



One of the World's Largest, Most Inclusive Events For Applied AI that Impacts Societies & Industries

AI for Positive Impact

AI World Summit 2021/22

SPONSORSHIP PROPOSAL

1st Dec 2021 | 9am - 9pm (GMT+8)

AI WORLD SUMMIT

WHERE INNOVATORS & DISRUPTORS MEET TO CHALLENGE LIMITS

AI INCLUSIVITY

REMOVING BARRIERS FOR AI ADOPTION

SOCIAL IMPACT OF AI ADOPTION

AI World Summit

Where innovators and disruptors meet to challenge limits



The Background

- Quote from the Chairman, AIWS
- Goal: AI World Summit
- Target Audience



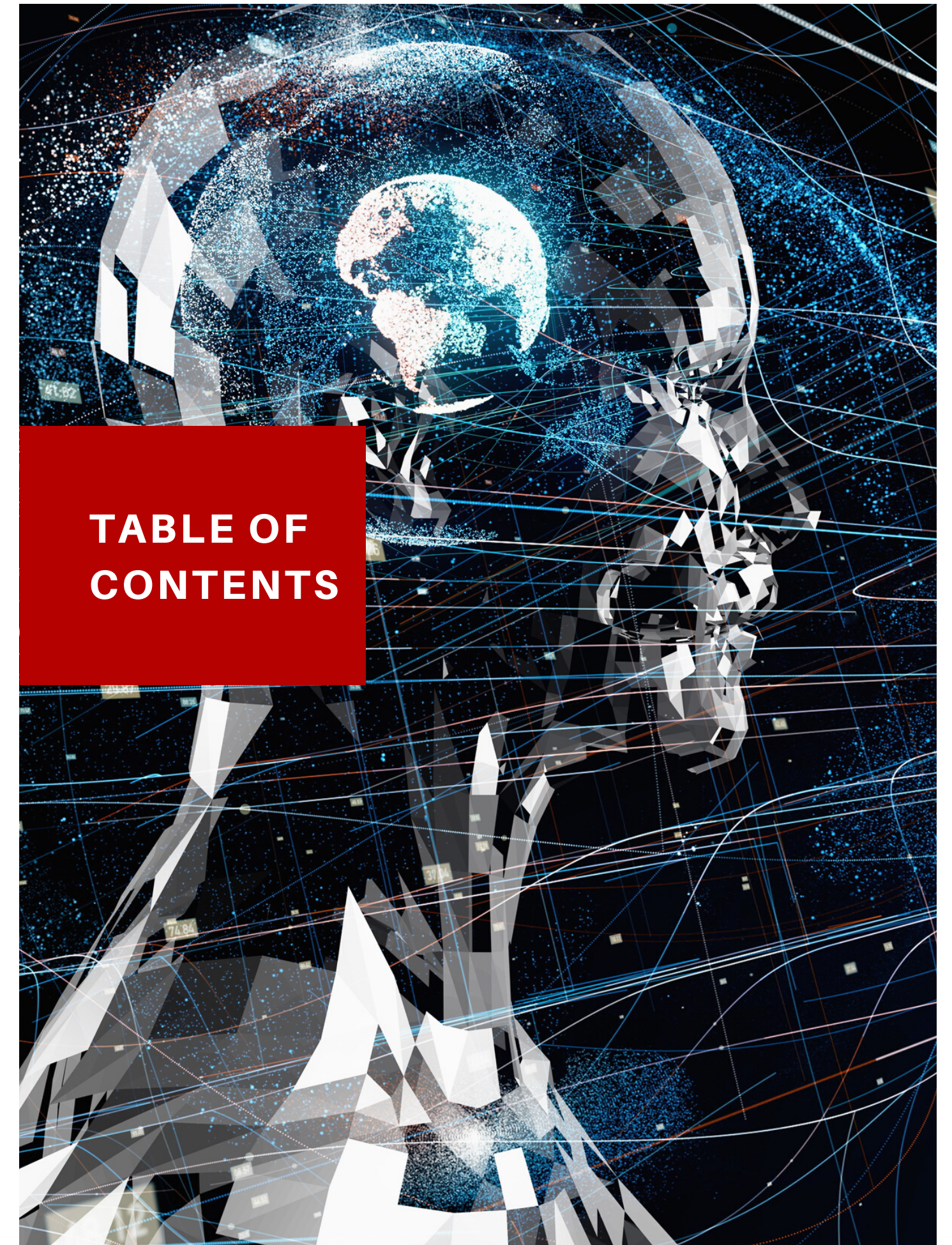
The Event: 2020 / 21/ 22

- 1ST AIWS EVENT
- AIWS 20/21
- AIWS 20/21 | The 14 Core Tracks
- What's Special This Time?
- Priority Focus and Features
- The 15 Tracks in Summary
- Sponsorship Packages/Deliverables
- The 15 Tracks: Description & Key Discussion Points



The Reference

- Sponsorship Form
- Sponsorship Terms



Quote from the Chairman, AIWS Committee

The AI World Summit is one of the world's largest, most inclusive and vibrant events - when it comes to AI showcases, discussions and exchange of views, ideas and experiences in AI adoption and deployment by practitioners and global thought leaders.

