



WORLD CONGRESS
PENANG, MALAYSIA | MARCH 6-8, 2024

A FIRST IN SOUTH EAST ASIA

GAIN INSIGHTS FROM TOP GLOBAL MINDS



BRAND:

RE-CODE

BETTER WORLD, BETTER LIFE™

EVENT DATES:

6th, 7th & 8th March 2024

EVENT VENUE:

Setia SPICE Convention Centre, Penang

[iaawc2024](https://www.iaawc2024.com)

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www.iaawc.com

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The convergence of social, economic, and climate crisis, along with rapid technological advancements has created a new reality for businesses to navigate.

Traditional brand models exposed vulnerabilities during the COVID-19 pandemic, forcing companies to adapt and reshape their entire operating models. New consumer behaviors are now emerging all the time.

Social issues such as inequality, diversity and inclusion have gained significant attention with customers and the workforce now demanding that businesses incorporate more ethical practices.

The urgency to address climate change has become a focal point to reduce environmental impact and ensure long-term resilience.

Technological advancements like AI continue to disrupt industries, bringing both opportunities and challenges.

In this rapidly changing landscape, businesses must **RE-CODE** their values and operating models to reflect this new landscape while focusing on long-term value creation.

At the **IAA 45th World Congress**, we will share best practices, case studies and NEW frameworks of how creativity, compassion and technology can build significant brand value and enable brands to become a force for good.

See you all in Penang...

PENANG 2024

A CONFLUENCE OF DIVERSITY, CULTURE, ARTS AND HERITAGE.

Penang, the Silicon Valley of the East, is home to the UNESCO World Heritage Site of George Town.

This is a land of juxtaposition – a modern cosmopolitan where the confluence of diversity, heritage and culture forms the very fabric of society and is celebrated every day.

To discover Penang is to experience an explosion of the senses, and the perfect backdrop to re-code and be inspired.

- A family-focused green & smart state in a very liveable blue, green and digital economy that champions the coexistence of man, nature, sustainability and progress.
- A multicultural, multi-religious society living and thriving in harmony since the days of Penang as an important trading port in the Spice Trade.
- Malaysia's best restored and re-adaptive traditional architecture as well as heritage trades and arts to be found in the UNESCO World Heritage Site George Town.
- CNN's top places to visit in the world and world-famous for being a food haven – from its vibrant and loud street food haunts to the Michelin-starred restaurants, all serving food made with heart.
- Home to a 130-million-year-old virgin rainforest and the Penang Hill Biosphere Reserve which presents untouched, natural landscapes for terrestrial and marine habitats.

> DAY
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SUSTAINABILITY FOR GROWTH, WITH GOOD.

- “Re_Code: Sustainability – A Recipe for brand and business success” – a point of view from the UN.
- “Sustainability - a brand value driver” – *Brand Finance Sustainability Perception Index 2024.*
- A journey from ‘circular’ to ‘regenerative economy’.
- Brands, businesses and marketing can Re_Code human values and lives.

