

Confexhub



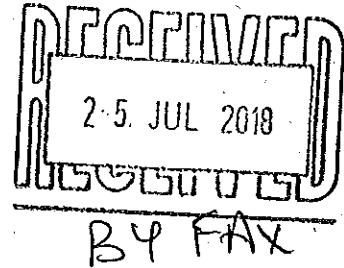
www.business4pointzero.com  
www.cities4pointzero.com

25 July 2018

REF: BIZCITY4.0/ASS-D/0175

*Covered to all*

Ms. Sarojini Ruth Rajahser  
President  
National Association of Women Entrepreneurs of Malaysia (NAWEM)  
Persatuan Kebangsaan Usahawan Wanita Malaysia, Lot 11, Rumah Puspanita  
5171 Jalan Hose, 50460 Kuala Lumpur



Dear Ms. Sarojini Ruth Rajahser,

**RE: EXCLUSIVE OFFER FOR ASSOCIATION MEMBERS TO ATTEND THE BUSINESS 4.0 + CITIES 4.0, (27 - 29 AUGUST 2018, ROYALE CHULAN KUALA LUMPUR, MALAYSIA)**

*Warm greetings from the Business + Cities 4.0 Conference and Exhibition Secretariat!*

We are pleased to offer your esteem association's members to attend the Business + Cities 4.0 Conference and Exhibition scheduled to be held on 27- 29 August 2018 at Royale Chulan Kuala Lumpur, Malaysia at an exclusive discounted rate.

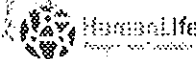
The Business + Cities 4.0 Conference and Exhibition will be a platform for participants to gather and discuss on frameworks and strategies that help redesign business and cities as part of the USD 23 Trillion digital market and measuring smart city and urban planning interrelation and identifies the meeting points among them. This will be an integrated platform for the technology and application experts, data and analysis experts, communications and connectivity experts, services and integration experts, even business and financial experts to connect with the city leaders to explore and align goals, objectives and business model as part of the smart cities ecosystem reliance. Business + Cities 4.0 is set to provide a platform to share experience and best practices; recommend solutions and strategies. This is an unparalleled platform to get inspired, learn, experience and get connected with the industry peers.

The Business + Cities 4.0 Conference deliberations will be on the following themes:

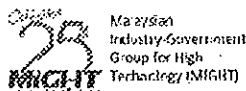
- Mapping the Digital Operations Ecosystem in Businesses
- Creating and Empowering Digital Workforce
- Integrating Digital Technology into Conventional Businesses
- Digital Transformation for Business: Disruption vs Incremental
- Funding Strategies for Digital Transformation
- New Revenue Stream through Digitalisation
- Robotics and Automation in Business
- Capturing and Creating Business Value through Big Data
- Artificial Intelligent (AI) Applications in Businesses
- Maximising Cloud Computing
- Augmented Reality (AR) and Virtual Reality (VR) for Businesses
- IoT Integration
- Planning and Development of Transportation and Mobility for Smart and Advanced Cities

Business 4.0 & Cities 4.0 Secretariat c/o: Confexhub Group  
Suite 1702, 17<sup>th</sup> Floor, Plaza Permata, No. 6, Jalan Kampar, off Jalan Tun Razak, 50400 Kuala Lumpur, Malaysia  
Tel: +603 . 2771 1668 | Fax: +603 . 2771 1669 | Email: conference@confexhub.com

Co-organised by:



Supported by:



Knowledge Partner:



## Confexhub

- Improving Citizens' Lifestyle with Smart Utilities
- Implication of Digital Solutions for Smart Community

Participants will be able to gain competitive advantages through a range of activities including, but not limited to:

- High Calibre Conference
- Networking Breaks & Luncheon
- Products & Services Showcase
- Digital Start-ups' Pitching Competition
- Digital Innovation Awards
- Business Matching Meetings

On behalf of the Executive Advisory and the Organizing Committees, I would like to take this opportunity to offer your members an exclusive discounted rate to attend the aforesaid conference and exhibition. Please refer to the ticket pricing scheme as below:

Ticket Type	Normal Price	Exclusive Offer Rate
Cities 4.0 Conference (27 <sup>th</sup> - 28 <sup>th</sup> August 2018)	RM2,800	RM1,980
Business 4.0 Conference (29 <sup>th</sup> August 2018)	RM1,150	RM980
Cities 4.0 + Business 4.0 Conference (27 <sup>th</sup> - 29 <sup>th</sup> August 2018)	RM3,500	RM2,500
Cities 4.0 + Business 4.0 Exhibition (27 <sup>th</sup> - 29 <sup>th</sup> August 2018)	Free Admission	FREE Admission

Meanwhile, we would also appreciate your kind consideration to be our 'Endorser' whereby the association will receive the following branding benefits:

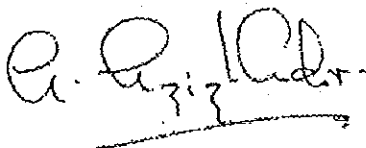
- Logo to be included on conference backdrop
- Logo to be included in all event marketing collateral
- Logo to be displayed in all event venue signages
- Your URL linked logo on [www.business4pointzero.com](http://www.business4pointzero.com) website
- Your members will automatically be entitled to participate in business matching program to connect with potential local and international investors
- 1 complimentary full access to attend Cities 4.0 + business 4.0 Conference for every 5 members registered to the conference.

I trust your esteemed organisation will favourably consider our request. Should you have any enquiries, please do not hesitate to contact the undersigned or the secretariat, Ms. Gwendoline Yap at +603-2771 1668 or to email [gwendoline.yap@confexhub.com](mailto:gwendoline.yap@confexhub.com).

Kindly fax the completed Endorser Acceptance Form to +603-2771 1669, should your esteemed organisation agree to the Endorser proposal.

Detailed information on the Exhibition and Conference can be found on the dedicated website ([www.business4pointzero.com](http://www.business4pointzero.com), [www.cities4pointzero.com](http://www.cities4pointzero.com)).

Yours sincerely,



Datuk Dr. Abdul Aziz S.A. Kadir  
Organising Chairman  
Business 4.0 + Cities 4.0 Conference and Exhibition 2018

Confexhub

**ENDORSEMENT ACCEPTANCE FORM**

Thank you for your kind invitation. I / We accept the above Endorsement.

Signature :

Name :

Designation :

Organisation :

Date :

Kindly sign this Acceptance Form and email the scanned copy to [gwendoline.yap@confexhub.com](mailto:gwendoline.yap@confexhub.com) or fax it to us at +603-2771 1669 not later than **31 July 2018**