The AIWS covers the hottest topics in AI and encourages a healthy debate, non-technical and strategic, for professionals, senior executives, board members and research personnel - ranging from public, private and non-profit organisations / NGOs.



"AIWS provides a forum to ensure sustainable management of AI applications for positive impact."

Goal: AI World Summit

A Global Digital Event

1st Dec 2021 | 9am - 9pm
(GMT+8)

AI WORLD SUMMIT

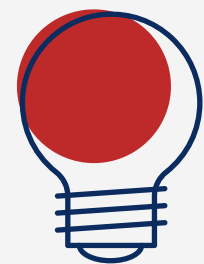
WHERE INNOVATORS & DISRUPTORS
MEET TO CHALLENGE LIMITS

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‘The AI World Summit: Where Innovators & Disruptors Meet to Challenge Limits’ brings together the global AI community from a range of businesses, science and technology to go beyond the buzz and hype. It discusses the most burning AI issues and shares their developments, successes, challenges and the resultant impact on their businesses.

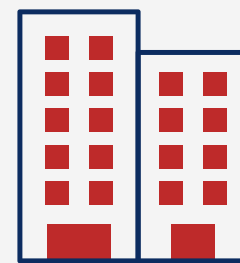
The AI World Summit is a unique opportunity to explore what the new global era means to AI. It touches on how AI’s transformational potential can be best used to create a better future, and what this means for policy and decision makers, manufacturers and businesses interested in leveraging the potential, for the good of society and the business community.

Target Audience



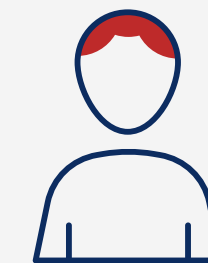
AI / Analytics Experts

Data Scientists, Technical Personnel, Innovators, Transformation Leaders



Public & Private Organisations

Businesses, MNCs, Start-ups, Government Agencies, Universities and Colleges, Trade Associations and Business Chambers, Non-profit Organisations, Banks and Financial Institutions



Professionals & Academists

Professionals, Investors, Researchers, Lecturers, Students

Ideas to Generate Positive Impact

AIWS steers ideas, innovations and implementation plans that lead towards the attainment of SDG goals.





2020/21

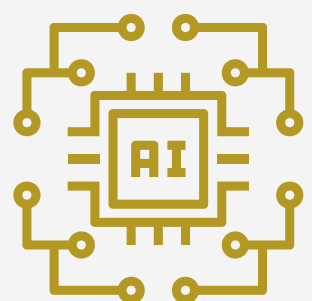
1ST AIWS EVENT

AIWS 20/21

was a huge success



26,000
Registrations



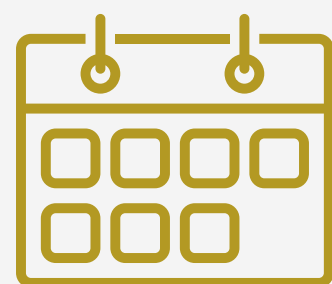
32
Tracks &
Sessions



94
Speakers



39
Countries



05
Days



AIWS 20/21

Contributed by speakers & partners from leading organisations

Partners & Supporters



DISTINGUISHED SPEAKERS FROM LEADING ORGANISATIONS



AIWS 20/21 | THE 14 CORE TRACKS



#1 - THE FUTURE OF WORK

How AI & Robotics Affect Workforce and Management

#2 - THE BIG 4 MEGATRENDS

How They Will Shape The World & Industries in the Next 5 Years

#3 - BOARDS IN THE NEW ERA

The Role Of AI In Achieving Sustainable Development Goals

#4 - POLICY MAKING IN THE DIGITAL ECONOMY

Impact of Tech Disruptions on Policy Planning and Implementation

#5 - WOMEN IN TECH

The Roadmap for Female Leadership in the Tech World

#6 - BLOCKCHAIN & AI

The Experience and Lessons by Practitioners & Adopters

#7 - TECH INVESTMENT OUTLOOK FOR 2021

What's the menu going to be?

