) -Please include information regarding the nearest international airport/s
- Lodging capacity and availability
- Venue (Minimum capacity 1,800)
- List of prior events similar in size and scope to the World Congress held at the venue site, or locality.
- Theme: all WCITs should incorporate the brand theme: "*Fulfilling the Promise of the Digital Age,*"
  Hosts are invited to suggest sub-themes or taglines under the theme such as "Opportunities & Challenges."
- Dates- WITSA recommends that Congresses begin on a Sunday morning with a golf tournament and end on Wednesday afternoon. Congress planners are welcome to add on pre-Congress workshops, business matching, networking activities and post social and tourism related activities after the Congress. An assessment of conflicting conferences and other events should be made prior to submitting the proposal.
- Sponsoring association (Organization that will actually be responsible for planning, fundraising and operating the event). To reiterate, regardless of whether the Host Association itself operates the Congress or it elects to form a special purpose business entity to operate the Congress, the Host Organization will bear full responsibility for the entire event, including the obligation to pay WITSA's entire Licensing fee in consideration of the right to host the Congress.
- Organizational partners e.g., levels of governments (typically, governments contribute between 20-25% of the total revenue needed to support this event), economic development authorities, corporate partners, universities, and/or other trade associations.
- Financial guarantees- Please describe funding sources that are capable and committed to support this Congress. WITSA recommends that letters from these sources be included in your response.
- Responder agrees and commits to the payment schedule.

- Expected attendance and foreign/domestic breakdown.
- Ability to support English as the event's official language.
- Major events (e.g., opening ceremony, technical capabilities, keynote speeches, breakout session, special activities, networking events, Spouse/Guest program, etc.).
- Value to attendees - Affirmation that responder understands and accepts the payment amounts and conditions.
- Affirmation that responder has no objection to any material term or condition in the Licensing contract.

Please feel free to add other information that will enhance your bid.

5.   Location

The success of previous World Congress events has been measured by the number and diversity of attendees. It is believed that the location of the event is an important determinant of attendance. The evaluators will look carefully at the proposed location, so as to make an evaluation as to the likelihood of attracting the targeted audience.

The proposal should profile the advantages of the proposed location and venue. To include:

- Information on the sponsoring association or WITSA Global Partner;
- Local digital tech community and industry;
- Financial support;
- Support from local government (i.e. funding, security resources, medical personnel and facilities);
- Planned support from state, regional and federal (Central) government
- Local cultural/historical sites;
- Access and availability of volunteers;
- Marketing experience and plan
- Staffing Plan
- Local universities or research parks;
- Transportation qualifications (international/domestic airports and number of international flights serving the airport each day). Also please include information on what attendees might expect as to ground transportation to and from hotels and meeting facility;
- Lodging qualifications;
- Spouse/Guest program;
- Other local amenities.

6.   Venue Qualifications

The Proposal should provide the following information about the World Congress venue:

- Name and address
- Seating Capacity
- Technical Capacity

- Translating Facilities
- Map
- List of similar events held at the venue

7.   Organizational Partners

Previous World Congress hosts have been supported by the commitment, resources and enthusiasm of a number of organizational partners. If such support is envisioned, your proposal should include a list of these organizational partners providing the following information:

- Name of Partners
- Location
- Background information
- Contact
- Current Commitment

8.   Public Relations/Marketing Plan

The Proposal should detail both the press coverage and the promotion/marketing of the WCIT 2024.

- Staffing plan for Marketing and Public Relations (Media coverage)
- Plans for event promotion (press conferences, news releases, presentation tours, promotional materials, etc.)
- Marketing plan, which clearly states approximate, dates for major marketing events, proposed mailing lists, etc.
- Opportunities for press events
- Media outreach
- Media contacts
- Local press

9.   Sponsors/Funding

A draft budget detailing the estimated cost of the Congress and sources of revenue must be submitted as part of the proposal. The proposal should include information on committed and/or potential sponsors, both corporate and public sector, including contact information.

The proposal must furthermore demonstrate a strong partnership with relevant government branches or agencies.

10. Conclusion

WITSA requests that all bidders respond to each of the requirements mentioned within this RFP. WITSA is not averse to receiving other offerings that enhance the bid and the Congress, but only after all of the required information is submitted.

All questions should be directed electronically to:

<center>

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Chief Executive Officer
World Innovation, Technology and Services Alliance (WITSA)
E-mail: danekhoo@witsa.org
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Thank you for your interest in hosting the World Congress on Innovation and Technology.

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