

WITSA
World Innovation, Technology and Services Alliance

REQUEST FOR PROPOSALS

THE WORLD CONGRESS ON INNOVATION & TECHNOLOGY

WCIT 2028

50TH ANNIVERSARY

WITSA
World Innovation, Technology and Services Alliance

REQUEST FOR PROPOSALS

TO HOST

THE 50th ANNIVERSARY OF

THE WITSA WORLD CONGRESS ON INNOVATION & TECHNOLOGY

with the

WITSA WORLD CUP

and the

WITSA GLOBAL AWARDS

2028

Submissions are due by
September 1, 2026, 5pm UTC
at danekhoo@witsa.org

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INTRODUCTION

This document provides guidance for organizations interested in hosting the **World Congress on Innovation & Technology (WCIT)**, outlining the key criteria and requirements for submitting a proposal.

The World Innovation Technology and Services Alliance (WITSA), an incorporated not-for-profit entity, represents the global innovation and technology industry through its national association members. Since its founding, WITSA has championed initiatives that advance the sector, most notably convening the WCIT, its signature catalytic platform.

First held in 1978 in Barcelona, WCIT has become one of the longest-running and most influential gatherings of technology leaders, innovators, and policymakers. Today, it attracts over **10,000 attendees, 2,500 delegates, and 150 speakers from 80 countries**. More than a conference, **WCIT serves as a global platform that generates foreign investment, cross-border partnerships, B2B deals, startup funding, and talent development, creating sustained economic momentum long after the event concludes.**

The 50th Anniversary of WCIT in 2028 marks a historic milestone. Hosting this edition offers a transformative opportunity to position your nation and organization at the forefront of the global technology ecosystem, while celebrating five decades of digital progress. The selected host will deliver a catalytic platform of unparalleled significance, fostering collaboration, investment, and thought leadership that leaves a lasting legacy across industries and borders.

WCIT shines the global spotlight on the host city, country, and region as hubs of cutting-edge tech development and innovation. It stimulates local economic growth through tourism, trade, and business opportunities, while embedding long-term value through knowledge transfer, capacity building, and strengthened innovation ecosystems. For the host community, WCIT is a source of pride and visibility, showcasing culture and capabilities on a global stage and connecting local stakeholders to international networks that drive sustainable development and technological advancement.

Through WITSA's activities and those of host associations, WCIT has become an important and valuable global event. WITSA retains ownership of all rights to WCIT trademarks and proprietary material used in the marketing and delivery of WCIT events. These rights will be licensed to the selected WCIT Host following careful review of proposals by the WITSA Chairman, CEO, and Board of Directors.

WITSA hereby request submissions of proposals to host WITSA's World Congress on Innovation & Technology in 2028 ("WCIT 2028"). An electronic copy of each proposal must be sent to Dato' Dan E. Khoo, WITSA's CEO at danekhoo@witsa.org ***no later than September 1, 2026 at 5pm UTC***.

We encourage those serious in Hosting to Submit their *Expression of Interest* as early as possible here. WITSA will consider all eligible proposals for final selection. Shortlisted proposals will be asked to make proposal presentations to the WITSA Board of Directors.

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ABOUT WITSA

The World Innovation, Technology and Services Alliance (WITSA) is an alliance of tech industry associations from 80 countries and economies. WITSA is dedicated to advocating policies that advance industry growth and development; facilitating international trade and investment in tech products and services; strengthening WITSA members' national industry associations; and providing members with a broad network of professional contacts. WITSA's signature platform, **the World Congress on Innovation & Technology (WCIT),** is the premier global industry sponsored tech conference.

WITSA members are leaders in a globally interconnected marketplace. Because the challenges facing the tech industry are undisputedly global in nature, WITSA continuously strives to advance international public policies that foster the tech industry's growth and development. With a focus on promoting industry cooperation and knowledge sharing, WITSA facilitates international trade and investment in tech products and services, contributing to the digital transformation of the global economy. WITSA makes it possible for its members in six continents to identify common issues and priorities, exchange valuable information, and present a united position on industry issues.

ABOUT WITSA's CATALYTIC PLATFORMS

WITSA, recognized as a leading voice of the global tech industry, plays a pivotal role in fostering international collaboration and growth. Through its catalytic platforms, WITSA drives industry cooperation, recognizes excellence, and fosters meaningful connections, enabling knowledge sharing and collaboration on a global scale. The organization facilitates international trade and investment in tech products and services across its extensive global network. Moreover, WITSA works closely with internationally recognized organizations to advocate for public policies that support ethical, sustainable, and inclusive growth, positioning the tech industry as a key driver of global economic development.

WITSA's catalytic platforms include the World Congress on Innovation and Technology (WCIT), its signature platform and the longest-running, most influential global tech industry gathering since 1978. **Other transformative platforms** include the WITSA Global AI Ecosystem Network, the Global Partner Program, WITSA's Global Awards and Eminent Person Award, the WITSA World Cup, International Match Day, Global Tech Ecosystem Development, and WITSA's Speakers Bureau. Each of these platforms serves as a cornerstone for fostering meaningful engagement and empowering the global tech community.

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50 YEARS OF THE WORLD CONGRESS ON INNOVATION & TECHNOLOGY

First held in 1978, the World Congress on Innovation & Technology (WCIT) is unique in its global perspective on digital tech issues and its ability to draw users, providers, policymakers, media and academia from around the world. Global business, government and academic leaders discuss emerging markets, legal and policy issues, political and economic trends, emerging technologies, digital tech user perspectives and business opportunities in the global innovation and technology marketplace.

Among the featured speakers are internationally recognized leaders from government and industry. As an example, the 1998 World Congress had over 1,900 delegates from 93 countries, with over 100 sponsoring organizations. WCIT 2000, held in Taipei, and WCIT 2002, held in Adelaide, Australia, were equally successful, with Former US President Bill Clinton, Prime Minister Margaret Thatcher, President Mikhail Gorbachev, Bill Gates and other notables featured in the programs. WCIT 2004 took place in Athens, Greece, and WCIT 2006 in Austin, Texas. WCIT 2006 hosted some 2,000 delegates from over 80 countries and featured keynote speakers such as General Colin Powell, Steve Ballmer, Paul Otellini, Michael Dell, Anne Mulcahy, John Gage, Don Tapscott and the Right Honorable Dato' Seri Abdullah Badawi, the then Prime Minister of Malaysia.

The **2008 World Congress on IT took place in Kuala Lumpur, Malaysia. WCIT 2008** hosted 3,313 delegates from 92 countries, featured Bill Gates, genome scientist Craig Venter and then Intel Chairman Craig Barrett as speakers **and became the platform where Foreign Direct Investment and trade deals worth over US$2.2 billion were announced.**

The **2010 World Congress on IT was hosted in Amsterdam, the Netherlands**, under the theme *"Challenges of Change – The Digital Road to Recovery."* WCIT 2010 brought together over 5,000 registrants and 3,500 delegates from 96 countries, including ministers from more than 10 national delegations, alongside 250 high-level speakers such as Intel CEO Paul Otellini, IBM SVP Virginia Rometty, Microsoft President Stephen Elop, and HRH the Prince of Orange. The Congress featured nine thematic tracks on critical ICT application areas, ranging from energy and health to mobility and cybersecurity, and **culminated in the presentation of the *Declaration of Amsterdam*, a landmark policy agenda endorsed by global leaders and later recommended for support by the G20.** With the support of more than 40 public and private partners, extensive networking opportunities, a live channel that drew 1.5 million hits, over 10,000 tweets, and more than 500 matchmaking profiles, WCIT 2010 firmly positioned Amsterdam as a global hub for innovation, policy dialogue, and sustainable economic recovery through ICT. Notably, **WCIT 2010 won the prestigious European Best Event Awards (EuBEA) as the Best European Congress and Convention of the year.**

WCIT 2012 took place in Montréal, Canada from October 22 to 24. The event brought together 2,500 participants, including delegates and exhibitors from 62 countries at the Palais des congrès de Montréal for a three-day conference under the theme of "ONE Vision

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or a Global Digital Society". The program was extremely well received by the innovation and technology (tech) community: over 75 keynotes and panelists took the stage including Larry King who chaired a roundtable of senior tech executives. Don Tapscott was also onsite as WCIT 2012 host to integrate the many conversations and make sense of the different perspectives about the digital society. **The economic impact of the WCIT 2012 Congress was estimated at 5.5 million dollars for the city of Montréal and the province of Québec.**

WCIT 2014 was held from September 29 to October 1, 2014 at the Expo Guadalajara Convention Center; Guadalajara, Jalisco, Mexico. With the theme ***"****Creating Collaboratively the Digital Age*", this spectacular was attended by 2,671 delegates from 49 countries. It offered a high-level program featuring 107 speakers participating in 14 panels**,** 10 keynotes**,** 14 workshops and 11 special events**.** The exhibition area had 11 international pavilions**,** 52 exhibitors from the IT industry and more than 1,000 business meetings took place during the congress.