#8 - THE NEW ERA IN BANKING

What Banks Must Do To Be Ready for The Next Lap

#9 - PROFESSIONAL SERVICES 4.0

The Future of Services in Legal, Advisory and Accounting

10 - AI FOR SUSTAINABILITY

The Role of AI in Achieving Sustainable Development Goals

11 - MANUFACTURING 4.0

AI & Automation Strategies for Manufacturers Across the Supply Chain

#12 - CONSUMERS 4.0

Understanding and Winning the Minds of Consumers in the New Era

#13 - THE FUTURE OF HEALTHCARE

Ensuring Accessibility and Affordability of Healthcare to the Masses with AI

#14 - THE FUTURE OF EDUCATION

Teaching and Learning Methods for the New Era with AI Technology

AIWS 20/21 | STRATEGIC SESSIONS



5 SPECIAL TRACKS

#A

LEADERSHIP DNA OF TOP WOMEN LEADERS

#B

ADVANCING BOARD DIVERSITY: THE WAY FORWARD

#C

AI-READY BANGLADESH

#D

AI FOR SUSTAINABILITY

: Connecting AI To The Significance Of The Sustainable Development Goals

#E

DIGITAL TRANSFORMATION FOR BUSINESSES

: Enable & Accelerate Economic Recovery Post-covid

3 SPECIAL PRESENTATIONS

SP

Leadership DNA of Top Women Leaders

: AI Perspective

SP

Charting Malaysia's Future

: Emerging Signs That We Cannot Ignore

SP

Artificial Intelligence & Robo-Advisory

How Realistic Is Their Application In Shariah Assurance And Islamic Wealth Management?

2021/22

2ND AIWS EVENT

Priority Focus and **FEATURES**

1st Dec 2021 | 9am - 9pm
(GMT+8)

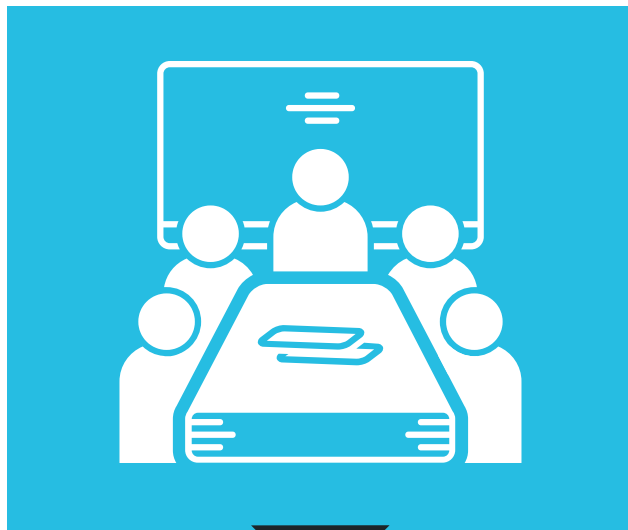
AI WORLD SUMMIT

**WHERE INNOVATORS & DISRUPTORS
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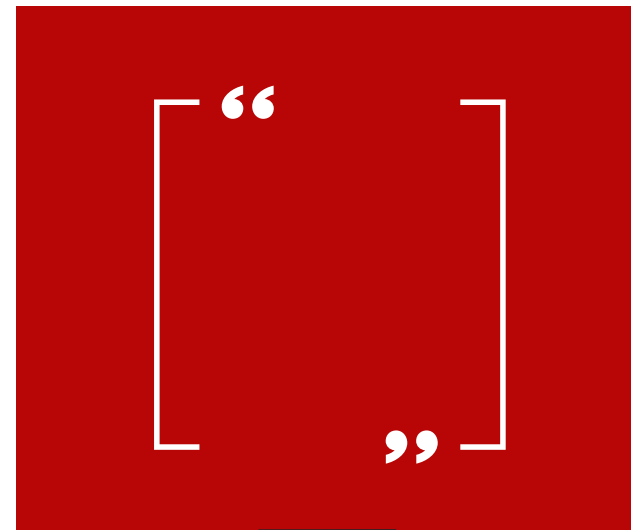
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- The Grand Finale: 1st December 2021, from 9am - 9pm (GMT+8). A series of short interviews will be conducted with speakers individually and digitally curated based on each track.
- Total of 15 tracks : The latest, hottest AI trends; numerous speakers globally invited to share their thoughts on a specific set of questions.
- Converted into posters and digital clips; promoting digitally to a global audience of 11m professionals; digital networking via a knowledge portal.
- Publication of AI Playbook based on inputs collated from all speakers across tracks. Sentiment index relating to the 15 tracks will be measured and incorporated into the book over a 12-month period.
- Digital networking - continuously throughout the year. Participants can interact with one another before, during and after the event.

WHAT'S SPECIAL THIS TIME?



