TESTIMONIES FROM LEADERS

MS HELEN CLARK
Administrator
United Nations Development Programme

“A problem shared is halfway to being solved...we can see this event as a huge expo where people can freely exchange ideas and experiences...This summit is definitely useful; it is attracting very, very significant urban leaders.”

MR ZHOU NAIXIANG
Mayor
Suzhou, China
Lee Kuan Yew World City Prize Laureate 2014

“This summit is very beneficial. We can learn about other cities, the newest technology and methods, and it gives us a platform to cooperate in future because there is a lot of inspiration.”

DR PETER WILLIAMS
Chief Technology Officer
Big Green Innovations, IBM

“The main value-add of this summit is raising the profile of ideas, letting people swap and share ideas, and building a consensus about how cities need to evolve.”

HER WORSHIP PATRICIA DE LILLE
Executive Mayor
Cape Town, South Africa

“What makes the World Cities Summit different from other forums is that in every discussion we deal with solutions.”

The number of megacities in the world is growing as the pace of urbanisation quickens, particularly within Asia. Managing urban growth has become one of the most important challenges in the 21st century. As cities increasingly take a holistic approach to be more liveable and achieve sustainable growth, Singapore leads in support of greater discourse and action with the World Cities Summit.

The World Cities Summit is the exclusive platform for government leaders and industry experts to address liveable and sustainable city challenges, share integrated urban solutions and forge new partnerships.

The 5th edition of the biennial World Cities Summit will be held in conjunction with the Singapore International Water Week and CleanEnviro Summit Singapore. By convening these global events in Singapore, the larger group of urban stakeholders will be able to expand their networks and tap synergies between urban planning, water and environmental solutions.

Highlights of the World Cities Summit:
• Lee Kuan Yew World City Prize Lecture and Forum
• World Cities Summit Mayors Forum
• World Cities Summit Young Leaders Symposium
• Thematic Tracks and Forums
• Regional In-Focus Forums

There will be networking activities, as well as co-located events by our strategic partners, all of which will provide more opportunities to gain insights and contacts. It will be an exciting week for everyone who wants to play an active role in the development of liveable and sustainable cities.

Join us as global leaders and experts converge in Singapore from 10 to 14 July 2016 at the Sands Expo & Convention Centre, Marina Bay Sands.
The World Cities Summit (WCS) Mayors Forum is an esteemed, by invitation-only roundtable that brings mayors from around the world together to share best practices in urban leadership and governance.

The 6th edition of the World Cities Summit Mayors Forum was held from 8-10 June 2015, in New York City, USA.

Delegates can expect to gain insights from the 2016 Prize Laureate and special mentions at the Lee Kuan Yew World City Prize Lecture and Forum. The day will conclude with a celebration of achievements at the prestigious Lee Kuan Yew Prize Award Ceremony and Banquet.

Lee Kuan Yew World City Prize Laureates

2010
Bilbao, Spain

2012
New York City, USA

2014
Suzhou, Jiangsu Province, China

The Lee Kuan Yew World City Prize is a biennial international award that honours outstanding achievements and contributions to the creation of liveable, vibrant and sustainable urban communities around the world. The Prize is awarded to cities and recognises their leaders and organisations for displaying foresight, good governance and innovation in tackling the many urban challenges faced, to bring about social, economic and environmental benefits in a holistic way to their communities.

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WORLD CITIES SUMMIT YOUNG LEADERS SYMPOSIUM

The World Cities Summit Young Leaders is a select group of change-makers from diverse urban sectors who are shaping global urban development agendas. The Symposium is an exclusive, by invitation, annual meeting for these young leaders to discuss common challenges and shared solutions in urbanisation. It is a platform that harnesses the collective wisdom and experience of the young leaders, to carry out intellectual discourse on urban issues and launch initiatives to tackle the challenges of tomorrow.

Meet these active young leaders and more in 2016!

WHO SHOULD ATTEND

THE WORLD CITIES SUMMIT ATTRACTS GOVERNMENT LEADERS AND INDUSTRY EXPERTS FROM AROUND THE WORLD

THE PUBLIC SECTOR
- Ministers and Political Leaders
- Governors and Mayors
- Senior Officers from City / Provincial / Central / National Governments

THE PRIVATE SECTOR
- Financial Services: Investment Banks, Infrastructure Financiers
- Architects, Master Developers and Urban Planners
- Property Developers and Consultants
- Environment Management / Control Solution Providers
- Engineering and Construction Companies
- Technology Solution Providers and Systems Integrators
- Equipment Manufacturers
- Transportation Solution Providers
- Safety and Security Solution Providers
- Professional Services: Legal, Audit / Accounting, Management Consultancy
- Data Analytics, Information Systems, IT Companies

THE PEOPLE SECTOR
- International Organisations
- Non-Government Organisations
- Associations and Societies
- Academics and Researchers

WORLD CITIES SUMMIT 2014

1172 Delegates
67 Countries
25 Ministers & Ministerial Representatives
128 Mayors & City Leaders
147 Speakers, Moderators & Chairpersons

THE UN-HABITAT WAY

"At the symposium, the richness of knowledge and expertise is very pragmatic about how leaders are using technology, to enhance their governance and service delivery, and how that is contributing to balanced economic, environmental and social development."