WCIT 2016 was held on October 3-5, 2016 at the CICB Brasilia International Convention Center; Brasilia, Brazil, with the theme: *"Fulfilling the Promise of the Digital Age: Challenges and Opportunities".* WCIT 2016 was attended by 2,017 registered delegates from 50 countries, featuring 63 internationally renowned speakers. The event was covered by over 70 international and domestic media outlets, reaching half a million people through Facebook (including 28,600 followers of the WCIT 2016 Facebook page and over a thousand unique views of live WCIT 2016 video streaming). It also produced 12 thousand Twitter impressions via the #WCIT 2016 profile during the live coverage and was a top Twitter trending topic in Brazil. Moreover, WCIT 2016 featured 200 B2B meetings – resulting in business deals worth millions of dollars in the medium to long term.

The 2017 World Congress on IT took place in Taipei, Taiwan on September 10-13, 2017 at the TWTC Exhibition Halls and TICC under the theme: "Living the Digital Dream". The event was attended by over 2,500 delegates from 80 countries. The three day conference featured renowned industry leaders, celebrated thinkers, innovators and policymakers, including in-depth discussions on policies, partnerships and institutions that enable countries to fully leverage tech for increased competitiveness and well-being, perspectives on the impacts of collective and analyzed personal data to better government services and its governance as well as economic growth, global views on the circular economy and the impacts on sustainable growth, the global Status on broadband connectivity and connecting the Next Billion, cyber-security and privacy, e-trade facilitation in the WTO and the impact on digital transformation, disruptive innovation and its implications for transformation, smart learning and education, the Impact of tech on Health Care, Smart & Green Techs for Cities of Tomorrow, and much more.

WCIT 2018 took place in Hyderabad, India on February 19-21, 2018 at the Hyderabad International Convention Centre (HICC). The theme of WCIT 2018, the first World Congress

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on IT to be held in India, was “Fulfilling the Promise of the Digital Age: Amplify Digital, Disrupt the Core”. WCIT 2018 saw some 2,500 delegates from over 50 countries around the world and was opened by Prime Minister Narendra Modi. Being a major global trending topic, the three-day event showcased over 160 innovative start-ups and featured several government ministers, high-profile industry and thought leaders who engaged in numerous deep dive sessions, boardroom series, analyst corners, and focused forums. The WCIT, which served as a forum for networking and forging alliances, also saw the Telangana State government and NASSCOM signing an MoU for a center of excellence in data science and artificial intelligence, a technology partnership agreement between Telangana and the Taiwanese city of Taoyuan, and Adobe announced plans to set up an AI lab in Hyderabad. The Telangana State government also initiated discussion with Tom Moore, Lead-Alphabet, Google X, to explore the possibility of using technology to improve broadband connectivity. The Telangana State was slated to become the first user of Google X as it was looking to use the technology to address the leftover connectivity issue in its T-Fiber project.

WCIT 2019, “*Fulfilling the Promise of the Digital Age*-The Power of Decentralization”, took take place in **Yerevan, Armenia** from October 6-9, 2019 at the Karen Demirchyan Sports and Concerts Complex, also known as Demirchyan Arena, Sports & Music Complex. WCIT 2019 opened with a historic concert in Yerevan's Republic Square, featuring an orchestra of 100 musicians from fifteen countries around the world led by Maestro Sergey Smbatyan of the Armenian State Symphony Orchestra. The orchestra performed the first ever AI-composed piece in real time with 3D mapping projected onto Republic Square.

WCIT 2019 featured 62 speakers and some 5,600 leading academics, technologists, and entrepreneurs from over 70 countries gathered to reshape the conversation around our digital future and explore the outcomes that the information and communications technologies have in business and our lives. An eclectic mix of keynotes from Armenian Prime Minister Nikol Pashinyan, Infosys Founder Narayana Murthy, Kim Kardashian West, Reddit Co-founder Alexis Ohanian, VMware COO Rajiv Ramaswami, Bitcoin Suisse CEO Arthur Vayloyan, CNN Correspondent Richard Quest, GIPHY Founder & CEO Alex Chung, VaynerX Chairman Gary Vaynerchuk, TechCrunch Editor-at-large Mike Butcher, Satalia CEO David Hulme, Emmy award-winning business and technology journalist Samuel Burke, Grammy winning and multi-platinum recording artist Serj Tankian, and many other accomplished speakers explored how technology is impacting profits, prosperity, safety, security, democracy, and humanity. Tech trends such as artificial intelligence, machine learning, smart cities, cybersecurity, climate change, and blockchain were all up for debate.

After experiencing significant success in technology and innovations, WCIT 2019 helped Armenian Prime Minister Nikol Pashinyan put the spotlight on his efforts to make Armenia a global technology hub. Infosys Co-Founder, Narayana Murthy addressed the fears of many CEOs by stating that “technological progress is always a blessing for prepared minds, but a curse for those who are not.” Meanwhile, “learn to code” was the message for the younger members of the audience from Reddit co-founder Alexis Ohanian; “It’s the new literacy and is the modern superpower,” he advised. Many conversations across the event were also moving away from debates around a man vs. machine towards a focus on the rise of human and machine collaboration.

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WCIT 2022 Penang, Malaysia featured some 4,000 industry executives, government leaders, visionaries, innovators, academics and media from over 60 countries. Commonly referred to as the 'Olympics of the World's Information Technology Industry', WCIT 2022 Malaysia featured a compelling event-filled program with more than 200 speakers, covering keynote speeches, business forums, roundtable discussions and interactive panels centered around topics such as new innovative technology, NFTs, Smart City development, SpaceTech, Artificial Intelligence, Cybersecurity, 5G, EduTech, Blockchain, HealthTech, E-Commerce and the furtherance of the world's economic growth post-pandemic.

Delegates and speakers gathered in beautiful Penang to discuss the impact, challenges, and opportunities around WITSA's vision of Fulfilling the Promise of the Digital Age, with special emphasis on Connecting and Transforming the World. Fulfilling the promise of the Digital Age envisions everyone on earth benefiting from innovations in digital technologies that bring about prosperity and opportunities to all corners of the world and how doing so will enrich populations, countries as well as the companies that drive our innovation economy by expanding the global marketplace and fostering sustainability.

The program was opened by the Right Honorable Dato' Sri Ismail Sabri bin Yaakob, Prime Minister of Malaysia. Malaysian Minister of Human Resources Hon Datuk Seri M. Saravanan discussed how to humanize technology for the benefit of all; Broadcom President and CEO Dato' Hock Tan presented his vision of a "global leadership mindset" by connecting and transforming the world through technology. edotco Group CEO Adlan Tajudin discussed how to accelerate equitable connectivity to transform and enable a Digital Nation. Dr. Vint Cerf, Father of the Internet and Vice President and Chief Internet Evangelist at Google, talked about what challenges government and industry face in the future and how best to ensure that ICT development continues to the benefit of all. Dr. Soumitra Dutta, Dean of the Said Business School at Oxford University presented the Global Innovation Index, which featured digital ranking of countries' e-readiness and the current global environment.

