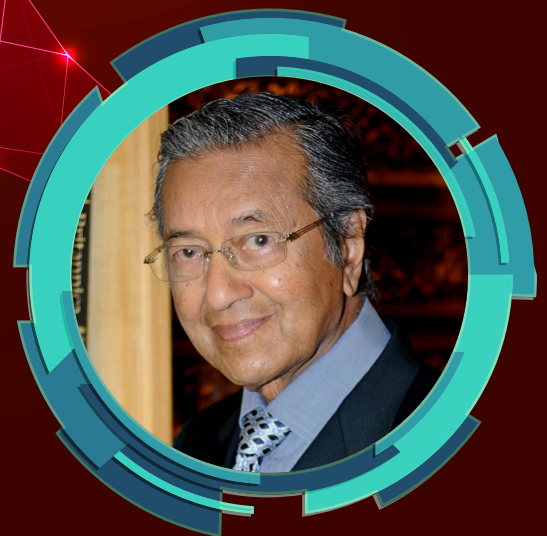


SPONSORSHIP/PARTNERSHIP

# INTERNATIONAL CONFERENCE ON INDUSTRY 4.0:

A GLOBAL REVOLUTION IN  
BUSINESS, TECHNOLOGY &  
PRODUCTIVITY

MYINDUSTRIES  
2019



Keynote Address

**YAB Tun Dr. Mahathir Mohamad**  
**Prime Minister of Malaysia**

5 -7 September 2019  
SEGi University Kota Damansara  
Selangor, Malaysia

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

Organised by



**SEGi**  
University



Dear Prospective Sponsors and Exhibitors,

MYINDUSTRIES 2019 is pleased to invite your esteemed organisation to participate in the International Conference on Industry 4.0: A Global Revolution in Business, Technology and Productivity (MYINDUSTRIES 2019) as one of our sponsors. This mega Conference with YAB Tun Dr. Mahathir Mohamad, Prime Minister of Malaysia as the Keynote speaker (confirmed) with support from various Malaysian Ministries would also host delegates from around 20 nations. The Conference provides a platform for participants to gain insights into the latest development in the business environment, tools and techniques; network with peers and gain valuable knowledge from exhibitors and sponsors.

Sponsors/exhibitors participating in this events have an opportunity to tap on maximum brand and services exposure through:

- Networking with key decision makers
- Enhanced brand recognition through mass exposure to more than 1,000 participants
- Opportunity to improve brand, products or services awareness
- Leveraging and strengthening existing key customer relationships

MYINDUSTRIES 2019 offers a range of sponsorship and brand exposure opportunities, as well as customised promotional packages to meet your strategic objectives. Brand exposure opportunities exist in the following areas:

- Sessions during conferences
- Media
- Delegate Materials
- Networking Programmes

Building on our experience gained in organising past conferences at the national, regional and international level, we are confident that the 2019 conference will be an excellent opportunity for sponsors and exhibitors to showcase their latest offerings to the participants.

The sponsorship comes with various benefits to the sponsors and exhibitors. You may indicate your sponsorship interest and reserve your booth space using the forms included in this Prospectus. We would also be happy to meet up with you to discuss sponsorship arrangements that would be beneficial to your organisation. For further information, please contact the Secretariat Office:

Ms. Nur Bahiyah: +603 6145 1782, +6016 351 1180

Ms. Premila: +603 6145 2776

We look forward to inviting you to MYINDUSTRIES 2019.