DR AISA KACYIRA
Deputy Executive Director & Assistant Secretary-General, UN-HABITAT

THE PEOPLE SECTOR

BULELWA NGEWANA
CEO
Cape Town Partnership

LUISETTENCOURT
Professor
Santa Fe Institute

CHENG HSING YAO
Managing Director
GuocoLand Singapore Pte Ltd

HAZEM GALAL
Partner, Cities & Local Government Sector Global Leader
PricewaterhouseCoopers Co. Ltd

STEPHEN YARWOOD
Urban Futurist
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"Register your interest today at www.worldcitiessummit.com.sg"
**IN-CONVERSATION**

In-Conversation is the curtain-raiser for the week, with leaders from the government, industry and international organisation engaging in spirited exchanges. The interactive dialogue will allow the high-level speakers to provide strategic insights into trends and global priorities with respect to urbanisation, water and the environment.

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**OPENING PLENARY**

At the Opening Plenary, top officials and executives from the government, industry and international organisations will share insights on cross-disciplinary urban policy and governance issues, placing emphasis on emerging challenges in an increasingly complex world. The panel will discuss the changing and expanding roles of urban stakeholders, including city officials, business leaders and civil society, in the collaborative effort to co-create liveable and sustainable cities.

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**WORLD CITIES SUMMIT PLENARY**

The World Cities Summit Plenary is a culmination of all the discussions from the WCS Mayors Forum, the Lee Kuan Yew World City Prize Lecture and Forum, as well as the Thematic Tracks. The session will present key takeaways as the speakers – global subject matter experts, inspiring city leaders and top business executives – explore cross-cutting issues. More importantly, they will provide their views of the key issues which cities need to grapple with in the near future, to progress towards being liveable and sustainable cities of opportunity.

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**THEMATIC TRACKS AND FORUMS**

The Thematic Tracks and Thematic Forums offer more focused discussions on issues that are pertinent to all cities, whether they are developed or developing, mega cities or emerging cities. Case studies and best practices will be shared by city leaders and practitioners who have led urban projects to their successful conclusion.

In 2016, the Thematic Tracks will explore the increasingly complex challenges of Governance, Planning, Resilience and Innovation, and how to address them.

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**IN-FOCUS FORUMS**

In-Focus Forums uncover upcoming city level projects, development hotspots, industry trends and policies in key markets. The Forums capture the energy of urbanisation and highlight opportunities for investment and partnership, translating discussions into real opportunities. Public and private sector panellists will discuss development plans and roll-out efforts, focusing on best corporate practices and risk mitigation strategies to meet the challenges and opportunities of sustainable urban development and management.

The four In-Focus Forums in 2016 will examine the regions of China, India, Latin America and Southeast Asia.
OUR EXTENSIVE OUTREACH

Leverage on our multi-channel marketing campaign to reach the relevant target audience throughout the year.

Discover how you can tap on these marketing and PR activities leading up to WCS 2016 that will impact your brand image and increase your brand visibility as our partner.

STRATEGIC PARTNERS ENGAGEMENT
- Briefings to Embassies and High Commissions
- Outreach to international organisations, city networks and academic think tanks
- Participation in relevant international events
- Collaboration with government ministries and public agencies

COMPREHENSIVE MARKETING SOLUTIONS
- WCS website, e-Newsletters and brochures
- Social media channels
- WCS mobile app, Connect @WCS
- Cross-marketing with partners through newsletters and web banners

MEDIA AND PUBLIC RELATIONS
- Regular pitches to international media
- Partnerships with trade media
- Media engagement events
- Journalist visit programmes

ON-SITE ENGAGEMENT
- WCS programme book
- Networking events throughout the week
- Prominent on-site branding
- Show Daily distributed every morning
- Urban Solutions (magazine) special WCS edition

INTERNATIONAL MEDIA COVERAGE

The World Cities Summit 2014 generated an advertising value equivalent of over S$5.26 million, as well as record numbers of:

<table>
<thead>
<tr>
<th>275</th>
<th>159</th>
<th>1100+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Media Representatives</td>
<td>Media Organisations</td>
<td>News Clips in Broadcast, Print, Online</td>
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</tbody>
</table>

Media attention and attendance at the World Cities Summit 2016 are expected to be even more extensive, and there will be comprehensive global coverage. Join us to be part of the limelight.