WCIT 2023 officially opened with an exhilarating display of color, culture and robotics on Oct 4, 2023 in the vibrant city of **Kuching, Sarawak, Malaysia.** Drawing more than 10,000 attendees from across the globe, this catalytic platform emphasized the future of technology and the boundless opportunities for innovation that lay ahead.

The wide array of partnerships, collaborative connections as well as debate and discussions on tech in general, and AI in particular, that emerged from WITSA's catalytic platform in 2023 will have paved the way for a brighter, more inclusive digital future.

Taking the lead with an AI-centric program, WITSA also released its AI Position Paper and announced the WITSA AI Declaration acceded to by its 80 member countries and economies. Titled *Shaping the Future Through Ethical, Inclusive, Sustainable and Innovative AI*, the declaration embodied their commitment to responsible and ethical development, deployment, and governance of artificial intelligence. It was also a window into the WITSA AI Position Paper that recommended a careful and common-sense approach to harnessing the opportunities and addressing the risks arising from the rapid innovations in artificial intelligence, putting the spotlight on best practices, standards and regulations.

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Keynote speeches by the Premier of Sarawak, CEO of Tomorrow Mike Walsh and Grace the Robot led the way for expert panels and even a debate on AI Singularity. With two floors of exhibition space filled with displays of innovative tech and the rest of the Borneo Convention Centre Kuching occupied by the Congress speakers and delegates, WCIT 2023 and its accompanying IDECS 2023 were a resounding success for the host organizer, the Sarawak Digital Economy Corporation, its partners SMA and SAINS.

WCIT 2024 returned to **Yerevan, Armenia,** hosting this event from October 5-7, in conjunction with their national tech event, *DigiTec*. **WCIT 2024** had a grand opening which filled Republic Square with a spectacular AI-generated visual concert by the Armenian State Symphony Orchestra and performances by Jason Derulo.

Organized by the Union of Advanced Technology Enterprises (UATE), WCIT 2024 attracted around 6,000 participants from Armenia and abroad. The congress emphasized Armenia's role as a global tech hub, hosting more than 16 keynote speeches, 21 panel discussions, and 4 fireside chats. Over three days, 133 renowned speakers and 25 moderators discussed various aspects of artificial intelligence (AI), reshaping perceptions on its application across sectors like music, healthcare, and fintech. Notable speakers included Alex Yemenidjian, former CEO of MGM, and Razmig Hovaghimian, founder of Viki.

WCIT 2024/DigiTec saw significant support from over 50 partners, leading to the signing of 12 Memoranda of Understanding and various joint events. Elon Musk sent greetings, expressing his excitement about potential collaborations, including bringing Starlink to Armenia. The event also hosted an Investor Tour, drawing 35 investors from 12 countries to explore Armenian startups. Key figures such as Nubar Afeyan, co-founder of Moderna, and Dr. Garo H. Armen, CEO of Agenus, made appearances, with Dr. Armen receiving the WITSA Eminent Person Award. Additionally, Pandai Education from Malaysia emerged as the global champion of the inaugural WITSA World Cup.

The following is a list of those WITSA member associations which have hosted a World Congress:

2024 October 4-7, 2024 Yerevan, Armenia Karen-Demirtchian Sport/Concert Complex Theme: “Science as a Means of Fulfilling the Promise of the Digital Age”	**2023** October 4-6, 2023 Kuching, Sarawak, Malaysia Borneo Convention Centre Kuching (BCCK) Theme: “Fulfilling the Promise of the Digital Age: Innovation and Technology Driving Economic Prosperity, Social Inclusivity, and Environmental Sustainability”
2022 September 13-15, 2022 Penang, Malaysia Theme: “Fulfilling the Promise of the Digital Age: Connecting & Transforming the World”	**2021** November 11-14, 2021 Dhaka, Bangladesh
2020	**2019** October 6-9, 2019

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Due to the global pandemic, WCIT 2020 was postponed to 2022 but Road to WCIT Malaysia was held on September 14-16, 2020 Penang, Malaysia Theme: "Road to WCIT Malaysia" - a hybrid of small official functions and live telecast that is available online for global participation including B2B matching, awards and virtual exhibitions for Southeast Asia's market access	Karen Demirchyan Sports and Concerts Complex; Yerevan, Armenia Theme: "*Fulfilling the Promise of the Digital Age*-The Power of Decentralization" http://wcit2019.org/
2018 February 19-21, 2018 Hyderabad International Convention Centre (HICC); Hyderabad, India Theme: "*Fulfilling the Promise of the Digital Age:* Amplify Digital, Disrupt the Core".	**2017** September 10-13, 2017 TWTC Exhibition Halls and TICC; Taipei, Taiwan Theme: "*Fulfilling the Promise of the Digital Age:* Living the Digital Dream"
2016 October 3-5, 2016 CICB Brasilia International Convention Center; Brasilia, Brazil Theme: *"Fulfilling the Promise of the Digital Age:* Challenges and Opportunities*"*	**2014** September 29 – October 1, 2014 Expo Guadalajara Convention Center; Guadalajara, Jalisco, Mexico Theme: *"Fulfilling the Promise of the Digital Age:* Creating Collaboratively the Digital Age"
2012 October 22-24, 2012 Palais des congrès, Montréal Over 2,000 delegates from 62 countries Theme: *"ONE Vision or a Global Digital Society"*	**2010** May 25-27, 2010 Amsterdam RAI Over 250 speakers and more than 3,500 participants from 96 countries Theme: "*The Digital Road to Recovery*"
2008 May 18-22, 2008 Kuala Lumpur Convention Center (KLCC) 3,200 delegates from over 90 countries Theme: *"Global Impact of Information and Communications Technology: Enable Businesses, Empower Societies, Enrich Economies"*	**2006** Austin Texas May 1-5, 2006 Austin Convention Center Over 2,000 delegates from over 80 countries Theme: "*Global Impact - Unleashing Human Potential"*
2004 Athens May 17-23, 2004 Megaron Moussikis Conference Center 1,200 delegates (67 countries) Theme: *"The Future is Now"*	**2002:** February 25 through March 1, 2007 Adelaide Convention Center 1,807 delegates (55 countries) Theme: *"Unleashing the Power"*
2000 June 11-14, 2000 Taipei, Taiwan 1,790 delegates from 86 countries Theme: *"IT for a Better World"*	**1998** June 21-24, 1998 1,903 delegates from 93 countries George Mason University Fairfax, Virginia – USA Theme: *"When the Convergence of Information Technology Meets Demand*

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1996 Bilbao, Spain	**1984** Tokyo, Japan
1994 Yokohama, Japan	**1982** Copenhagen, Denmark
1990 Washington, D.C., USA	**1980** San Francisco, USA
1988 Paris, France	**1978** Barcelona, Spain
1986 Toronto, Canada	

THE STRATEGIC IMPERATIVE OF HOST ECOSYSTEM TRANSFORMATION

For a host country, convening the World Congress on Innovation and Technology (WCIT) is not simply about staging a global event. It is a catalytic opportunity to transform the national innovation ecosystem, yielding enduring benefits that extend far beyond the congress itself:

- **Catalyzing Economic Diversification and Growth**
  - Hosting WCIT positions the nation at the center of global technology dialogue, attracting investment, trade partnerships, and innovation-driven enterprises. The influx of international delegates, exhibitors, and investors stimulates immediate economic activity while laying the foundation for long-term diversification into high-value digital sectors.

- **Empowering the Workforce of Tomorrow**
  - WCIT serves as a platform for knowledge transfer and skills acceleration. By exposing local talent to cutting-edge global practices, the host country accelerates reskilling and upskilling initiatives, ensuring its workforce is prepared for emerging industries such as fintech, healthtech, green technologies, and advanced manufacturing.