## CONFERENCE OBJECTIVES

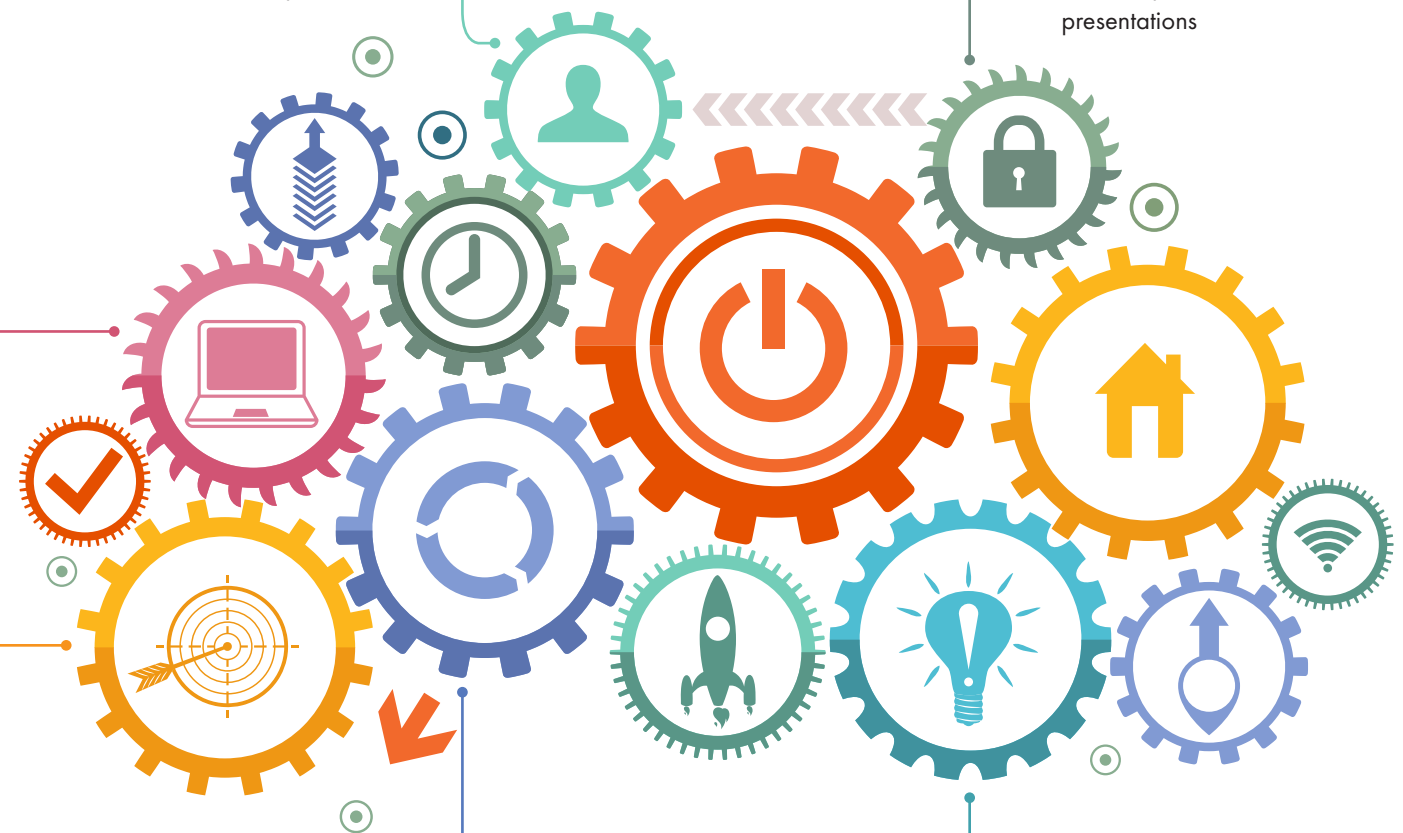
- Raising awareness about Industry 4.0 and creating higher efficiency for businesses and organisations
- Further enhancing the vision of collaborative possibilities and benefits within the Industry 4.0 framework
- Addressing challenges of implementing Industry 4.0 for both manufacturing and service-based sectors
- Presenting practical case studies and showcasing process automation and smart products

## WHO SHOULD ATTEND?

- Professionals from industries focusing on Industry 4.0 implementation
- Government agencies
- CEOs, CTOs and CFOs of business organisations
- Small and Medium-sized Enterprises (SMEs)
- Government-linked companies (GLCs)
- Engineers and IT specialists
- Academics and researchers

## CONFERENCE PROGRAMMES

- Prominent Keynote Speakers - Captains of Industries
- Moderated forums
- Industry workshops on Industry 4.0 - both manufacturing and service-based industries
- Multiple presentation tracks on organisational issues related to Industry 4.0 such as Big Data, Cloud Computing, IoT, Smart Sensors, Human Machine Interfaces etc
- Technology exhibitions
- Indexed publications and presentations