Series of
roundtable
discussions leading
to grand finale



Curated content
and quotes from
experts globally in
various fields



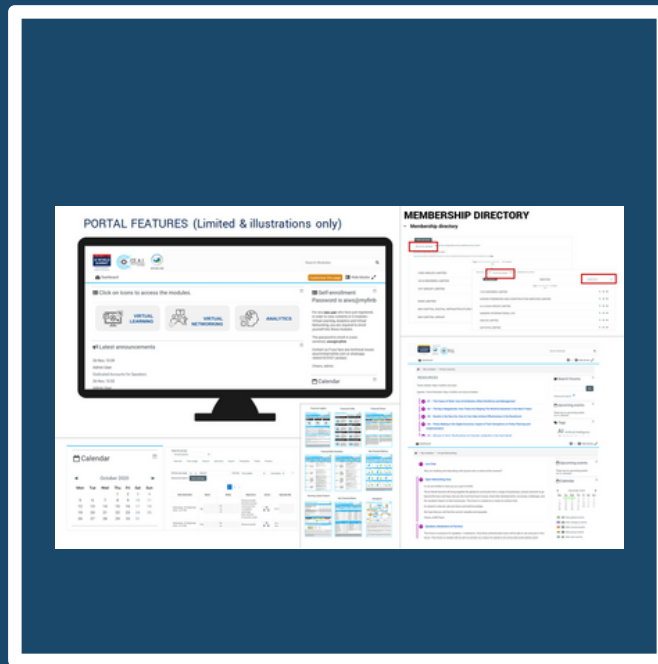
Sentiment index
and emerging
trends across core
tracks



Publication of AI
Playbook across
Core Tracks

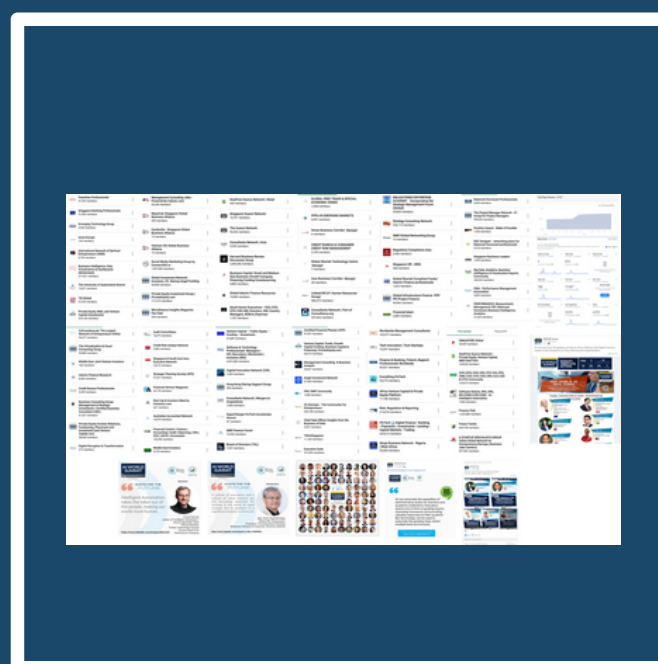


Launch and special
promotion of
Certification in
Applied AI (CAAI)
for AIWS delegates



DIGITAL KNOWLEDGE PLATFORM

- Made available to registered attendees, speakers and sponsors (pre/post event for a year).
- 3 core modules: virtual learning, networking and helpdesk.
- Interact, collaborate and network for opportunities and knowledge sharing
- Sponsors get to advertise in the allocated sections throughout the year and provide content features in special, exclusive sections within the portal (depending on the packages).



DIGITAL OUTREACH

- Special mentions and hashtags of your company profile to relevant professional business groups in LinkedIn (>5m members).
- Series of specialised poster quotes (Quotes for the Future), hashtags and linkages to speakers and partners in LinkedIn.
- Pre/Post event for six months.



QUARTERLY SENTIMENT INDEX

- Use of Natural Language Processing tools to quantify sentiments based on keywords associated with the main topic.
- Will be published and disseminated to more than 3,000 online and mainstream media journalists with a one page press release.
- Sponsors will be mentioned, hash-tagged and acknowledged, depending on sponsorship packages.



AI PLAYBOOK / PUBLICATION

- A 50-80 page e-publication that covers the key discussion points during the event. Secondary research, AI-generated sentiment and fundamental analysis of the topics will be discussed.
- Depending on sponsorship packages, sponsors will get an exclusive interview in a dedicated section and a company feature.
- The copies will be made available to the global business community via a registered download link.

The 15 Tracks

1st Dec 2021 | 9am - 9pm
(GMT+8)

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Bolder
WIDER
BIGGER

1 Ethics & Artificial Intelligence

2 AI Perception & Reality

3 Conversion Of Research Into AI

4 Venture Capital vs Venture Building

5 Stock Investing & AI

6 AI, Cryptos & Central Bank Digital
Currency (CBDC)

7 Board Effectiveness
Reviews Using AI

8 Healthcare & AI

9 AI & Governments

10 Supply Chain & AI

11 SDG Measurement Using AI

12 AI's Role in Governance,
Risk & Compliance (GRC)

13 Diversity & Board Performance

14 The Future of Education

15 The Future of Cooperatives &
Social Enterprises


PLATINUM
(USD 10,000)


GOLD
(USD 5,000)


SILVER
(USD 500)


