



# APDW 2020

## ASIAN PACIFIC DIGESTIVE WEEK 2020

*Vision of Excellence in Digestive Disorders & Sciences*

📍 KUALA LUMPUR CONVENTION CENTRE, MALAYSIA

📅 7 - 10 DECEMBER 2020



### SPONSORSHIP PROSPECTUS

Version 5 / 1 April 2020

Organised by

Hosted by

Presented by

Supported by



## Invitation to support APDW 2020

Dear Biomedical Industry Leaders,

Malaysia is proud to be given the honour and privilege to host the Asian Pacific Digestive Week 2020 (APDW 2020) in Kuala Lumpur from 7 - 10 December 2020. This conference will be organised by the Malaysian Society of Gastroenterology and Hepatology and the theme is "Vision of Excellence in Digestive Disorders & Sciences".

This meeting will highlight the cutting edge research related to digestive health. The past several years have shown tremendous improvement in both clinical aspects and research approaches related to digestive health. With recent advancements in technology, massive data are available for the use of clinicians and researchers. However, screening for early detection and prediction of clinical outcomes in digestive disorders remain challenging tasks for the fraternity. Precision medicine is the way to go in the coming decade as the next generation sequencing approach is available and the price is affordable in this part of the world. The future of research in digestive health research encompasses artificial intelligence in order to transform healthcare especially chronic diseases related to digestive system. We are seeing that the technology provides an opportunity for everyone to monitor his own personal healthcare. This is a result of the fourth industrial revolution. In this era, the public expect to detect diseases at an early stage by combining technologies. This meeting will be the platform to highlight the combination of preventive medicine, prognostication and precision medicine in the galaxy of digestive disorders and sciences in the Asia- Pacific region.

The APDW is reputable meeting focusing solely in the field of Gastroenterology, Hepatology, GI Endoscopy and GI Surgery not only in the Asia-Pacific region but throughout the world. The uniqueness of the research in this multi racial country and the challenges faced by clinicians, surgeons and scientists over here will attract delegates from all over the world. It is estimated approximately 3,500 delegates will attend this meeting. The faculty of speakers and delegates normally acknowledges a meeting like this would play a role in driving collaborative research efforts between disciplines.

The APDW 2020 will not be possible without your support and participation. The APDW 2020 will provide an ideal platform for you to:

- Be part of the only premier conference in the region for Gastroenterology, Hepatology, GI Endoscopy and GI Surgery. Reach out to gastroenterologists, hepatologists, GI endoscopists and surgeons including the key opinion leaders in the region.
- Be part of the exhibition to promote and market your innovations, technologies or services.
- Use this opportunity to position your business within the Asia-Pacific Region.
- Network with various business professionals from different countries, meet new prospects and strengthen business relationships.
- Share your expertise with a wide audience of medical professionals.
- Launch your products and services and establish your corporate presence in the region.
- Know your competitors and update developments within the global and local industry.

We cordially invite you to come and join us for the conference. Your support and contribution will be very much appreciated.

Professor Dr Raja Affendi Raja Ali  
Organising Chairman  
Asian Pacific Digestive Week 2020

## **WHY YOU SHOULD PARTICIPATE IN APDW 2020?**

The Asian Pacific Digestive Disease Week (APDW) is the premier annual scientific meeting in Asia Pacific region for digestive diseases – the Annual Scientific Meeting of the APAGE, APASL, APSDE and the ISDS is the equivalent of the American DDW and the European UEGW.

1. Top class scientific programme encompassing key areas in Gastroenterology, Hepatology, GI Endoscopy and Surgery.
2. Location in Kuala Lumpur Convention Centre with world-class facilities including ample exhibition space.
3. Projected delegate attendance of 3,500.
4. Unmatchable platform to showcase your products.
5. Organisational track record: the Malaysian Society of Gastroenterology and Hepatology has more than 25 years' experience in organising highly successful annual scientific meetings and endoscopy workshops (see website).
6. Kuala Lumpur is the capital city of Malaysia, boasting gleaming skyscrapers, colonial architecture, charming locals and a myriad of natural attractions .
7. Convenience of travel and stay: Well connected air flight schedules – served by 30 international airlines including all top Asian airlines. International top class hotels (estimated 3,000 rooms) at affordable prices within walking distance from the congress venue.