TYT. TUN DATO' SERI UTAMA AHMAD FUZI BIN HAJI ABDUL RAZAK YANG PERTUAN NEGERI OF THE STATE OF PENANG	Y.A.B. CHOW KON YEOW CHIEF MINISTER OF PENANG	Y.B. WONG HON WAI PRINCE STRATEGIC TOURISM & CREATIVE ECONOMY (PETACE)	MAHER NASSER DIRECTOR OF RESEARCH & INNOVATION DEPARTMENT OF GLOBAL COMMUNICATIONS UNITED NATIONS	DAVID HAIGH CHIEF EXECUTIVE OFFICER BRAND FINANCE	SASAN SAIEDI CHAIRMAN/PRESIDENT IAA GLOBAL CHIEF EXECUTIVE OFFICER WUNDERMAN THOMPSON, NEW YORK	JOHN D. CHACKO CHAIRMAN IAA WORLD CONGRESS 2024	HITOSHI HAMAGUCHI EXECUTIVE OFFICER DENSO GROUPING	KOJO OPPONG NKURUMAH MINISTER FOR INFORMATION GHANA
LAURA MANESS PARTNER CREY	NICHOLAS PRIMOLA EXECUTIVE VP ANA	CHRISTY COOPER SOCIAL DIRECTOR INDUSTRY RELATIONS META	LUCA DESTEFANIS VP MARKETING KINDRYL	NICOLE GERMAN CMO/CDO COMMERCIAL BANKING AND GLOBAL BANKING & MARKETS HSBC	EDWARD PANK VICE PRESIDENT DIRECTOR WARC APAC	RUPEN DESAI PARTNER UNA TERRA CO-FOUNDER THE SHED 28	TOM STEIN CHAIRMAN & CHIEF GROWTH OFFICER STEIN AB	
MARC DE SWAAN ARONS CHIEF STRATEGY OFFICER INSTITUTE OF REAL GROWTH	YANESSA FRAGO GOSIENGFAO GENERAL MANAGER CONSUMER HEALTH CARE SANOFI	CINDY LI SENIOR DIRECTOR HUAWEI DEVISE CLOUD AD OPERATIONS	BYRON O'DELL VP MARKET INSIGHTS US CHINA/INDIA & ANALYTICS SSP GLOBAL	LIZ KNEEBONE VP SUSTAINABILITY COLLECTIVE ANA	DIPANJAN CHAUDHURI CHIEF OF INNOVATION & TREATMENTS GOOGLE APAC	EMMA CHIU GLOBAL DIRECTOR VME INTELLIGENCE	DAY 1 WEDNESDAY, MARCH 6 SUSTAINABILITY FOR GROWTH WITH GOOD	

CREATIVITY WITH TECH, FOR BETTER LIFE.

- Integrating technologies into creativity for shaping the future of brands and businesses.
- AI, ML & algorithm-based technologies for deeper connection between businesses & all stakeholders.
- The great AI debate - leveraging for betterment and mitigating the threats.
- AI as the new 'force for good' across all aspects of business and life.



INCLUSIVITY BEYOND DIVERSITY, FOR A BETTER WORLD.

- DigitALL: Innovation and Tech for better gender equality and inclusivity for International Women's Day 2024 and beyond, let's Inspire Inclusion.
- DE&I as a fuel for creativity & innovation in branding, businesses and marketing.
- Re_Coding organizational culture for an inclusive leadership.
- Empowering and unique lessons from women leadership styles.



WHY ATTEND?

- Connect with peers from the industry worldwide.
- Learn from experts on how Sustainability, ESG, DE&I and AI can be a force for good during the sessions, talks and interviews.
- Gain first-hand knowledge and insights on how integrating technologies into creativity can create greater value of brands & businesses.
- Be inspired by leaders who are Re_Coding and shaping

WHO SHOULD ATTEND?

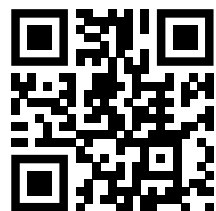
- Board Directors CEOs, CMOs, CSOs, CTOs and C-suite personnel.
- Marketing, Brand & Product Managers.
- Advertising, Digital & Media agencies.
- Management Consultants & Advisors.
- Government, Policymakers & NGOs.
- Academics & Students.

REGISTER TODAY!

3-DAY CONGRESS FEES includes meals & refreshments, dinners and access to all Congress events.

Visit www.iaawc.com for enquiries on registration, hotel bookings at IAAWC rates & sponsorship opportunities.

Email: enquiry@iaawc.com



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Jalan Tun Dr Awang, Bayan Baru, Pulau Pinang.

<https://maps.app.goo.gl/X8t7bzrejNdg74M56>



A stellar international line-up of 30+ speakers including the UN, Ministers, Agencies, MNCs, Google, Meta, BBC and many more. **DON'T MISS OUT ON IT!**



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