## PARTICIPATION CATEGORIES

- A. Partners and sponsors
- B. Government officials
- C. Captains of Industry
- D. Academics
- E. Technopreneurs
- F. Exhibitors
- G. SME operators

## CONFERENCE REGISTRATION

1. Please register online through our website at [www.myindustries.org](http://www.myindustries.org) or,
2. Download the form from our website, complete the details and email to our secretariat at [secretariat@myindustries.org](mailto:secretariat@myindustries.org) or,
3. Contact our Secretariat as per contact details

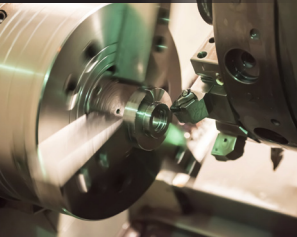
## CONFERENCE SECRETARIAT

Ms. Nur Bahiyah Binti Mohd Zin  
Secretariat Office,  
International Conference on Industry 4.0: A Global Revolution in Business, Technology and Productivity (MYINDUSTRIES 2019)

Tel: +603 6145 1782  
Mobile: +6016 351 1180  
Email: [secretariat@myindustries.org](mailto:secretariat@myindustries.org)  
Website: [www.myindustries.org](http://www.myindustries.org)

# WHO SHOULD ATTEND THE MYINDUSTRIES 2019 CONFERENCE: KEY FACTS

**Non-Metallic Mineral Industry**



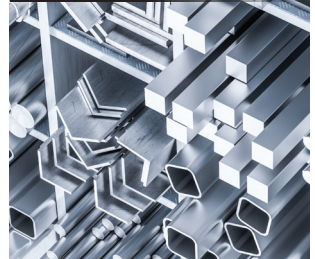
**Aerospace**



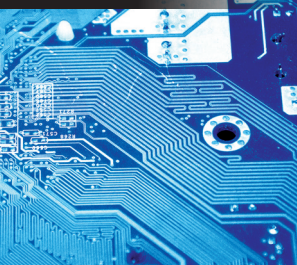
**Textiles and Textile Products**



**Basic Metal Products**



**Electrical and Electronics**



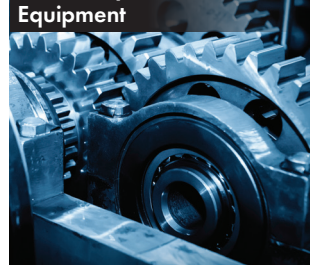
**Engineering Support**



**Food Processing**



**Machinery and Equipment**



**Medical Devices**



**Petroleum Products including Petrochemicals**



**Pharmaceuticals**



**Wood & Wood Products and Furniture & Fixtures**



**Green Technology**



**Education and Industrial Training Services**



**Healthcare Sector**



**Business Services and Supply Chain Innovation**



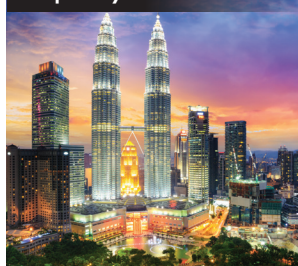