## Organising Committee

President	<b>Professor Dr Raja Affendi Raja Ali</b>
Vice President	<b>Dr Soek Siam Tan</b>
Secretary-General	<b>Assoc. Professor Dr Alex Hwong-Ruey Leow</b>
Treasurer	<b>Dr Hoi Poh Tee</b>
Scientific Chair	<b>Professor Dr Yeong Yeh Lee</b>
Co-Chair (Endoscopy)	<b>Assoc. Professor Dr Shiao Hooi Ho</b>
Co-Chair (Hepatology)	<b>Professor Dr Wah Kheong Chan</b> <b>Dr Soek Siam Tan</b>
Co-Chair (Surgery)	<b>Dr Ramesh Gurunathan</b>
Co-Chair (Luminal)	<b>Professor Dr Yeong Yeh Lee</b> <b>Professor Dr Raja Affendi Raja Ali</b>
Committee Members	<b>Datuk Dr Raman Muthukaruppan</b> <b>Dr Nazri Mustaffa</b> <b>Professor Ida Normiha Hilmi</b>
Project Manager	<b>Ms Molly Kong</b>
Advisor	<b>Emeritus Professor Dato' Dr Khean Lee Goh</b>

## Scientific Programme Advisory Board

<b>Professor Dato' P Kandasami</b>	<b>Dato' Dr Huck Joo Tan</b>
<b>Professor Dr Sanjiv Mahadeva</b>	<b>Dr Akhtar Qureshi</b>
<b>Datuk Dr Jayaram Menon</b>	<b>Datuk Dr Muhammad Radzi Abu Hassan</b>
<b>Dato' Dr Mazlam Zawawi</b>	<b>Dato' Dr Robert Pooi Huat Ding</b>
<b>Dato' Dr Andrew Seng Boon Chua</b>	<b>Dato' Dr S Mahendra Raj</b>
<b>Dr Rosaida Mohd Said</b>	<b>Dr Jason Kuet Tze Chin</b>

## Premium Sponsorship Packages

Premier sponsors will enjoy exclusive privileges listed below.

The sponsorship can be in the form of outright contributions to the Congress or cumulative to the respective amount or higher. Premier sponsors can choose to take the various options to make up to the sponsorship amount.

The sponsors will be provided with the following depending on the amount of contributions.

	<b>Diamond</b>	<b>Platinum</b>	<b>Gold</b>	<b>Silver</b>	<b>Bronze</b>
	USD 350,000	USD 250,000	USD 150,000	USD 100,000	USD 75,000
Number of Invitation to Opening Ceremony cum Welcome Reception.	12	10	8	6	4
Complimentary insertion of one (1) printed material into Conference Bag. #1	✓	✓	✓	✓	✓
Priority selection of sponsorship items. #2 #3	Up to 3	Up to 3	Up to 2	Up to 1	×
Naming rights to the sponsored event.	✓	✓	✓	✓	✓
Acknowledgement on the backdrop in the main Ballroom.	✓	✓	✓	✓	✓
Acknowledgement in the Final Announcement and Souvenir Programme Book.	✓	✓	✓	✓	✓
Acknowledgement in the APDW 2020 website (linked to the sponsor's website)	✓	✓	✓	✓	✓
Right to use the endorsement "Sponsor of the APDW 2020"	✓	✓	✓	✓	✓

#1 Contents must be approved by the Organising Committee. The materials must reach the Congress Secretariat by 30 June 2020.

#2 Priority selection on the following Sponsorship Items:

- a. Priority in the selection of exhibition space at a prime location.
- b. Priority to sponsor the Lunch or Tea Satellite Symposium on the preferred date.
- c. Priority to sponsor a Symposium Session.

