



**BRAND:**  
**RE-CODE**  
**BETTER WORLD, BETTER LIFE** <sup>TM</sup>

***FOR IMMEDIATE RELEASE***

Penang, Friday 2 February 2024

**45th IAA World Congress: Penang Anticipates Global Spotlight in March 2024**

In a press conference held today at KOMTAR, the IAA World Congress organisers and the co-host, Penang state unveiled their excitement and readiness to host the 45th International Advertising Association (IAA) World Congress from March 6-8, 2024. The congress is projected to attract up to 1000 attendees across the global, delivering an estimated economic impact of RM5.836 million for Penang.

“IAA Malaysia and Penang state government proudly stand as the hosts for the groundbreaking 45th IAA World Congress, a historic event that marks the first of its kind in South East Asia. Under the theme, “Brand: RE-CODE, for a Better World, Better Life,” this Congress is not just a convergence of ideas but a celebratory moment, commemorating the 85th Anniversary of IAA Global, the 30th Anniversary of IAA Malaysia, and International Women’s Day” said John D Chacko, the President of IAA Malaysia, Vice President of IAA Global, and Chairman of the World Congress.

“This congress seamlessly aligns with our Penang2030 vision. By 2030, we aspire to be the greenest state in Malaysia, technologically advanced, innovative governance, and sustainability-led development. The Penang state government also sees this Congress as an opportune moment to showcase Penang’s investment potential and attract diverse investments. Our strategic alignment aims to create a more resilient and dynamic economic landscape, fostering innovation, job creation, and sustainable development” said The Right Honourable Chow Kon Yeow, the Chief Minister of Penang.

The Congress is gearing up to host a collection of invaluable insights from a stellar cast of over 30 C-suite speakers, ready to dive deep into its compelling content. The Congress features mainstage sessions, and panel discussions that will delve into the most pertinent issues facing the brands and businesses in the area of marketing, AI, and technology landscape. The chief minister quoted that in the era of ongoing transformations and the imminent impact of AI on the global landscape, it becomes imperative for Penang to stay abreast of these trends.

“As the global community converges in Penang, I encourage local businesses, brands, and organisations from various industries such as manufacturing, healthcare, finance, pharmaceuticals, FMCG, semiconductor, real estate, and many more to seize this unique opportunity. Participation in the Congress offers a platform for knowledge exchange, networking, and collaboration, positioning Penang as a thriving hub for diverse industries” urged the Chief Minister.

“The international recognition that IAA World Congress brings not only strengthens our position as a leading hub for business events but also fosters invaluable knowledge exchange, networking, and collaborations that contribute substantially to our economic growth. This firmly establishes Penang as a key player in the global tourism and creative industries” said The Honourable Wong Hon Wai, the State Exco for Tourism & Creative Economy.

The Congress falls within the HRD Corp claimable category under the public conference scheme. The streamlined management of delegate attendance logistics through direct debiting from the company's levy account, eliminating the need for upfront payments. Malaysian attendees are entitled to daily allowances of up to MYR 400 per day per pax, reimbursement for flight tickets, accommodation, and land transport.

The IAA World Congress also announced its collaborations with global entities, including Google, Meta, WARC, ANA, Lions, SEEHER, BBC News, Media Prima, Celcomdigi and iFlytek. These partnerships are expected to elevate the congress to new heights, reaching a broader audience and ensuring extensive media coverage.

#### **Partners**

Google

Meta

iFLYTEK

WARC

ANA

LIONS

SEEHER

#### **Connectivity Partner**

Celcomdigi

#### **Official Congress Hotel**

Amari SPICE Penang

For further information on the Congress, visit [www.iaawc.com](http://www.iaawc.com)

For queries on registration via the **HRD Corp Claimable Courses Scheme**, kindly contact **Amy Chia** at [amychia@iaawc.com](mailto:amychia@iaawc.com).

## **About the 45th IAA World Congress**

The 45th IAA World Congress will probe the all-encompassing quest for a purpose-driven life of brands and businesses to become agents of change. Three impactful days of discussions, learnings, and case studies by leaders from around the world on shaping the future. They comprise the United Nations, Federal and State ministers, government agencies, Global AI experts and mavens, unicorns and changemakers, consulting firms, MNCs, heads of advertising agencies, and brand custodians under the Congress umbrella theme of BRAND RE-CODE: Better World, Better Life.

Better World, Better Life, each of the 3 days of the congress will be themed, Sustainability For Growth With Good on Day 1, Creativity With Tech For Better Life on Day 2, and conclude on Day 3 with Inclusivity Beyond Diversity For Better World.

The 45th IAA World Congress 2024 will shine a major spotlight on the necessity of women's empowerment and gender equality in the pursuit of RE-CODE and shape the future as we celebrate International Women's Day on March 8, 2024.

Be informed, be inspired, and be invigorated in Penang as we RE-CODE the narrative for a Better World and, Better Life. Book your seat today at [www.iaawc.com](http://www.iaawc.com).

**END**

The International Advertising Association is the world's most influential network of marketing communications professionals. Established in 1938, the IAA is the only global association that represents all spheres of the marketing and marketing communications industry.

The IAA is committed to being the Global Compass of the marketing communications industry. We point towards excellence in meaningful creativity that helps our constituents remain true to the timeless principles of building strong brands and forging meaningful relationships with the consumers they serve and the society in which we live.

We use our thought leadership, initiatives in education, continuous development programs, and world-class conferences, to help navigate the ever-changing areas of regulation, technology that empowers, and the aspirations of increasingly confident consumers.

We are a unique network of marketers, advertising agencies, media, tech companies, and educators, who are responsibly and constantly evaluating what is new while remaining rooted in our core belief that "what's good, is good for business".

For more information,

International Advertising Association World Congress

E: [enquiry@iaawc.com](mailto:enquiry@iaawc.com)

[iaawc.com](http://iaawc.com)