**Oil & Gas**



**Research & Development**



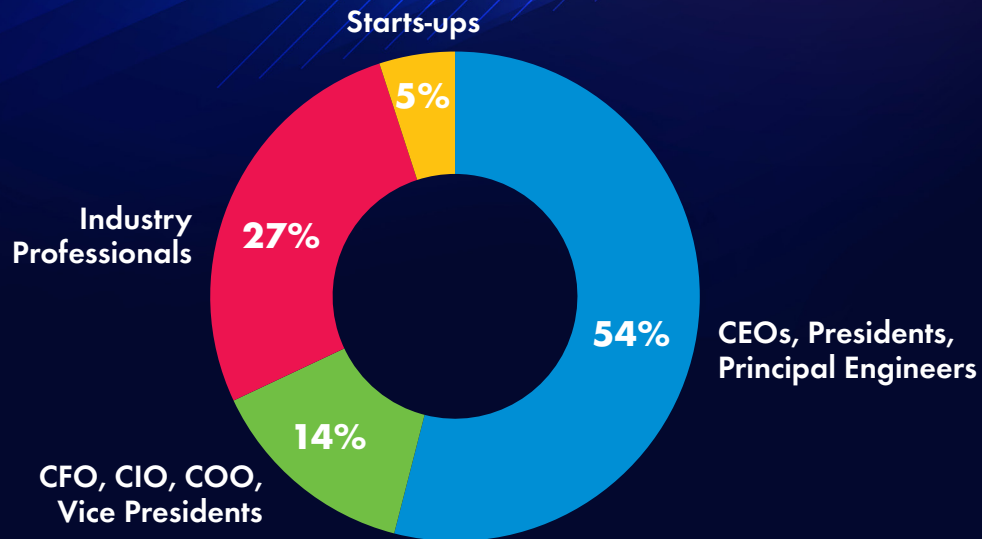
**Hospitality**



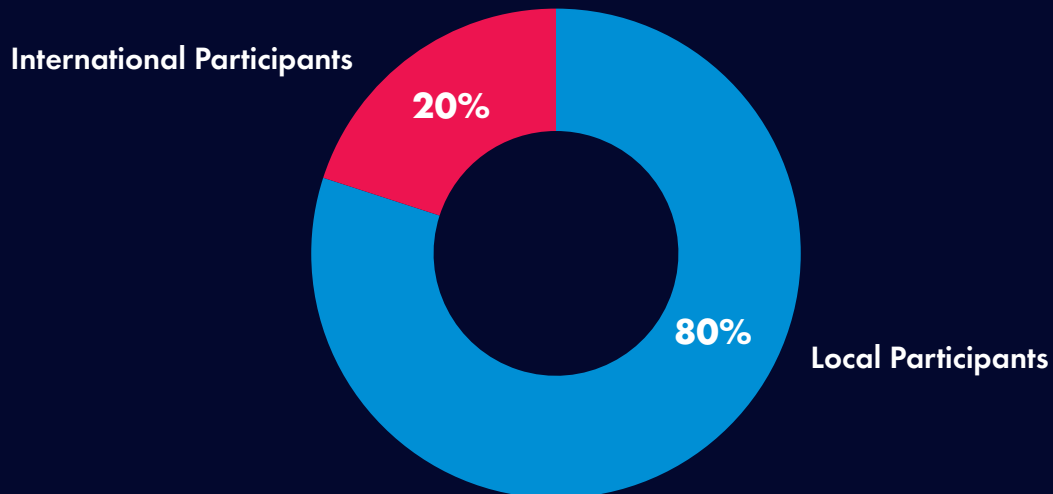
**Banking & Finance**



# POTENTIAL ATTENDEES PROFILE



## INTERNATIONAL VS LOCAL ATTENDEES



Be in the Spotlight at the Mega International Conference on Industry 4.0:  
A Global Revolution in Business, Technology & Productivity

# CONFERENCE TRACKS

## DAY 1 (5TH SEPT 2019)

9.00am - 9.15am	Welcoming Speech by Organiser			
9.15am - 9.45am	Keynote Address by YAB Tun Dr. Mahathir Mohamad, Prime Minister of Malaysia			
9.45am - 10.15am	Moderated Forum between Conference Partner and YAB Tun Dr. Mahathir Mohamad			
10.15am - 10.30am	Exhibition Tour with YAB Tun Dr. Mahathir Mohamad, Prime Minister of Malaysia			
10.30am - 11.00am	COFFEE BREAK			
11.00am - 12.30pm	Platinum Sponsors Track			
12.30pm - 1.30pm	LUNCH & NETWORKING SESSION			
	Track 1 Simulation & Augmented Reality	Track 2 Horizontal & Vertical Integration	Track 3 IoT & Robots	Track 4 Human Capital & Risk Management
1.30pm - 2.10pm	Business Analytics	Digital Supply Chain Management	Smart Factories	Cybersecurity
2.10pm - 2.50pm	Enterprise Communication through 5G	Cloud Computing for Business	Production Optimisation	Fraud Management Forensics
2.50pm - 3.10pm	COFFEE BREAK			
3.10pm - 3.50pm	Intelligent Technologies	Customer Analytics	Robotic Manufacturing & Operations	AI in National Defence
3.50pm - 4.30pm	Big Data Enablement Service	Business Acceleration through Multicloud	Intelligent ERP	Curriculum for the future - IR4.0