WHY SPONSOR

When it comes to sponsoring the World Cities Summit, take the opportunity to do more than just standing up to take a bow. Work with us to demonstrate your commitment to offer urban solutions and encourage environmental sustainability through innovations, collaborations and thought leadership.

HOW YOU CAN BENEFIT
- Tap on networking opportunities and deepen engagement and networks with Mayors and key urban stakeholders (developers, financiers, urban solutions providers)
- Develop partnerships and business opportunities with your target clientele
- Provide thought leadership in integrated urban solutions and environmental sustainability
- Showcase solutions and share best practices with international opinion leaders

Over $14.5 billion worth of deals were announced at the three global events in 2014. For 2016, you should leverage on the platform provided by the World Cities Summit to position your company prominently and effectively to the relevant senior-level audience in the urban space.

If you are looking to enhance the value and prestige of your products and services, or seeking to propel your organisation’s presence on the world stage, and especially in the Asia Pacific region, there is a range of sponsorship options available. Make a worthy investment and achieve global recognition for your brand at World Cities Summit 2016!

Sponsors’ Top 5 Reasons for Participating in World Cities Summit

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>21% Pursue Networking Opportunities</td>
<td></td>
</tr>
<tr>
<td>19% Meet Government and/or Municipal Officials</td>
<td></td>
</tr>
<tr>
<td>18% Branding and Awareness</td>
<td></td>
</tr>
<tr>
<td>11% Explore and Seek New Market Penetration</td>
<td></td>
</tr>
<tr>
<td>21% Disseminate Information and Introduce New Products, Services and Solutions</td>
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</tbody>
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CONNECT WITH YOUR AUDIENCE IN FACE-TO-FACE INTERACTIVE OPPORTUNITIES

PARTNERS’ VILLAGE

The Partners’ Village is the centre of all the action at World Cities Summit 2016. Situated at Level 5 of the convention centre, where the Summit will be held, this is an interactive space for our partners, speakers and delegates to meet over tea breaks and between sessions. Relationships established in the Village can lead to beneficial business partnerships!

HOSPITALITY SUITES

Elevate your presence at the World Cities Summit with a hospitality suite. Located at a level below the Partners’ Village, the suite will be fully furnished and customisable to cater to your needs. Our objective is to provide an exclusive setting for you to meet your customers and business partners.

To find out how you can participate in the Partners’ Village or reserve a Hospitality Suite, contact our dedicated sales personnel, Ms Foo Si Min at siminfoo@experiaevents.com
The biennial World Cities Summit is an exclusive platform for government leaders and industry experts to address liveable and sustainable city challenges, share integrated urban solutions and forge new partnerships. Jointly organised by Singapore’s Centre for Liveable Cities and Urban Redevelopment Authority, key highlights of the Summit include the Lee Kuan Yew World City Prize, and the annual World Cities Summit Mayors Forum.

www.worldcitiessummit.com.sg

Held in conjunction with

The Singapore International Water Week (SIWW) is the global platform to share and co-create innovative water solutions. The biennial event gathers stakeholders from the global water industry to share best practices, showcase the latest technologies and tap business opportunities. SIWW is part of the strategic programme of the Singapore Government to grow the water industry and develop water technologies.

www.siww.com.sg

In its third edition, the biennial CleanEnviro Summit Singapore (CESS), organised by the National Environment Agency, Singapore, is the global networking platform for thought leaders, senior government officials and policy makers, regulators and industry captains. At CESS, industry and government leaders can identify, develop and share practical, replicable and scalable solutions to address environmental challenges in the context of waste-water-energy news in growing cities.

www.cleanenvirosummit.sg

Held in conjunction with

LEE KUAN YEW WORLD CITY PRIZE SPONSOR:

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PATRON SPONSORS:

Cisco  

Hewlett Packard Enterprise

PLATINUM SPONSORS:

Microsoft  

Shell  

UOL  

ORGANISED BY:

CENTRE for LiveableCities  

URBAN REDEVELOPMENT AUTHORITY

HELD IN:

SUPPORTED BY:

Yeou Singapore  

SINGAPORE EXHIBITION & CONVENTION AUTHORITY

CONTACT US

For more information and sponsorship enquiries, please contact: World Cities Summit Secretariat c/o Experia Events Pte Ltd

Email: info@worldcities.com.sg  

Tel: +65 6542 8660  

Fax: +65 6542 8683

EVENT ORGANISER:

experia

events that influence