- **Global Integration and Visibility**
  - WCIT connects the host nation to a federated network of innovation leaders, policymakers, and entrepreneurs. This integration harmonizes local innovation policies with international standards, enhances global trust, and reduces barriers to cross-border collaboration. The visibility gained elevates the nation's profile as a credible hub for technology and innovation.

- **Leadership in Responsible Innovation**
  - By hosting WCIT, the nation demonstrates its commitment to ethical, inclusive, and sustainable innovation. Aligning with global governance frameworks, the host country can establish itself as a leader in responsible technology deployment, ensuring social resilience and minimizing exposure to future compliance risks.

    The Congress provides unique insights into how well-calibrated governance

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frameworks can serve as powerful accelerators for AI innovation. By establishing clear, predictable standards, the host nation will learn how to effectively reduce barriers to entry and ease the regulatory compliance burdens that stifle smaller enterprises and minimize the "hidden costs" of innovation—such as legal uncertainty and fragmented requirements.

The ultimate objective of hosting WCIT is to secure a strategic position in the global innovation ecosystem, ensuring its long-term relevance in an increasingly digital world:

- **Shared Prosperity**
    - WCIT helps ensure that the benefits of innovation—whether in digital health, smart cities, or climate solutions—are distributed widely, enabling the host nation to participate fully in global prosperity rather than remain a passive consumer of imported technologies.
- **Global Resilience and Stability**
    - By convening diverse stakeholders, WCIT helps bridge disparities in innovation readiness and infrastructure. The congress acts as a buffer against widening inequality, fostering stability through shared frameworks and collaborative solutions.
- **Strategic Global Influence**
    - Nations that host WCIT ultimately transition from being recipients of global innovation trends to active co-architects of the digital economy. This amplifies their voice in shaping international standards, ethical frameworks and the future trajectory of technology governance.

HOSTING WCIT

The World Congress on Innovation & Technology (WCIT) is WITSA's flagship event, fondly referred to as the "Olympics of the Innovation and Tech Industry." **Spanning four (4) days, WCIT brings together a bundle of WITSA programs** and global convenings. It begins with the WITSA Board of Directors meeting (and General Assembly every two years) on "Day 0," followed by three days of dynamic programming. This includes impactful plenary sessions, specialized keynotes, panels, debates, a world-class exhibition, the WITSA World Cup, the WITSA Global Awards, and the Global Leaders Forum, which features exclusive roundtables for ministers, government leaders, and CEOs. Attendees also engage in side events, bilateral meetings, social gatherings, and networking opportunities that extend the congress's reach and influence.

Leveraging the collective insights of WITSA's 47-year global network, WCIT offers an immersive and interactive experience designed to spark new ideas, foster meaningful connections, and drive actionable solutions.

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For participants, WCIT is an inclusive global gathering that showcases innovation while delivering tangible value.

For hosts, WCIT is far more than an event, it is a catalytic platform to demonstrate leadership, showcase national capabilities, and secure long-term opportunities that extend well beyond the congress itself.

Hosting WCIT elevates international visibility, attracts investment and talent, stimulates local economic activity, and strengthens innovation ecosystems, leaving a legacy of enhanced global recognition and strategic influence.

This Request for Proposals (RFP) is therefore structured around the dual, interconnected components that define a successful hosting partnership:

1. **Component 1: Professional Event Management of WCIT**
2. **Component 2: Strategic Transformation of the Host's Innovation Ecosystem**

COMPONENT 1: THE WORLD CONGRESS ON INNOVATION AND TECHNOLOGY

The host organization is responsible for meticulously planning and executing a high-quality, international congress that meets WCIT's global standards with WITSA's support. This requires operational excellence, cultural awareness, and a relentless focus on the delegate experience.

WITSA's Scope of Work and Responsibilities:

- **Program Delivery and Content Curation**
  - Co-designing the WCIT Program and curating the Content
  - Delivering 50 speakers
- **Global Buyer Fly-in Program**
- **Bringing Global Award Winners, Scaleups and Judges for the WITSA World Cup, and the WITSA Board of Directors**
- **A 1-year WITSA Global AI Ecosystem Network (GAIN) Premium Membership for the WCIT Host**

Host's Scope of Work and Responsibilities:

- **Program Delivery and Content Curation**
  Delivering a comprehensive program that includes:
  - High-level Ministerial and Industry Visionary Keynotes
  - Specialized Expert Panels on topics such as digital transformation, AI, cybersecurity, fintech, healthtech, green technologies, edtech, spacetech, smart cities, and more
  - Interactive Technical Workshops and Innovation Labs showcasing practical applications
  - An Exhibition for global technology showcases and product launches

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- Targeted Networking Sessions and Matchmaking Platforms to foster collaboration,partnerships and business
- Private Executive Roundtables, Meetings and Visits for the Global Leaders Program for C-suite and government leaders

- **Logistics, Infrastructure, and Operations**
  Ensure seamless delivery of all operational aspects, including:
  - Venue management (security, accessibility, seating, F&B)
  - Event Production (technical teams, AV, entertainment)
  - Reliable technical infrastructure (high-speed broadband, on-site IT support, cybersecurity protocols)
  - Assisting WITSA with Speaker and Talent Management, proving ground transportation, accommodation and VIP Congress Access to speakers
  - Diplomatic protocol and dignitary support for heads of state, ministers, and global leaders

- **Marketing, Communications, and Global Outreach**
  Develop and execute a strategy that maximizes visibility and engagement:
  - Strong branding aligned with WCIT's global identity
  - International media outreach and press engagement
  - Securing corporate sponsorships
  - Launching digital campaigns (social media, dedicated app, livestreaming) to extend reach beyond physical attendees

- **International Delegation Management**
  Deliver a world-class experience for a diverse audience:
  - Efficient management of arrival, local transportation, accommodation, and on-site services
  - Target audience exceeding 2,000 delegates, including C-suite executives, senior government policymakers, academic thought leaders, entrepreneurs, and innovators from 80+ countries
  - Dedicated VIP services for ministers, heads of state, speakers and global industry leaders

WCIT Format and Content

WCIT typically spans 4 days, beginning with the WITSA Board of Directors meeting on "Day 0." The congress then unfolds with a dynamic program designed to foster impactful conversations, showcase cutting-edge innovations, and drive the future of global technology collaboration.

Program Element	Day & Duration in the Program	Participants	Details

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WITSA Board of Directors Meeting / General Assembly	Day 0 – Half Day (Afternoon)	WITSA's Board of Directors, Members & Partners	Boardroom setting, hybrid online meeting connection
Congress Program	Days 1-3	Delegates, Speakers	Keynotes, Panels, Debate, Roundtables which can include breakout tracks
Global Leaders Program	Day 1 or 2	Ministers, Government and Industry, Corporate Leaders	Exclusive invitation only event, including roundtable, tours and meetings
WITSA World Cup Tournament and Winners' Presentation	Days 1-2	Tech Scaleups, Venture Capitalists (VCs), Corporate Venture and Sovereign Funds	2-day Pitching Tournament on Main Stage, announcement of Winners at the Gala Dinner, Press Conference
WITSA Global Awards & Gala Dinner	Day 2 - Evening	Award Nominees/Winners, Delegates, VIPs	Ballroom, round table setting with entertainment and award presentations
WITSA Global Buyer Fly-in Program	Days 1-3	Global Buyers, Local.Regional Buyers/Sellers	Meeting Room/Space
Opening Ceremony	Day 1 - morning	VIPs, Media, Delegates	Welcome remarks from Key Stakeholders including Country/Govt leader, Host, WITSA, Key Stakeholders, and opening gambit/gimmick plus entertainment
Closing Ceremony & WCIT Handover	Day 3 - afternoon	VIPs, Media, Delegates, Current and Next WCIT Hosts + stakeholders	To include Announcement of World Cup Winners, Closing remarks by Govt VIP, Organizer, WCIT and ceremonial handover of Crystal to next WCIT Country Host
Exhibition	Days 1-3	Delegates, Public	Showcasing sponsors and international exhibitors
Media Events	Days 1-3	Select VIPs, Speakers, Award Winners and World Cup Champion	Press Conferences and Media Interviews. Media Room required
Social Events	Days 0-3	Pre-Congress Social Networking, Speakers & VIP sessions, Industry Tours, etc	Examples: Cultural nights, concerts, networking cocktails, Industry visits, etc

Expected Strategic and Tactical Outcomes

- **Professional Execution**
  - Delivery of a smoothly executed global congress, minimizing operational issues

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- **Enhanced Global Visibility**
  - Elevating the host nation's international profile as a leader for innovation and technology

- **Investment Facilitation**
  - Generating tangible opportunities for foreign direct investment (FDI), trade partnerships, and high-value collaborations across multiple technology sectors

- **Legacy Impact**
  - Establishing long-term recognition of the host nation as a credible co-architect of the global digital economy.