# CONFERENCE TRACKS

## DAY 2 (6TH SEPT 2019)

9.00am - 9.15am	Welcoming Speech by Organiser			
9.15am - 9.45am	Keynote Address by YB Datuk Darell Leiking , Minister of International Trade and Industry			
9.45am - 10.15am	Keynote by Partner/Diamond Sponsor			
10.15am - 10.30am	Exhibition Tour with YB Datuk Darell Leiking, Minister of International Trade and Industry			
10.30am - 11.00am	COFFEE BREAK			
11.00am - 12.30pm	Platinum Sponsors Track			
12.30pm - 1.30pm	LUNCH & NETWORKING SESSION			
	<b>Track 1 Simulation &amp; Augmented Reality</b>	<b>Track 2 Horizontal &amp; Vertical Integration</b>	<b>Track 3 IoT &amp; Robots</b>	<b>Track 4 Human Capital &amp; Risk Management</b>
1.30pm - 2.10pm	Digital Twin Technologies for Industries	Digital Transformation Strategy	IoT Platforms for Businesses	Human Capital Transformation for IR4.0
2.10pm - 2.50pm	Enterprise Networking	Business Process Management & Integration	Robotic Process Automation	Upskilling of Workforce
2.50pm - 3.10pm	COFFEE BREAK			
3.10pm - 3.50pm	Intelligent Video Surveillance	AI for Retail and eCommerce	Predictive Maintenance & IIoT	HRDF Training for Industry 4.0
3.50pm - 4.30pm	5G Solutions	Digital Customer Engagement	Warehouse Management	Productivity

# CONFERENCE TRACKS

## DAY 3 (7TH SEPT 2019)

9.00am - 9.15am	Welcoming Speech by Organiser			
9.15am - 9.45am	Keynote Address by YB Tuan M.Kulasegaran, Minister of Human Resources			
9.45am - 10.15am	Keynote by Partner/Diamond Sponsor			
10.15am - 10.35am	COFFEE BREAK			
10.35am - 1.30pm	Academic Tracks			
	Track 1	Track 2	Track 3	Track 4

\*The tracks are subject to change based on the request from the partners & sponsors.



## BUSINESS

- Fintech
- Productivity
- Market Intelligence
- Process Management
- Sustainability
- Green Technology
- Big Data Analysis Economics
- Business Model Innovation
- Decision Support System
- New Services & Ecosystem
- Leadership in the Millennium
- Integrated Management
- Innovation
- New Revenue Models
- New Startups
- Infrastructure Management

# CONFERENCE TOPICS (ACADEMIC)



## HEALTHCARE

- AI in Medical field & Dental
- Blockchain for Healthcare
- Internet of Medical Things (IOMT)
- Drug Management
- Big Data & AI
- Smart Biosciences
- Smart Medical Devices
- Medical Robots
- Predictive Analytics

## TECHNOLOGY TRENDS

- Internet of Things
- Blockchain
- Big Data
- Smart Cities
- Machine to Machine
- Neuromorphic Systems
- Data Analytics
- Mobile Applications
- Digital Transformation
- Software Engineering and Quality

## MACHINE VISION

- Robotics
- Human Computer Interaction
- Computer Vision
- Image Processing
- Geographic Information Systems
- Video Analysis
- Medical Diagnosis
- Segmentation Techniques
- Augmented Reality
- Virtual Reality

## ARTIFICIAL INTELLIGENCE

- Deep Learning
- Neural Networks
- Fuzzy Logic
- Expert Systems
- Agents and Multi-agent Systems
- Natural Language Processing
- Data Mining
- Support Vector Machines
- Ambient Intelligence
- Sentiment Analysis

## E-LEARNING

- e-Learning Tools
- Mobile Learning
- e-Learning Organisational Issues
- Gamification
- Collaborative Learning
- Curriculum Content Design
- Educational Systems Design
- Virtual Learning Environments
- Web-based Learning
- Delivery Systems and Environments