- d. Priority to sponsor the Opening Ceremony cum Reception.
- e. Priority to sponsor the Lanyards.
- f. Priority to sponsor the Congress Satchels.
- g. Priority to sponsor the Pocket Programme.
- h. Priority to buy the advertisement space on the Back Outside Cover, Front Inside Cover or Back Inside Cover of the Final Announcement (*if there is no exclusive sponsor*)
- i. Priority to buy the advertisement space on the Back Outside Cover, Front Inside Cover or Back Inside Cover of Souvenir Programme.

#3 The highest bidder will have priority over the next on the list.

## Sponsorship Items

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### 1. Co-Sponsorship for LIVE Endoscopy Workshop

**USD 50,000**  
(per session of 3 hours)

Topics and speakers are to be specified by the Organising Committee, independent of the sponsoring company. The sponsors will be provided with the following:

- Specific acknowledgement – “Workshop supported by an educational grant from “Company” on the introductory slide during the workshop – this will be screened frequently for the duration of the endoscopy workshop
- Acknowledgement on the LED screen at the entrance of the venue
- Acknowledgement of sponsor in the Final Announcement (if known at the time of printing) and Souvenir Programme

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### 2. Pre - Congress Workshop

**USD 25,000**  
(per workshop)

Topics and speakers are to be specified by the Organising Committee, independent of the sponsoring company. The sponsors will be provided with the following:

- Use of lecture hall in the Congress venue with standard audio-visual equipment – one LCD projector, up to 3 microphones, one screen and one notebook
- Acknowledgement on the LED screen at the entrance of the venue
- Table for display of materials at the entrance of the hall during the session
- Acknowledgement of sponsor in the Final Announcement (if known at the time of printing) and Souvenir Programme
- The sponsoring company will bear the costs of organising the symposium, speakers' travel expenses, hotel accommodation, registration fees and honoraria (if any)



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### 3. Endoscopy Learning Center (ASGE)

**USD 80,000**  
(exclusive sponsorship)

Sole sponsor only. Reserved for Premier Sponsors till 31 December 2019.



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### 4. Lunch Satellite Symposium

**USD 50,000**  
(per symposium)

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Limited to **nine (9)** sponsors only. Reserved for Premier Sponsors till 30 June 2020.

Maximum **three (3)** concurrent sessions. Topics and speakers must be approved by the Organising Committee.

The sponsors will be provided with the following:

- Use of lecture hall in the Congress venue with standard audio-visual equipment – one LCD projector, up to 3 microphones, one screen and one notebook
- Inclusion of the symposium title, schedule and programme in the Final Announcement, website and Souvenir Programme after endorsement by Organising Committee (if known at the time of printing)
- Use of Congress logo on the invitation cards after submission for endorsement by Organising Committee.
- Complimentary insertion of invitation cards into the Congress satchels if the cards reach the Congress Secretariat before 30 June 2020. The cost of design and printing of the cards is borne by the sponsor.
- Table for display of materials at the entrance of the hall during the session
- Acknowledgement of sponsor in the Final Announcement (if known at the time of printing) and Souvenir Programme
- The sponsoring company will bear the costs of organising the symposium, speakers' travel expenses, hotel accommodation, registration fees and honoraria (if any).

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## 5. Tea Satellite Symposium

**USD 30,000**  
(per symposium slot)

Limited to **eight (8) only**. Reserved for Premier Sponsors till 30 June 2020.

Maximum **four (4)** concurrent sessions. Topics and speakers must be approved by the Organising Committee.

The sponsors will be provided with the following:

- Use of lecture hall in the Congress venue with standard audio-visual equipment – one LCD projector, up to 3 microphones, one screen and one notebook.
  - Inclusion of the symposium title, schedule and programme in the Final Announcement, website and Souvenir Programme after endorsement by Organising Committee (if known at the time of printing)
  - Use of Congress logo on the invitation cards after submission for endorsement by Organising Committee.
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- Complimentary insertion of invitation cards into the Congress bags if the cards reach the Congress Secretariat before 31 August 2020. The cost of design and printing of the cards is borne by the sponsor.
  - Table for display of materials at the entrance of the hall during the session.
  - Acknowledgement of sponsor in the Final Announcement (if known at the time of printing) and Souvenir Programme
  - The sponsoring company will bear the costs of organising the symposium, speakers' travel expenses, hotel accommodation, registration fees and honoraria (if any).