COMPONENT 2: STRATEGIC TRANSFORMATION OF THE HOST'S AI ECOSYSTEM (THE WITSA GAIN ACCELERATOR)

Hosting the WCIT is designed to be a strategic element within a national or regional innovation and technology development strategy, extending its impact beyond a single event. This long-term engagement is facilitated through the **WITSA Global AI Ecosystem Network (GAIN)**.

The WITSA Global AI Ecosystem Network (GAIN)

The WITSA Global AI Ecosystem Network (GAIN) envisions a worldwide network of ecosystem hubs that amalgamate expertise and resources, spur innovation, drive investments, and lead the ethical creation and adoption of AI. It operates using a 7-component framework:

1. **AI Infrastructure**
2. **AI Talent**
3. **AI Entrepreneurship**
4. **AI Use Cases**
5. **Data**
6. **Public Policy**
7. **Investments**

The WITSA GAIN Membership Model and Engagement

Foundation Level Membership (Complimentary): Hosting WCIT comes with a complimentary WITSA Global AI Ecosystem Network (GAIN) Foundation-level membership. This provides essential access to global AI knowledge resources, facilitated peer-to-peer networking with other national AI bodies, and enhanced international visibility for the host nation's initiatives.

Premium Level Membership (Optional, Customized Services): Achieving deeper and faster ecosystem development can be supported through access to the full spectrum of Premium-level services. These include tailored **Advisory Missions**, specialized **AI Accelerator Programs**, targeted **Sectoral AI Deployment** projects, and dedicated

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Investment Promotion roadshows. Premium services can be accessed flexibly via **a-la-carte project purchases** or through a comprehensive **upgrade to Premium membership** for maximum long-term benefit. ***A successful hosting bid automatically includes the first year subscription to Premium membership worth $100,000. Hosts then have the option to extend this WITSA GAIN Membership for the following 5 years.***

The Analytical Phase (Pre-Congress Engagement)

The partnership begins with a foundational diagnostic and strategic planning phase before the WCIT convenes:

- **AI Maturity Model Assessment**: A data-driven benchmarking exercise to objectively evaluate the host's current AI capabilities, talent pool, regulatory environment, and infrastructure against global standards.
- **Scenario Planning Exercise**: A workshop exploring and preparing for various technological, geopolitical, and economic futures, including potential scenarios for adoption, regulation, and growth.
- **Strategic Planning Sprint**: An intensive, multi-stakeholder workshop (involving government, industry, and academia) to collaboratively define the desired future vision, set measurable Key Performance Indicators (KPIs), and construct a detailed, actionable multi-year roadmap for AI ecosystem development.

The Transformation Framework (Post-Congress Execution)

Leveraging Premium-level engagement, hosts can access and implement WITSA's structured three-phase framework:

1. **Phase 1: Strengthen National AI Ecosystem**: Focus on establishing a cohesive National AI Strategy (aligned with WITSA's 7-component framework), launching critical flagship AI projects (e.g., national data infrastructure), strengthening the national talent pipeline and educational infrastructure, and ensuring policy and regulatory readiness (e.g., data governance, ethical AI frameworks).
2. **Phase 2: Foster a Regional AI Ecosystem**: Transitioning from a national focus to regional collaboration. This involves proactively engaging with neighboring countries, sharing technical and policy expertise, and driving cross-border innovation projects and investment corridors to support regional growth.
3. **Phase 3: Integrate into WITSA GAIN Global Network**: Full integration into WITSA's global hub network. This involves actively contributing to the development of global AI standards and best practices, and positioning the host nation as not only a user but also a thought-leader and creator of AI innovations of the future.

Transformative Impact of Hosting the WCIT

With its dual-track mandate, hosting WCIT serves as a catalytic engine for national and city-level innovation and tech development as well as for AI ecosystem transformation. This sustained, long-term impact is strategically guided and achieved through the oversight of the **AI Ecosystem Steering Committee** and its implementation of the WITSA GAIN Transformation Framework, focusing on the following critical outcomes:

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- **Acceleration of National AI Policy and Regulatory Readiness**: The AI Steering Committee, informed by the Analytical Phase's Strategic Planning Sprint and the GAIN Framework, fast-tracks the development of modern frameworks for data governance, responsible AI, and ethical deployment by integrating global best practices into the National AI Strategy.
- **Strengthening of AI Infrastructure and Technology Foundations**: The strategic guidance of the AI Steering Committee facilitates international partnerships and directs resource allocation (as outlined in its Key Functions) to advance national infrastructure priorities, including cloud modernization, compute power access, and the development of AI "factories."
- **Talent Development and Workforce Upskilling at Scale**: The AI Steering Committee is responsible for overseeing the implementation of Action Plans that activate partnerships for AI literacy, vocational training, and executive-level capability development, directly strengthening the national talent pipeline.
- **Multi-Sectoral AI Adoption and Industry Transformation**: The AI Steering Committee's strategy oversight accelerates national adoption of AI technologies through exposure to global solutions and the execution of targeted sectoral AI deployment projects across key sectors such as energy, health, finance, and manufacturing.
- **Global Positioning and Long-Term Economic Impact**: By successfully executing the Transformation Framework and integrating the nation into the WITSA GAIN Global Network, the AI Steering Committee elevates the host city or country to global visibility, strengthening economic diplomacy, attracting foreign direct investment (FDI), and catalyzing new collaborations with multinationals and research institutions.

The WCIT Steering Committee

Every WCIT host nation must establish a **WCIT Steering Committee**, the central governing body responsible for ensuring the congress's success and safeguarding its long-term legacy. With active leadership from the host government and key industry figures, the Committee leverages WITSA's global expertise and network to oversee the entire lifecycle of WCIT, from strategic planning through post-Congress implementation of transformation frameworks.

The Steering Committee holds a critical mandate to oversee WCIT and guarantee its delivery as a world-class global congress.

Structure and Representation

A typical structure for the WCIT Steering Committee is as follows:

- **Chair**: The Honorable Minister of Digital Economy, Innovation, or equivalent.
- **Co-Deputy Chairs (Two)**: Appointed by the Minister (Government) and the Chairman of WITSA (Industry).
- **Core Membership (Maximum 15 seats)**:
    - **Government (4 seats)**: Ministries of Innovation/Technology, Education,

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Finance/Economy, and either the National Digital Governance Council or National AI Ethics Council (depending on scope).

- **Academia/Research (3 seats)**: Leading universities, technology institutes, and national research centers (or AI-focused institutions such as a Supercomputing Center).
- **Industry (5 seats)**: National ICT/Tech Industry Association, representatives from key user sectors (e.g., fintech, healthtech, manufacturing), plus two tech entrepreneurs (startup/scaleup founders).
- **Civil Society (2 seats)**: Representatives from a major Digital Inclusion NGO and a Data Privacy/Consumer Rights advocacy group.
- **WITSA Liaison (Non-voting)**: Representative from WITSA's Secretariat.

The Steering Committee is mandatory for WCIT hosting and ensures the congress's immediate success.