## COMMUNICATION

- 5G Communication & Networking
- Wireless/Mobile Communication
- Satellite Communication Systems
- 3G/4G/5G Network Evolutions
- Connected Machines
- Mobile Ad-hoc Networks
- Open Spectrum Solutions
- Communication Protocols
- Cognitive Radio
- Mobile Apps

## SECURITY

- Cyber Security
- Networking
- Wireless/ Mobile Communication
- Satellite Communication Systems
- 3G/4G/5G Network Evolutions
- Connected Machines
- Mobile Ad-hoc Networks
- Open Spectrum Solutions
- Communication Protocols
- Cognitive Radio
- Mobile Apps

## ELECTRONICS

- Nanotechnologies
- Smart Grids
- Sensing and Sensor Networks
- Power Electronics
- Digital Circuits
- Analogue Circuits & Signal Processing
- Design Automation
- Computer and Control Systems
- Factory Automation
- Motion Control

## COMPUTING

- Quantum Computing
- Digital Transformation
- High Performance Computing
- Distributed and Parallel Systems
- Social Computing
- Cloud Computing
- Grid Computing
- Human-centred Computing
- Mobile Computing
- Large-scale applications

# CONFERENCE FEATURES



Keynote by the Prime Minister,  
YAB Tun Dr. Mahathir Mohamad



Moderated Forums



CEO Sessions



SME Clinic on Industry 4.0



Industry 4.0 Tracks for  
Industries and Professionals –  
Big Data, Cloud Computing,  
IoT, Smart Manufacturing,  
Fintech etc



Case Study –  
Implementation,  
Challenges, Issues, ROI



Technology Exhibition



Financial Advice and  
Assistance on Industry 4.0



Industry 4.0 Readiness  
Programme for Organisations

# SPONSORSHIP OPPORTUNITIES

## PARTNERSHIP [LIMITED TO ONE (1) ONLY]:

BENEFITS	PARTNER [LIMITED TO ONE (1) PARTNER]
<ul style="list-style-type: none"><li>• Breakfast with YAB Tun Dr. Mahathir Mohamad, Prime Minister of Malaysia</li><li>• Main Track/Keynote Address/Prioritised Speech</li><li>• Company name and logo in appropriate size will be published in all the conference publicity materials</li><li>• Entitled for an exhibition booth at the exhibition hall</li><li>• Delegates from the sponsoring company may attend the conference with full package free of charge</li><li>• Publicity materials will be included in the conference pack</li><li>• Company name and logo will be published on the conference website with a hyperlink to Sponsors website</li><li>• An advertisement shall be provided in the Exhibition Guide free of cost</li><li>• Company will be honoured with a plaque and certificate during the event</li><li>• Company logo of appropriate sizes will be displayed in the conference hall</li><li>• Company logo will be displayed on Buntings</li><li>• Company name, logo and profile in varying sizes will be published in the conference proceedings</li><li>• Sponsor's Presentation about their company, products and services</li><li>• Company name will be displayed in the main backdrop under the sponsorship category</li><li>• Option to play back corporate video montage/latest product for 30 seconds (during break)</li><li>• Privilege to negotiate on the conference activities and benefits</li></ul>	RM 250,000

# SPONSORSHIP OPPORTUNITIES

## SPONSORSHIP CATEGORIES:

BENEFITS	DIAMOND RM 100,000	PLATINUM RM 50,000	GOLD RM25,000	SILVER RM10,000
Breakfast with YAB Tun Dr. Mahathir Mohamad, Prime Minister of Malaysia	✓			
Main Track/Keynote Address/Prioritised Speech	✓	✓	✓	✓
Company name and logo in appropriate size will be published in all the conference publicity materials	✓	✓	✓	✓
Entitled for an exhibition booth at the exhibition hall	Cat A	Cat B	Cat C	Cat D
Delegates from the sponsoring company may attend the conference with full package free of charge	10 Delegates	6 Delegates	4 Delegates	2 Delegates
Publicity materials will be included in the conference pack	✓	✓	✓	✓
Company name and logo will be published on the conference website with a hyperlink to Sponsors website	✓	✓	✓	✓
An advertisement shall be provided in the Exhibition Guide free of cost	2 Full Pages	1 Full Page	Half Page	Quarter Page
Company will be honoured with a plaque and certificate during the event	1st	2nd	3rd	4th
Company logo of appropriate sizes will be displayed in the conference hall	✓	✓	✓	✓
Company logo will be displayed on Buntings	Half Page	Shared	Shared	Shared
Company name, logo and profile in varying sizes will be published in the conference proceedings	✓	✓	✓	✓
Sponsor's Presentation about their company, products and services	✓			
Company name will be displayed in the main backdrop under the sponsorship category	✓	✓	✓	✓
Option to play back corporate video montage/latest product for 30 seconds (during break)	✓			