SPECIAL
(USD 150) PER TRACK



	PLATINUM (USD 10,000)	GOLD (USD 5,000)	SILVER (USD 500)	SPECIAL (USD 150) PER TRACK
01 PERIOD OF ACTIVE PROMOTION / EXPOSURES	12 months	12 months	12 months	12 months
02 TARGET REACH	<ul style="list-style-type: none"> > 10M professionals in selected LinkedIn Groups 20,000 AIWS 2020/21 registrants Push email to professionals and businesses: 5M globally >800 members in AI Community 	<ul style="list-style-type: none"> > 10M professionals in selected LinkedIn Groups 20,000 AIWS 2020/21 registrants Push email to professionals and businesses: 5M globally >800 members in AI Community 	<ul style="list-style-type: none"> 20,000 AIWS 2020/21 registrants Push email to professionals and businesses: 5M globally >800 members in AI Community 	Based on chosen track(s)
03 FEATURE IN NETWORKING PLATFORM	<ul style="list-style-type: none"> Main Banner - Landing page Weekly Profiling & Advert in Forum Section Across all 15 core tracks - mentions 	⊗	⊗	Based on chosen track(s)
04 EVENT FINALE	<ul style="list-style-type: none"> Special mention across 15 tracks 	⊗	⊗	Based on chosen track(s)
05 AI PLAYBOOK & PUBLICATION	<ul style="list-style-type: none"> Foreword 1 page advertisement 2-page special feature Feature in AI:10 Weekly publication 	<ul style="list-style-type: none"> Half page advertisement 1 page featuring company profile Feature in AI:10 Weekly publication 	<ul style="list-style-type: none"> Acknowledgement Feature in AI:10 Weekly publication 	Based on chosen track(s)
06 QUARTERLY INDEX	<ul style="list-style-type: none"> Special mention (quarterly) Distributed as per all channels 	⊗	⊗	⊗
07 OUTREACH	<ul style="list-style-type: none"> Poster feature Weekly mentions : 10 professional groups Press Release - 2000+ contacts Weekly hashtags across 15 tracks 	<ul style="list-style-type: none"> Poster feature Weekly postings - leading to main event Weekly hashtags across 15 tracks 	<ul style="list-style-type: none"> Poster feature Monthly postings - leading to main event 	Based on chosen track(s)

*Sponsoring amount could be subjected to taxes i.e. GST, Withholding Tax etc

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**Bolder
WIDER
BIGGER**

Ethics & Artificial Intelligence

“ As artificial intelligence plays an ever greater role in our world, the question of ethics in our use of AI gains greater urgency.

Key Discussion Points

- To what extent is bias a major problem in today's AI systems? What effect does it have?
- Companies need to commit to “creating and implementing AI responsibly and ethically.” How is this process evolving?
- What are the steps that companies can take to improve the ethical foundation in their AI systems?
- The future: If we look several years ahead, what can we expect to see in the future of AI and ethics?

Sponsorship Opportunity: USD150/track

AI Perception & Reality

“ Given the hype surrounding artificial intelligence, businesses are now exceptionally eager to deploy this emerging technology.

Key Discussion Points

- Where is the market with regard to real adoption of ML and AI?
- What are the data issues that executives need to solve, or at least understand, before considering AI adoption?
- Challenges: What are the unstated assumptions that cause projects to trip up?
- "Plenty of AI projects end up as expensive science projects that businesses spend lavishly on, only to realise disappointment". Do you agree with this statement? Why or why not?

Sponsorship Opportunity: USD150/track

Conversion Of Research Into AI

“ Universities are poised to make new breakthrough by converting their academic research into AI systems.

Key Discussion Points

- What are some of the innovative research work done by academicians globally? How impactful are these research projects for industries, processes or the community?
- Which sectors seem to be promising and impactful? How do we align the needs of industries with what the universities are teaching?
- What are the key challenges faced by academicians when it comes to undertaking research projects?
- How will the future of research be augmented by AI?

Sponsorship Opportunity: USD150/track

Venture Capital vs Venture Building

“ Creating value for entrepreneurs by way of dollar capital and expertise - but what do start-ups really need most?

Key Discussion Points

- Are these two approaches complementing or conflicting? Do they fill each other's gaps? If so, how?
- How should any of these approaches be "modelled" for AI deals? Please provide examples or scenarios.
- Which is the more effective model for Entrepreneurship and Innovation? Why is that so?
- Would there be any convergence between VC and VB? In the near future, what can we expect to see regarding interests in AI ventures, if any?



Sponsorship Opportunity: USD150/track

Stock Investing & AI

“ Using Deep Learning AI to Predict the Stock Market: To what extent would this work for investment vs trading purposes?

Key Discussion Points

- What types of AI technology is being used to evaluate investment decisions? How do they work?
- What is AI saying about the current market situation and where is it expected to go in the coming future?
- Bottom-up versus Top-down investing approach - what is recommended for the short-term and why? How could AI be deployed for either approach?
- Is AI better deployed for hunting small caps and mid caps or large caps in the coming quarter? Where would AI likely be leaning towards?