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## 6. Symposium Session

**USD 25,000**  
(per symposium)

There are concurrent symposia (average of 2 concurrent sessions per time slot). Topics and speakers are to be specified by the Organising Committee, independent of the sponsoring company.

The sponsors will be provided with the following:

- Specific acknowledgement with "Symposium supported by an educational grant from "Company" on the introductory slide during the symposium and on the LED screen at the entrance of the room.
- Acknowledgement of sponsor in the Final Announcement (if known at the time of printing) and Souvenir Programme.

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## 7. Hospitality Suite

**USD 40,000**

This will provide a very good venue for the delegates to relax. It is open to all the delegates and their accompanying persons. Limited to four (4) sponsors only.

The sponsor will be provided with the following:

- A function room - rental will be borne by the Organising Committee
- Two (2) invitation cards for the Opening Ceremony cum Welcome Reception.

Refreshments will be borne by the sponsor.

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## 8. Final Announcement

**USD 17,500**  
(exclusive sponsorship)

The sponsor will be provided with the following:

- Exclusive acknowledgement in the Final Announcement.
- Advertisement space on back outside cover and back inside cover.

The front insider cover shall be reserved for the announcement of the list of Premier Sponsors.

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## 9. Printing of Pocket Programme

**USD 10,000**  
(exclusive sponsorship)

The sponsor will be provided with the following:

- Exclusive acknowledgement of the sponsor's status in the Pocket Programme.
- An exclusive advertisement space.

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## 10. Advertisements in the Souvenir Programme

Souvenir Programme: 3,000 copies to be distributed on-site.

Cover pages are reserved for Premier sponsors till 30 June 2020.



Back Outside Cover **USD 4,000**

Front Inside Cover **USD 3,000**



Back Inside Cover **USD 2,000**

Inner Page (Specified) **USD 1,500**

Inner Page (Run of Book) **USD 1,000**

Advertisers for the Souvenir Programme are required to supply the colour separations and progressive proofs to the APDW 2020 Secretariat by 30 June 2020.

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## 11. Daily Newsletter

**USD 25,000**  
(exclusive sponsorship)

The Organising Committee will be publishing three issues of the daily newsletter.

The sponsor will be provided with the following:

- One full-page advertisement per issue.

The sponsor is required to supply the colour separations and progressive proofs to the APDW 2020 Secretariat by 30 July 2020.

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## 12. Transport card (TnG)

**USD 40,000**  
(exclusive sponsorship)

Delegates will be issued a transport card (touch-and-go) which could be used for multiple purposes, including for public transport and at some convenience stores.

The sponsor will be provided with the following:

- Branding on the Transport Card (logo and name of company)

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## 13. Congress Bag

**USD 30,000**  
(exclusive sponsorship)

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The type and design of the bags will be selected by the Organising Committee. An initial estimate of 3,500 bags will be required.

The sponsor will be provided with the following:

- The inclusion of the company's logo and name on the bag.

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#### 14. Congress Lanyards

**USD 20,000**  
(exclusive sponsorship)

The type and design of the lanyards will be selected by the Organising Committee. An initial estimate of 4,000 lanyards will be required.

The sponsor will be provided with the following:

- The inclusion of the company's logo and name and logo on the lanyards.



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#### 15. Networking Space

**USD 15,000**  
(exclusive sponsorship)

This will be a networking and working space at the designated area. The space will include:

- A working space in front of the lecture halls which includes tables and chairs.
- Mobile charge stations.
- Sponsor's company logo will be prominently displayed at the space.

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#### 16. Speakers' Preparatory Room

**USD 12,500**  
(exclusive sponsorship)

This room will be specially reserved and equipped for speakers with computers and free flow of coffee & tea. Technicians and staff will be on hand to assist the speakers.

- Sponsor's company logo will be prominently displayed in the Room.



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#### 17. Registration Area

**USD 15,000**  
(exclusive sponsorship)

This area will be equipped with computer terminals. The sponsor will be provided with the following:

- Sponsor's company logo will be prominently displayed at the Registration counters and area.