# OTHER SPONSORSHIP OPPORTUNITIES

BENEFITS (CAN BE SHARED)	RM
<p><b>CONFERENCE BAG</b></p> <p>A bag with all necessary conference material will be distributed to each participant. The bag will feature the sponsor's company name and logo as well as the congress title and logo.</p> <p>Price includes:</p> <ul style="list-style-type: none"><li>• Sponsor's name and logo on each bag</li><li>• Recognition as a supporter in the pocket programme book and on the conference website</li><li>• 1 insert in the conference bag</li></ul>	35,000
<p><b>LANYARD</b></p> <p>This will be a great sponsorship opportunity, since all delegates will receive a badge holder.</p> <p>Price includes:</p> <ul style="list-style-type: none"><li>• Sponsor's name and logo on each lanyard</li><li>• Recognition as a supporter in the pocket programme book and on the conference website</li></ul>	5,000
<p><b>POCKET PROGRAMME</b></p> <p>Exclusive advertisement in the pocket size programme which all delegates will receive.</p> <p>Price includes:</p> <ul style="list-style-type: none"><li>• Recognition as a supporter in the pocket programme book and on the conference website</li><li>• Company advertisement in the pocket programme</li></ul>	7,000
<p><b>CONFERENCE ABSTRACT/PROCEEDINGS BOOK</b></p> <p>Conference Abstract/Proceedings Book will be viewed and used continuously throughout the Conference by all delegates and speakers. The publication will also be used as a valuable reference post-meeting tool, providing a high level of exposure for the supporter long after the event.</p> <p>Price includes:</p> <ul style="list-style-type: none"><li>• Recognition as a supporter in the pocket programme book and on the conference website</li><li>• Full page advertising</li></ul>	30,000
<p><b>COFFEE BREAKS (per coffee break)</b></p> <p>There will be coffee breaks twice a day during the conference.</p> <p>Price includes:</p> <ul style="list-style-type: none"><li>• Sponsor's name and logo displayed during coffee breaks</li><li>• Recognition as a supporter in the pocket programme book and on the conference website</li></ul>	7,000

# OTHER SPONSORSHIP OPPORTUNITIES

BENEFITS (CAN BE SHARED)	RM
<p><b>WELCOME RECEPTION</b></p> <p>A welcome reception with beverages and appetisers will be open to all attendees.</p> <p>Price includes:</p> <ul style="list-style-type: none"><li>• Food and beverage at the reception</li><li>• Company name and logo at the reception area</li><li>• Recognition as a supporter in the pocket programme book and on the conference website</li><li>• 1 insert in the conference bag</li></ul>	10,000
<p><b>GALA DINNER</b></p> <p>The Gala Dinner will be a magnificent experience where food, entertainment, great atmosphere, and magical surroundings come together in perfect harmony.</p> <p>Price includes:</p> <ul style="list-style-type: none"><li>• Food, beverage and the service</li><li>• Company flags will be placed on all tables</li><li>• Company logo will be printed on napkins</li><li>• Recognition as a supporter in the pocket programme book and on the conference website</li><li>• 1 insert in the conference bag</li></ul>	100,000
<p><b>2 Lunches</b></p> <ul style="list-style-type: none"><li>• Lunch for all participants</li><li>• Both days of conference</li></ul>	30,000 per day
<p><b>Track Sponsors</b></p> <ul style="list-style-type: none"><li>• 4 tracks available an each day</li><li>• Sponsors details will be highlighted at tracks</li><li>• Slot with tracks</li></ul>	15,000 per day 5,000 per slot

# NON-EXCLUSIVE SPONSORSHIP FORM

Yes, we would like to participate as a Sponsor in the conference.