With investment in the ***optional*** **Component 2: Premium WITSA GAIN Membership**, the Steering Committee's mandate extends beyond WCIT to drive the nation's AI transformation. **In this expanded role, it also serves as the AI Steering Committee, guiding the National AI Ecosystem Transformation Vision and sustaining leadership and impact well beyond the congress.**

Key Functions and Responsibilities of the Steering Committee

Key Function / Responsibility	Component 1: Hosting WCIT	Component 2: Hosting WCIT + Optional AI Ecosystem Transformation (WITSA GAIN)
Congress Oversight	Monitor and guide the Organizing Committee to ensure WCIT's successful delivery, including connecting to strategic stakeholders.	Same as Component 1, with extended oversight to align Congress outputs with national AI transformation goals.
Strategy Oversight	Support the WCIT Program design in line with the National Vision	Review and update the National Innovation & Technology Transformation Roadmap annually, informed by WCIT outcomes and post-Congress frameworks
Policy Advocacy	Shape the WCIT Program design, incorporating a Global Leaders session, that supports government policy and regulatory adjustments to promote ethical, inclusive, and competitive innovation.	Expand advisory role to include AI-specific policy and regulatory frameworks.

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Action Plan Management	Ensure WCIT is strategically designed and organized in line with target post Congress objectives.	Create and oversee a National AI Action Plan, ensuring synergy between innovation and AI ecosystems.
Resource Allocation	Oversees budget, funds and sponsorship raised for a world-class, impactfully run WCIT.	Oversee deployment of post-Congress innovation funds and partnership initiatives, leveraging GAIN partnerships for AI ecosystem growth.
Monitoring & Evaluation	Support regular meetings and updates, minimally monthly, as well as ensuring a Post-Congress Report and meeting are held.	Define and track KPIs for ecosystem growth, talent retention, investment attraction, and technology adoption, including AI maturity, adoption, and ecosystem development, ensuring measurable progress in AI transformation.
Operating Principles	Inclusivity: Ensure equitable access to innovation benefits. Transparency: Regular reporting on the organization of the Congress including progress, challenges, and outcomes. Meetings:Monthly reporting from the Organizing Committee.	Same principles as Component 1, and extended to AI ecosystem transformation: inclusivity in AI benefits, transparency in AI progress, and action-oriented delivery of both innovation and AI outcomes.with a focus on measurable outcomes within 5 years.
Meeting Cadence	Frequency: Monthly meetings with the Organizing Committee, including WITSA. Format: Hybrid, accommodating both in-person and online participation to ensure continuity and global liaison access.	Frequency: TBC - Quarterly meetings with the including WITSA. Format: Hybrid

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WCIT ATTENDEES

With WITSA's wide-reaching network across all innovation and tech sectors around the world, WCIT typically welcomes upwards of 3,000 delegates from around the world to the Congress and 10,000 unique visitors to the exhibition, depending on its size.

Connecting the global tech ecosystem, attendees include Ministers, Senior Government Officials, C-suite executives, corporates, founders, scaleups, entrepreneurs, VCs, innovators and academia. The Congress is open to members and non-members globally.

Audience Segment	Primary Focus and Contribution
Government Leaders & Policy Makers	These attendees are at the forefront of shaping the global discourse on governance, regulation, and policy frameworks. Their participation is vital for understanding the future regulatory landscape and fostering public-private dialogue on ethical innovation and technology deployment and national strategies.
Industry Executives & C-Suite Leaders	Representing the driving force of innovation and commercialization, this group attends to explore collaboration opportunities, identify technological breakthroughs, and strategize sector-wide digital transformation. They bring real-world application and investment perspectives.
Academic & Research Experts	This segment is crucial for bridging theory and practice. They share the latest insights, fundamental research findings, and cutting-edge applications, ensuring the summit remains scientifically grounded and forward-looking.
Global Thought Leaders	Comprising ethicists, futurists, investors, and societal advocates, these leaders advance the crucial conversation on innovation and the ethical, inclusive integration of technology into society. They challenge the status quo and push for responsible technological progress.

This deliberate, cross-disciplinary, and cross-border engagement is the hallmark of the World Congress, fostering strategic alliances that are essential to developing the global innovation and technology ecosystem.

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WCIT RFP TIMELINE

Key dates for the proposal process for WCIT 2028:

Action	Date
Deadline for Proposals for WCIT 2028	**September 1, 2026**
Proposals reviewed and site visit performed	September 7- October 31, 2026
Shortlisted Candidates contacted and invited to present online to the WITSA BOD	November 2, 2026
Online presentation of Shortlisted Proposals	November 9-11, 2026
WITSA BoD Voting	November 12-18, 2026
Announcement of Winning Proposal and Host of WCIT 2028	November 20, 2026

Dates are subject to changes..

HOST ROLES AND RESPONSIBILITIES

A Summary of the roles in organizing and hosting the WCIT:

AREA OF PROJECT	WITSA	HOST/ Bidder/ Country Member
Financial/Budget Management and Control	Advisory	LEAD
Securing Host Government Support	Advisory	LEAD
Government Engagement and Protocol Management	Support	LEAD
Overall Project Management	Advisory	LEAD
Program Design	Co-Lead	Co-Lead
Speaker Management	Co-Lead	Co-Lead
Logistics coordination and delivery	Advisory	LEAD
Communications, PR, social media	Advisory	LEAD
Marketing and Sales (including Sponsorship and Delegate Recruitment)	Advisory	LEAD
Exhibition	Advisory	LEAD
Global Awards and Gala Dinner	Co-Lead	Co-Lead
WITSA World Cup	Co-Lead	Co-Lead
Global Leaders Program	Advisory	LEAD

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Other Social Events (Networking, Tours, excursions, etc)	Advisory	LEAD

ELIGIBILITY & SELECTION CRITERIA

The award of **WCIT 2028** will be based primarily on the financial and organizational viability of the proposal. WITSA will also view the level of commitment expressed by the host to organize a world-class conference that will reflect positively on the host country, as well as on WITSA. It is important for the host to demonstrate that the WCIT will receive support from not only the digital tech industry, but its government as well.

Due consideration will be given to the host, industry and host country commitment to support the congress; project staffing, marketing, and capabilities to host a large, prestigious international conference, projected attendance, geographical location, and venue.

The theme for the 2028 congress (and all WITSA Congresses) will include: *"Fulfilling the Promise of the Digital Age."* WITSA will work with the host to prepare the program. Hosts ordinarily assign a sub-theme to WITSA's main theme; however, these sub-themes need to be approved in advance by WITSA.

Any member of WITSA in good standing or WITSA Global Partner or government-linked agencies responsible for tech ecosystem development is eligible to be selected as the Host Organization. The WITSA Board of Directors will consider all proposals for final selection at its regularly scheduled BOD meetings. Those submitting proposals will be required to make full presentations at a WITSA BOD meeting and presentations may be done online.

Host Qualifications

1. **Technology Industry Representation**
    - Preference will be given to host organizations that are WITSA members in good standing or existing WITSA Global Partners, with all dues current and paid in full, or government-linked agencies responsible for tech ecosystem development. Active participation and support of WITSA activities is strongly valued, though not a prerequisite for submitting a bid proposal.
    - Organizations that are not WITSA members or partners may also apply to host WCIT 2028, provided their bid demonstrates strong backing from a recognized local or regional technology industry association with broad representation across the innovation and technology sectors, or from a government-linked convention bureau.
2. **Financial Soundness & Organizational Capacity**
    - Host organizations must be financially stable and capable of managing the Summit effectively.
    - They must have full-time professional staff with proven experience in organizing large-scale international events.

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- If a separate organization or Professional Conference Organizer (PCO) will be engaged under the management of the WITSA member or Global Partner, evidence of that organization's financial and professional qualifications must be provided.

3. **Ecosystem Engagement**

   - Host organizations should demonstrate strong ties to the local innovation and technology ecosystem, ensuring broad representation across multiple sectors of the innovation and technology industry.