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#### 18. Poster Area

**USD 20,000**  
(exclusive sponsorship)

Approximately 20 e-poster displays will be put up on display for the poster sessions for the entire duration of the congress.

The sponsor will be provided with the following:



- Recognition of the sponsor's status in the poster area.

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**19. Bag Insert****USD 3,000**

(per insertion)

To allow the advertisers an opportunity to publicise their product to the delegates, Congress may insert up to two A4 pages leaflet into the Congress Bags. The leaflets are provided by the advertisers. Contents and format of the leaflet must be approved by the Organising Committee.

It should be in English with an initial distribution of 3,500 copies which must reach the Secretariat by 30 October 2020.

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**20. i-APDW Robot****USD 80,000**

Interactive robots will be placed at the Level 3 Foyer for the interaction with the delegates. Company has the opportunity to brand the robot with their company name, product or services.

The sponsor will be provided with the following:

- Acknowledgement of sponsorship in the Souvenir Programme.

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**21. APDW Mobile App****USD 30,000**

(exclusive sponsorship)

A Congress app would be available for all delegates on the Apple App Store and Google Play store which will enable delegates to browse sessions, speaker profiles, abstracts, social activities, conference information, etc

A full-screen advertisement on the splash screen each time the app loads.



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**22. Suspended Banner at Centre Core****USD 10,000**

(each)

The cost of USD 10,000 gives the sponsor the right to hang ONE suspended banner from 7 - 10 December 2020 at the designated bar above the centre core, Kuala Lumpur Convention Centre.

The production cost for the suspended banner is to be borne by your company. Artwork of the suspended banner is to be sent to the Congress Secretariat for approval not later than 31 July 2020.



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**23. Suspended Banner in Level 3 (Foyer Area)****USD 5,000**

(each)

This gives the sponsor the right to hang ONE suspended banner from 7 - 10 December 2020 at the designated bar above the foyer area of level 3, Kuala Lumpur Convention Centre.

The production cost for the suspended banner is to be borne by your company. Artwork of the suspended banner is to be sent to the Congress Secretariat for approval not later than 31 July 2020.

## 24. Escalator Advertisement

**USD 2,000**

(per side)

The sponsor has the right to stick ONE banner from 7 - 10 December 2020 at the designated escalator at level 2/3, Kuala Lumpur Convention Centre.

The production cost for the sticker is to be borne by your company. Artwork of the suspended banner is to be sent to the Congress Secretariat for approval not later than 31 July 2020.

## 25. Delegate Registration

Registration Type	Until 31 Aug 2020	1 Sep - 30 Nov 2020	7 - 10 Dec 2020
Delegate	USD 500	USD 550	USD 700
Delegate + PG Course	USD 650	USD 700	USD 850
Trainee / Nurse / GI Assistant	USD 200	USD 250	USD 400
Accompanying Person	USD 100	USD 150	USD 200

## 26. Exhibition Space

There will be a bio-medical exhibition area adjoining the main convention hall during the APDW 2020.

By participating in this mega event as an exhibitor, your organisation will get an opportunity to showcase the latest technology, new products and a chance to interact with more than 3,500 participants including doctors, researchers and allied medical professionals at one place.

Category	Size	Area	Until 31 Aug 2020	1 Sept - 30 Nov 2020
Standard Shell Scheme	3m x 3m	9 sqm	USD 8,000	USD 10,000
Premium Booth	3m x 3m	9 sqm	USD 12,000	USD 15,000



The following will be provided in a standard exhibit stall (size 3m x 3m) the following:

- Facia plate with the name of the company in vinyl cut out letters

- Partition wall as per Exhibition layout plan
- One table (100cm x 50cm)
- Two chairs
- Three spotlights
- One plug point
- Carpet for the stall

*Note: An exhibitor can book a standard stall of 9 sqm or a larger area in its multiple stall scheme.*

#### Exhibitor Badge

1. The persons in the exhibition area should be registered and it will be mandatory to wear the exhibitor ID badges provided for security reasons.
2. Registered exhibitor will be given 4 ID badges per 3 x 3-meter booth which entitle them to the tea/coffee breaks during the congress.
3. Extra exhibitor's ID badges are chargeable @ USD 200 per person per day.