## Sponsor/Exhibitor Information

Organisation : \_\_\_\_\_  
Contact Person : \_\_\_\_\_  
Designation : \_\_\_\_\_  
Address : \_\_\_\_\_  
Telephone No : \_\_\_\_\_ Fax No : \_\_\_\_\_  
Email : \_\_\_\_\_

Please tick (✓) and fill up where applicable:

NO	SPONSORSHIP CATEGORIES	RM	Tick
1	Partner [Limited to One (1) Partner]	250,000	
2	Diamond	100,000	
3	Platinum	50,000	
4	Gold	25,000	
5	Silver	10,000	
<b>Other Sponsorship</b>			
6	Conference Bag	35,000	
7	Lanyard	5,000	
8	Pocket Programme	7,000	
9	Conference Abstract/Proceedings Book	30,000	
10	Coffee Breaks (Per Coffee Break)	7,000	
11	Welcome Reception	10,000	
12	Gala Dinner	100,000	
13	Lunches	30,000/day	
14	Tracks	15,000/day, 5,000/slot	
<b>Total Sponsorship</b>			

We agree to pay the total amount of the non-refundable sponsorship price of \_\_\_\_\_ by 30 days after date of invoice. The undersigned is fully aware of the terms and conditions of the general regulations as enclosed and accepts that he/she will take part in the conference.

\_\_\_\_\_  
Signature & Name

\_\_\_\_\_  
Company Stamp & Date

## Terms of Payment:

### Option 1:

#### Telegraphic Transfer

Account Name : SEGi University – Industry 4.0  
Account No : 8881033295371  
Bank Swift Code : AMBANK (M) BERHAD : ARBKMYKL  
or AMBANK ISLAMIC BERHAD : AISLMYKL  
Bank : AmBank Islamic Berhad  
Address : Bangunan AmBank Group  
Jalan Raja Chulan  
50200 Kuala Lumpur  
Wilayah Persekutuan

### Option 2:

#### Bank Draft and Cheque

Made payable to the Industry 4.0 SEGi University  
Enclosed is a cheque no: \_\_\_\_\_ for the sum of RM \_\_\_\_\_  
Made payable to: "SEGi University – Industry 4.0"

Kindly send your cheque to the address below

Please return this duly completed form with the appropriate payment to the Conference Secretariat before  
**11 August 2019** at:

#### **Secretariat Office**

**Ms. Nur Bahiyah Binti Mohd Zin**

Tel No: +603 6145 1782

Mobile No: +6016 351 1180

**Ms. Premila Balakrishnan**

Tel No: +603 6145 2776

International Conference on Industry 4.0: A Global Revolution in Business, Technology and Productivity  
(MYINDUSTRIES 2019)

#### **SEGi University**

No. 9, Jalan Teknologi,  
Taman Sains Selangor,  
Kota Damansara, PJU 5,  
47810 Petaling Jaya, Selangor,  
Malaysia

## Terms for Sponsorship and Exhibition

Important Notes for Sponsors and Exhibitors:

- 1 The exhibition space will be allocated on a first-come, first-served basis.
- 2 Sponsors and exhibitors are responsible for providing all requirements i.e. logo, write-up, advertisement, advertisement footage, insertion material and any other material within the timelines outlined in this package.
- 3 The Organising Committee reserves the right of final decision on the assignment of the booth allocations.
- 4 The Organising Committee reserves the right to refuse any application.
- 5 The sponsors and exhibitors are responsible for the security of all their equipment and materials while at conference.
- 6 Whilst every care is taken in programme content/structure, the organiser reserves the right to alter/substitute components to the event as deemed appropriate.
- 7 A 50% non-refundable deposit of the exhibition/sponsorship cost should be submitted with the booking form; otherwise, exhibition space will not be reserved for the applicants.
- 8 Failure to pay the balance by 11 August 2019 will render your exhibition space reservation void.