   - This includes the ability to mobilize industry stakeholders, government agencies, and academic institutions to support and participate in the Congress.

Applications to host WCIT events must be submitted in electronic form. Presentations will be conducted online as part of the selection process.

IMPORTANT INFORMATION FOR BID PREPARATION

WCIT is designed to serve as a global gathering point for some of the world's most influential figures from innovation and tech, creating a diverse, distinguished and inspiring audience from across the key pillars of the global tech ecosystem including government, industry, academia and thought leadership. This careful curation and planning creates an unparalleled environment for strategic discourse, collaboration and helping to define the future trajectory of innovation and tech around the world.

The WITSA Member or Global Partner or government-linked agencies responsible for tech ecosystem development selected as the WCIT 2028 Host Organization **must assume all financial responsibility associated with the World Congress regardless of the actual entity it chooses to execute its Congress.** The Host Organization is encouraged to make payments as soon as possible after the award is made, especially when government funding is to be used.

In a number of cases, Mexico 2014, Brazil 2016 and Taiwan 2017, for example, government funding was obtained to pay the entire licensing fee during the funding cycles for each country. In these cases, the entire fee of $750,000.00 (USD) was paid years in advance of their respective congresses.

WITSA will work with the Host Organization on a binding payment schedule, to be included in a signed WCIT 2028 Host Agreement.

All payments required under this Host Agreement shall be free and clear of any VAT, income, or any other tax and, to the extent such payments are subject to any tax, shall be grossed up in such additional amounts as necessary to make WITSA whole; and shall be timely made by wire transfer in accordance with written instructions provided by WITSA CEO.

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A contract (in form and substance comparable in all material respects to the WCIT 2028 model contract posted on the WITSA web site) must be signed between the WCIT 2028 Host Organization and WITSA within 90 days after WITSA's selection of the Host Association.

The contract specifies other requirements and responsibilities regarding the event. The WITSA Secretariat shall have the unilateral right to withdraw the award in the event that a contract cannot be agreed upon and signed within the time allotted.

If a WITSA General Assembly meeting is scheduled, the Host Organization must at its expense provide a venue for WITSA General Assembly and Committee meetings in conjunction with the event. These meetings usually take place over one or two days immediately *prior* to the Congress.

Full-access complimentary WCIT registration shall be provided for twenty (20) individuals chosen by the WITSA Secretariat.

In addition to this, WITSA requests that the Host Organization provide the following for each component of the WITSA WCIT bundle of programs:

WCIT COMPONENT	HOST REQUIREMENTS
WITSA GLOBAL PARTNERS	(a) 8 x 10 ft. exhibit space with table and three (3) delegate tickets for each WITSA Global Partner. WITSA will pay for the signage required under agreement with each partner.
THE CONGRESS	(a) Collaborate with WITSA in developing an insightful, relevant and impactful 3-day program including Keynotes, Panel Discussions, Roundtables, Debates, etc (b) Work with WITSA to Invite Speakers to cover all areas of expertise, global representation and diversity of speakers to be addressed for all sessions. WITSA will provide up to 50 speakers to the Congress. Typically Hosts cover all ground transportation, accommodation and other local expenses, in addition to covering the cost for all additional speakers required. (c) WITSA will support procurement of up to 50 speakers through the WITSA Speakers Bureau.
WITSA GLOBAL AWARDS & GALA DINNER	(a) provide for a Gala Dinner and Awards Ceremony for all Registered Delegates in conjunction with WITSA's Awards Ceremony prior to the last day of the Event, which recognizes achievement within the information and communication technology community; (b) provide Complimentary Registrations for up to twenty (20) awardees (one representative for each award category winner plus a Chairman's Award Recipient) and up to three (3) nights lodging for the awardees; (c) provide adequate time during the Gala Dinner and Awards Ceremony for WITSA to properly recognize each award winner. The Host Organization shall organize the Awards Gala and produce it in consultation with WITSA;

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	(d) invite each award winner and at least one guest per award winner to attend the Gala Dinner at no charge; and (e) in consultation with WITSA, host a Press Conference for awardees at a time and place acceptable to WITSA and make reasonable efforts to ensure press attendance. (f) collaborate with WITSA for their final approval of the agenda for the Gala Dinner and Awards Ceremony and that the Host Organization will not, in its own name or any other, make any awards at the Gala Dinner and Awards Ceremony, or at any other time at WCIT 2027, without WITSA's prior written consent.
WITSA WORLD CUP	(a) allocate a stage for the 2-day WITSA World Cup Tournament; allocating the Main Stage for a minimum of the Semi-Finals and Final round of Pitching; (b) include the presentation of the Winners at the WITSA Global Awards or on the Main Stage in conjunction with the Closing and WCIT Handover Ceremony; (c) provide a special exhibition space spotlighting the Global Finalists (d) provide full Congress Delegate passes for all World Cup Judges and participating Global Finalists which is estimated as 30 participating scaleups (maximum 2 passes per company) and 10 judges; (e) provide up to 4-nights accommodation at one room per competing finalist and one room per judge; (f) provide travel and accommodation for up to 10 global judges; (g) Host a Press Conference for the WITSA World Cup Champion, this may be in conjunction with WITSA Global Award Winners on Day 3; (h) collaborate with WITSA in preparing the final program and production details for the World Cup Tournament, including the World Cup Awards Ceremony; (i) WITSA will support the Host Organization in identifying and inviting judges, inviting the global finalists, designing certificates and awards, and preparing the press release; (j) The Host Organization agrees to provide adequate time in the WCIT program along with prominent stage placement, as well as to support the logistical arrangements for those participating in the tournament.
GLOBAL LEADERS PROGRAM	(a) In collaboration with WITSA, design a Global Leaders Program including a roundtable discussion, industry/eco-system tours and individual government meetings at WCIT (b) Identify and invite relevant leaders (c) Host the session at the Congress venue. This session may be a closed-door program

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GLOBAL BUYER FLY-IN PROGRAM	(a) WITSA will arrange a Global Buyer Flyer In Program where the Host will provide ground transportation, Congress Access, meeting venues, and other relevant local logistical arrangements
OPENING CEREMONY	(a) Open WCIT with the Welcome Remarks from the Government Leader, Host Organization and WITSA Chairman. (b) Ensure media attendance.
CLOSING CEREMONY	(a) Conclude the Congress with Closing remarks from WITSA and the Host Organization, as well as include the ceremonial handover of the WCIT to Crystal to the next year's host. (b) Ensure media attendance.
WITSA BOARD MEETING	(a) Meeting room for 30 people with AV/Tech and connectivity for Hybrid Meeting (b) 20 full delegate passes (c) Tea/coffee break catered

LOCATION

The success of previous World Congress events has been measured by the number and diversity of attendees. It is believed that the location of the event is an important determinant of attendance. The evaluators will look carefully at the proposed location, so as to make an evaluation as to the likelihood of attracting the targeted audience.

The proposal should highlight the advantages of the proposed location and venue, including:

- **Airports:** Provide details on the nearest international airport(s).
- **Lodging:** Outline hotel qualifications, capacity, and availability.
- **Local tech ecosystem:** Describe the strength of the local technology community and industry.
- **Cultural and historical sites:** Identify notable attractions that showcase the host city's heritage.
- **Academic and research institutions:** Include information on local universities or research parks.
- **Transportation:** Specify international and domestic airport connections, the number of international flights served daily, and expected ground transportation options between hotels and the meeting facility.
- **Tours and activities:** Suggest pre- or post-conference excursions in the host region. These are separate from the official program, offered at an additional fee, and may include spouse/guest programs or delegate excursions.

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- **Other amenities:** Highlight additional local features that enhance the attendee experience.

VENUE

The Proposal should provide the following information about the World Congress venue:

- Venue Name and address
- Seating Capacity
- Stages for Breakout Sessions/Tracks
- Rooms for Secretariat, Speakers Lounge, Media, B2B meetings, etc
- Technical Capacity
- Translating Facilities
- Map
- List of prior similar events in size and scope to the World Congress held at the venue site, or locality.