#### Space Selection

Space will be assigned in accordance with the total sponsorship of the sponsors, after which the selection will be on a first-come-first-served basis.

#### Product to be exhibited

Exhibits can include pharmaceutical drugs, medical equipment, nutrition products, medical publications etc.

*Note: All exhibits are subject to the approval of the Organising Committee.*

## **Terms & Conditions**

1. All major sponsorships will be acknowledged in the Souvenir Programme.
2. The number of representatives of sponsors at the congress venue will be limited depending upon the extent and area of sponsorship at the discretion of the Organising Committee.
3. All the sponsors should register names of their representatives with the Organising Committee two month before the start of Congress and all such persons will be required to wear the ID badges provided.
4. Exhibition Stalls will be allocated on a first-come-first-served basis with priority given to the premier sponsors.

5. The Organising Committee reserves the right to rearrange the floor plan or any part thereof at any time. An official receipt towards provisional booking amount shall be issued within three weeks of receipt of payment.
6. The site of the stall shall be made available to the participants a day before the exhibition begins.
7. The Organising Committee reserves the right to change the venue and date of the exhibition in case of unavoidable circumstances.
8. The Organising Committee shall in no way be responsible for any tax liability incurred for any sale/booking transaction undertaken by the exhibitors.

## **CANCELLATION OR REDUCTION OF STALL**

Cancellation or reduction of stall space must be made in writing to the Conference Secretariat. 50% of the total cost of the stall will be deducted if cancellation is made three months prior to the commencement of the congress. No refund will be made after this date.

## **FORCE MAJEURE**

1. Neither party shall be liable to the other for any loss or damage occasioned by or arising out of Act of God (such as epidemics, floods, volcanic eruptions, earthquakes or other convulsions of nature and other acts) and other unprecedented events such as general strike, invasions, hostilities, war, rioting or similar situations which prevent performance of the contract and which could not have been foreseen or avoided by a prudent person/actions.
2. No sale in cash or credit of products and services shall be allowed at the stalls. However, booking could be done for delivery at a later date. The Organising Committee shall in no way be responsible for any tax liability incurred for any sale/booking undertaken by the exhibitors.

## **PAYMENT SCHEDULE**

Please note the payment terms as mentioned below

1. 50% of the total amount as a deposit at the time of booking.
2. Balance of 50% amount should be paid six (6) months before the congress.

Payment Method: Payment should be made by bank draft issued in favour of "APDW 2020"

Bank Name : Standard Chartered Bank

Beneficiary Bank : APDW 2020

Account Number : 873194782156

Bank Address : Lot 4&5, Level G2 Publika Shopping Gallery Solaris Dutamas 50480 Kuala Lumpur, Malaysia

Bank Swift Code : SCBLMYKXXX

## **Congress Secretariat**

### **Asia Pacific Digestive Week 2020**

C/O Anderes Fourdy Sdn Bhd

G-3A, Incubator 1, Technology Park Malaysia

Bukit Jalil, 57000 Kuala Lumpur. Malaysia.

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www.apdw2020.org











# ASIAN PACIFIC DIGESTIVE WEEK 2020

*Vision of Excellence in Digestive Disorders & Sciences*

 KUALA LUMPUR CONVENTION CENTRE, MALAYSIA

 7 - 10 DECEMBER 2020

Organised by:



Hosted by:



## Billing Details

<b>Contact Person</b>			
<b>Billing Address</b>			
<b>City</b>		<b>Country</b>	
<b>Tel</b>		<b>Fax</b>	

*Note: Please include country and city calling codes*

**Signature & Company stamp:**

**Date:**



## ASIAN PACIFIC DIGESTIVE WEEK 2020

*Vision of Excellence in Digestive Disorders & Sciences*

📍 KUALA LUMPUR CONVENTION CENTRE, MALAYSIA

📅 7 - 10 DECEMBER 2020

**APDW 2020 Secretariat**  
c/o Anderes Fourdy Sdn Bhd  
G-3A, Incubator 1, Technology Park Malaysia  
Bukit Jalil, 57000 Kuala Lumpur