Sponsorship Opportunity: USD150/track

AI, Cryptos & Central Bank Digital Currency

“ The collaborative effort of blockchain technology and AI appears to be an undiscovered territory, yet widely talked about. Where are we on this?

Key Discussion Points

- AI and Cryptocurrency – How can they work effectively together? How can AI run on top of cryptocurrency systems?
- How can data owners monetise their data in a blockchain environment and share the data with AI model creators?
- How can AI be used to evaluate cryptocurrencies? What is AI saying about the current market situation and where is it expected to go in the coming future?
- How will the future of crypto be augmented by AI?

Sponsorship Opportunity: USD150/track

Board Effectiveness Reviews Using AI

“ Well-focused boards distinguish the adequate context in which to perform a supervisory role and in which to offer support to management.

Key Discussion Points

- What are boards most concerned with nowadays? Do we see convergence or divergence of views across sectors, geographical regions, industry groups, etc?
- How should boards that take a compliance-oriented approach prevent the loss of opportunity to the strategic aspects faced by the organisation?
- How can boards derive the highest value from an assessment using AI?
- What are your views on diversity in terms of abilities, personalities, competencies of board members and the impact it bring to the organisation? What role can AI play in any of these?

Sponsorship Opportunity: USD150/track

Healthcare & AI

“ AI to emulate human cognition in the analysis, interpretation, and comprehension of complicated medical and healthcare data.

Key Discussion Points

- What types of AI technology are being used to evaluate patients globally? How do they work?
- What are the emerging medical trends affecting people in the near future?
- How are AI technologies being used for non-clinical aspects across healthcare providers?
- The future: how can AI help people in preventive healthcare rather than reactive?

Sponsorship Opportunity: USD150/track

AI & Governments

“ Governments are looking to AI to improve their policymaking and service delivery. Two obstacles: the technology is often over-hyped, and the moral and ethical issues it raises.

Key Discussion Points

- Are governments ready for the type of findings that AI provide? What have been the challenges for them to adopt and trust AI?
- Should AI be better used for frontline or policy making purposes? Which is of higher priority and why?
- How can AI be used to predict the future to be used by the government in the short to long term?
- What are the various strategies for governments to adopt for implementing AI?

Sponsorship Opportunity: USD150/track

Supply Chain & AI

“ AI could optimize the delivery of goods while balancing supply and demand, and wouldn't require manual analysis except for the setting of parameters.

Key Discussion Points

- What are some of the major technological-driven changes you've seen in the supply chain of goods and food supplies?
- What are some notable mismatches, if any, in the supply chain that you observe?
- What are the ways that AI can be deployed to help manufacturers and retailers deal with Covid effects?
- In the future, what do you think are the types of breakthrough technologies that can help to advance the supply chain process?

Sponsorship Opportunity: USD150/track

SDG Measurement Using AI

“ As organisations increasingly monitor and manage their contributions to the SDGs, the demand for good data is bound to grow. We expect to see a rise in data-driven social enterprises.

Key Discussion Points

- What are some of the current/emerging models being used to measure SDG?
- How do we overcome the challenges across the phases of pre/post implementation of SDG?
- What would be the relatively easiest and complex aspects of SDG measurement?
- What are the steps involved in the SDG measurement process?
- How can AI be deployed in those steps?



Sponsorship Opportunity: USD150/track



AI's Role in Governance, Risk & Compliance (GRC)

“ Firms are looking for GRC solutions that can be deployed to large numbers of users without extensive training, yet able to deal with rising complexities.

Key Discussion Points

- What are some of the current/emerging models being used to measure GRC activities?
- How do we overcome the challenges across the GRC functions?
- What would be the relatively easiest and complex aspects of GRC monitoring?
- What are the steps involved in GRC monitoring process?
- How can AI be deployed across the value chain of GRC?

Sponsorship Opportunity: USD150/track

Diversity & Board Performance

“ Companies are broadening the range of backgrounds for board member positions, allowing them to attract more "diverse" directors - does this create more impact?

Key Discussion Points

- Do diverse boards perform better? What are the factors to consider when using the measurement yardstick?
- How can board diversity be improved? How can technologies such as AI can help in the shortlisting and selection process?
- "Businesses that consciously seek board diversity might be going about it the wrong way. Board diversity is an outcome, not a driver, of excellent governance." Do you agree with this statement? Why or why not?
- If you were to piece up your own board, what kind of member characteristics would you seek for your Team A?



Sponsorship Opportunity: USD150/track

The Future of Education

“ Education is evolving, the results of a growing global population with a keen thirst for knowledge. But how can today's schools and universities prepare students for the future?

Key Discussion Points

- What are the major issues in education today? Are there key differences for such issues between developed and emerging economies?
- How can AI shape the way education is being learned or taught? Do you think there are social costs attached to learning via AI?
- What are the major edtech technologies that you find most fascinating and potentially impactful in the future?
- Does AI make students less smart?

Sponsorship Opportunity: USD150/track

The Future of Cooperatives & Social Enterprises

“ Cooperatives can be powerful drivers of economic development for their communities. In spite of competing demands on financial resources, how can they promote economic development amidst Covid-19?

Key Discussion Points

- What kind of challenges do you think cooperatives and social enterprises are facing during the Covid-19 period? How different would these challenges be as compared to private enterprises?
- "Co-operative groups are challenged in interacting with the market, and understanding its needs and wants". Do you agree with this statement?
- What are the best operating models that cooperatives and social enterprises should pursue during the Covid era?
- How can cooperatives use AI to help them transform and/or address the identified key issues above?

Sponsorship Opportunity: USD150/track

Sponsorship Form

I would like to book the following sponsorship items:

SPONSORSHIP ITEM	USD	QUANTITY	TOTAL \$
1 PLATINUM SPONSOR	10,000		
2 GOLD SPONSOR	5,000		
3 SILVER SPONSOR	500		
4 SPECIAL SPONSOR	150 Per Track		

Please enclose the 100% payment with the booking to be issued in favour of MyFinB Holdings Pte Ltd. The booking will only be confirmed upon receipt of the full payment.

Option 1

Payment by online

via PayPal using recipient's email address (finance@myfinb.com)

You may follow the instructions at this link:

<https://www.paypal.com/hk/smarthelp/article/How-do-I-send-a-payment-to-someone%E2%80%99s-email-address-FAQ1684>

Option 2

Payment by interbank transfer

Bank Name: OCBC Bank

Account No.: 695-793-075-001

Account Name: MyFinB Holdings Pte Ltd

Swift Code: OCBCSGSG

*Sponsorship deliverables will only be confirmed upon payment of 100% deposit.

*Price could be subjected to taxes i.e. GST, Withholding Tax etc

Name (to appear in Conference publications): Company Name: Company Address:

.....

Telephone: Email: Contact Person: Company Linkedin: Website:

Please complete all details and send to: aisummit@myfinb.com

Sponsorship Terms

Once a Sponsorship Form is received, a contract will be sent to you for signature with an accompanying invoice. This contract should be signed and returned with a 100% deposit payment for the selected Sponsorship package. Upon receipt of the Sponsorship Form the organiser will reserve the items listed in it. Completion of the Sponsorship Form by the Sponsor shall be considered as a commitment to purchase the items.

TERMS OF PAYMENT

• **100% payment to be made upon receipt of the sponsorship agreement and invoice on or before 26th September 2021** • All bank charges are the responsibility of the payee. • Applications for Sponsorship must be made in writing with the enclosed Sponsorship Form. Once payment has been made, sponsors can no longer cancel their sponsorship and request refund for their payment and selected package of sponsorship. This is to ensure the deliverables for the selected sponsorship package can be executed before commencement of the event (1st December 2021).

FORCE MAJEURE

The Organiser shall not be deemed in breach of this Agreement, or otherwise be liable to the Sponsor, by reason of any delay in performance, or non-performance of any of its obligations hereunder where such delay or nonperformance is caused by any Force Majeure. Where the Force Majeure in question prevails for a continuous period of more than 30 days, the parties shall enter into bona fide discussions with a view to alleviating its effects, or to agreeing upon alternative arrangements as may be fair and reasonable. Should the parties be unable to agree on a solution, either party shall be entitled to terminate this Agreement whereupon all monies due from either party as at the date of termination shall be paid over to the other party, The parties shall remain liable for all breaches occurring prior to such termination. In this Agreement, "Force Majeure" means any occurrence, event or condition beyond the reasonable control of the Organiser and which results in or causes the failure of the Organiser to perform any one or more of its obligations under this Agreement, and without prejudice to the generality of the foregoing, shall include acts of God, war or threat of war or violence, terrorist act, act of public enemy, insurrection, state of emergency, civil commotion, riots, strikes, lockouts, embargoes, shortages of labour, water or power reasonably necessary in connection with the Conference, flood, storms, tempest, unavoidable casualties, failure of or refusal by any applicable governmental authority to issue all requisite approvals, suspension termination or revocation of any approvals required, outbreak of infectious disease and any other similar event.

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Thank you!

Feel free to approach us if you have any questions.



<https://myfinb.com/aiws21>

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[/m/ +65 9627 9757](tel:+6596279757) (Ms Hamizah A.B.) | [+60 19-919 9149](tel:+60199199149) (Mr SB Lim)



Our Background

Main Organiser's Profile

MYFINB GROUP



MyFinB is an award-winning tech company that specializes in artificial intelligence.

The company developed its own language generation (NLG) platform with predictive and prescriptive capabilities - a niche area that differentiates itself from any others.

MyFinB helps people understand and communicate what is most important in their data. By transforming data into insightful, human-like language, the company's natural language technology enables people to be data-driven and make better decisions, focus talent on higher-value opportunities, and create differentiated products.

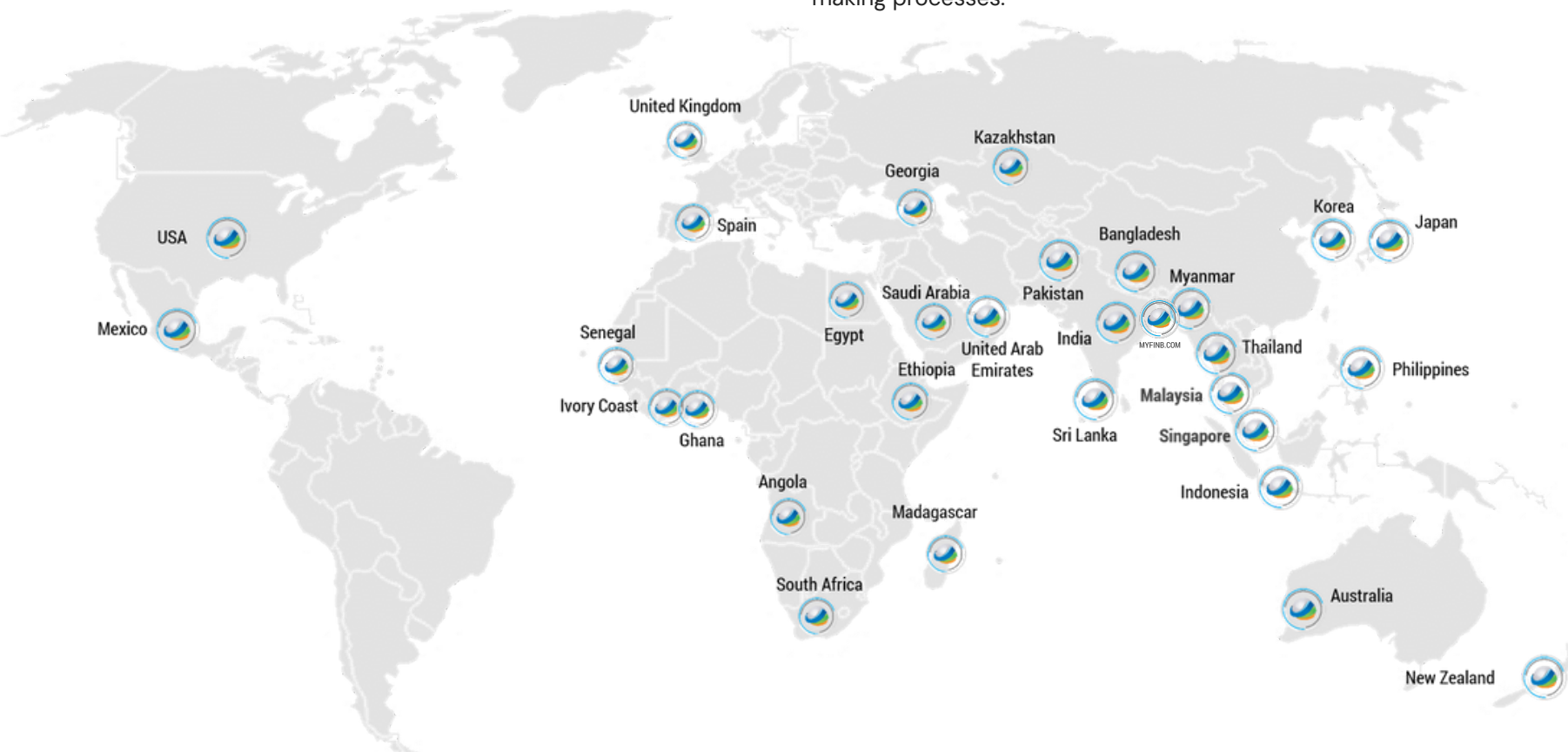
CENTRE FOR AI INNOVATION (CEAI)



Centre for AI Innovation (CEAI) forms part of MyFinB Venture's portfolio of innovative, disruptive projects to guide and support the digital transformation initiatives by organisations and business innovators.

The centre was founded on the principle that organisations without data scientists or costly AI infrastructure set-up can collaborate seamlessly and efficiently, to build decisioning systems with predictive models - rapidly moving from development to deployment.

This comes with the goal that businesses and other data-centric organizations can easily incorporate AI-driven, cognitive analytics into their routine operations and enhance decision-making processes.



Our Location



MALAYSIA
Centre of AI Innovation c/o MyFinB (M) Sdn. Bhd.

Level 13A, Menara Tokio Marine 189 Jalan Tun Razak, Hampshire Park, 50450 Kuala Lumpur, Malaysia.



SINGAPORE
Centre of AI Innovation c/o MyFinB Holdings Pte. Ltd.

One Marina Boulevard, Level 20, Singapore 018989



MyFinB



myfinb-group



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