ORGANIZATIONAL PARTNERS

Previous World Congress hosts have been supported by the commitment, resources and enthusiasm of a number of organizational partners. If such support and collaboration is envisioned, your proposal should include a list of these organizational partners providing the following information:

- Name of Partners
- Location
- Background information
- Contact
- Current Commitment

DATES

Dates should be proposed by the Host Organization for a 3-day Congress. WITSA recommends that Congresses be run on weekdays, and it can begin on a Sunday with a golf tournament, concert or other social event and ending on Wednesday afternoon.

Congress planners are welcome to add on pre-Congress workshops, business matching, networking activities as well as social and tourism related activities before/after the Congress.

An assessment of conflicting conferences, holidays and other events should be made prior to submitting the proposal.

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THEME

The theme of all WCITs should incorporate the brand theme: "*Fulfilling the Promise of the Digital Age.*" Hosts are invited to suggest sub-themes or taglines under the theme.

PROGRAM

A Project Timeline, noting key milestone dates such as announcement of Marquee/star speaker(s), Early Bird rates, etc should be included in the proposal.

When submitting the proposal for WCIT, also include:

- A high-level overview of a 3-day Congress program should be included in the proposal.
- Targeted attendance and foreign/domestic breakdown.
- Ability to support English as the event's official language.
- Major events (e.g., opening ceremony, technical capabilities, keynote speeches, breakout session, special activities, networking events, Spouse/Guest program, etc.).
- Value to attendees - Affirmation that responder understands and accepts the payment amounts and conditions.

PUBLIC RELATIONS/MARKETING PLAN

The Proposal should highlight branding information as well as detail both the press coverage and the promotion/ marketing of the WCIT 2028.

- Staffing plan for Marketing and Public Relations (Media coverage)
- Plans for event promotion (press conferences, news releases, presentation tours, promotional materials, etc.)
- Marketing plan, which clearly states approximate, dates for major marketing events, proposed mailing lists, etc.
- Opportunities for press events
- Media outreach
- Media contacts
- Local press

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HOST FEE AND FINANCIAL COMMITMENTS

Hosting WCIT 2028 includes two financial components:

- the WCIT Licence Fee, and
- a complementary one-year Premium Membership in WITSA GAIN, with the option to subscribe longer-term for AI ecosystem transformation

COMPONENT 1: THE WORLD CONGRESS ON INNOVATION AND TECHNOLOGY BUNDLE OF CATALYTIC PLATFORM FOR TECH ECOSYSTEM TRANSFORMATION

The financial section is a critical component of the proposal, demonstrating the Host's commitment and fiscal responsibility to both the successful delivery of WCIT 2028 and the initiation of the host's tech ecosystem transformation journey.

Host Fee

- **USD 750,000 (non-negotiable)**, payable directly to WITSA.
- This official license fee grants the bidder exclusive rights to host WCIT 2028 and ***includes a bundle of WITSA's Catalytic Platforms***:
    - WCIT 2028 Congress
    - WITSA Global Awards
    - WITSA World Cup Global Finals Tournament
    - WITSA Global Leaders Program
    - WITSA Board of Directors Meeting and AGM
    - Premium WITSA Global AI Ecosystem Network Membership (1-year)
- WITSA agrees to arrange and bring the following to WCIT:
    - 50 Speakers for WCIT from its global network
    - a Buyer Fly-in Program
    - Global Award Winners
    - The WITSA World Cup Global Scaleups and Judging Panel
    - Board of Directors for AGM
    - Complimentary 1-year WITSA Global AI Ecosystem Network (WITSA GAIN) premium membership for the Host

Payment Schedule

- 50% of the Host Fee is due within one month of signing the binding Host Agreement.
- The remaining balance will be paid according to the detailed schedule outlined in the final agreement.

Budget & Revenue Sources

- Proposals must include a **draft budget**, with detailed projections for all expenses and a clear breakdown of revenue sources.
- Revenue projections should highlight prospective sponsorships and confirmed government contributions.

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- Contact information for committed and potential sponsors from both corporate and public sectors must be provided.

Responsibilities and Partnerships

- **Host Association**: The Host Organization is fully responsible for planning, fundraising, and operating WCIT 2028, including payment of the USD 750,000 license fee.
- **Organizational Partners**: May include government entities (typically contributing 20–25% of total revenue), economic development authorities, corporate partners, universities, and trade associations.
- **Financial Guarantees**: Letters of commitment from key financial underwriters or government bodies are strongly recommended to provide assurance of funding stability.

Sponsorship Collaboration

- The Host Organization and WITSA will collaborate closely to secure and maximize global and regional sponsorship revenue.
- Specific revenue-sharing percentages and sponsorship expectations will be detailed in the final Host Agreement.

Affirmations

- Responders must confirm their commitment to the payment schedule.
- Affirm that they understand and accept the payment amounts and conditions.
- Affirm that they have no objection to any material term or condition in the licensing contract.

Contribution to WCIT's Mission

WCIT is WITSA's flagship event, central to advancing its mission of enabling global technological innovation. Hosting WCIT 2028 requires bidders to commit not only strong financial contributions and creative options for sustained funding, but also full alignment with WITSA's broader purpose and vision.

Hosts are expected to demonstrate how WCIT 2028 will:

- Catalyze innovations that shape how communities develop, work, and thrive.
- Fulfill the promise of the digital age for sustainability and well-being of all stakeholders.
- Empower societies by enriching economies and enhancing lives through meaningful interventions in the digital economy.

Guided by these principles, bidders must show how they will collaborate with WITSA to deliver WCIT 2028 as a world-class event that creates lasting impact, enduring value, and a legacy worthy of WCIT's 50th Anniversary.

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COMPONENT 2: VALUE-ADD AI ECOSYSTEM STRATEGIC TRANSFORMATION

Beyond the successful delivery of WCIT 2028, **host nations have the opportunity to extend the congress's impact by investing in their broader AI transformation journey.** This value-add component enables governments and organizations to align WCIT with national priorities and long-term visions, positioning the congress as a launchpad for sustained innovation and economic growth.

Through the **WITSA Global AI ecosystem Network (GAIN) membership**, hosts can access WITSA's advisory and assessment services to accelerate AI ecosystem development and maximize long-term outcomes.

WITSA GAIN Membership Benefits

Upon selection, host cities receive a **Foundation Membership** in the **WITSA Global AI Ecosystem Network (GAIN)**—a significant value designed to elevate their standing in the global AI community. Benefits include:

- **Knowledge Access**: Entry to a curated repository of proprietary reports, knowledge resources, and exclusive webinars.
- **Networking**: Unlimited engagement with WITSA's expansive global AI community of members and partners.
- **AI Maturity Model**: Use of a Basic AI Maturity Model tool to conduct an objective, foundational self-assessment of the local AI ecosystem.
- **Visibility**: Prominent inclusion in the official WITSA GAIN Members Directory, enhancing international recognition.
- **Premium Pathway**: Eligibility to upgrade to Premium tier, unlocking advanced advisory services, participation in global accelerator programs, and dedicated transformation support. **Premium membership is available at USD 100,000 annually for five years, or USD 400,000 upfront.**
- **Importantly, a successful hosting bid automatically includes the first year of Premium membership (USD 100,000 value).**

This optional investment underscores the host's commitment to leveraging WCIT not merely as a global event, but as a **catalytic platform for economic diversification, innovation leadership, and long-term prosperity**. By partnering with WITSA, hosts ensure that WCIT 2028 delivers a legacy of enduring value and measurable impact on their nation's AI ecosystem transformation journey.

CONCLUSION

WITSA requests that all bidders respond comprehensively to each of the requirements outlined in this RFP. While additional offerings that enhance the bid and the Congress are welcome, they are supplementary to the required information sought.

Hosting WCIT 2028 and a celebration of the 50th Anniversary of the World Congress on Innovation & Technology, is far more than an opportunity to stage a world-class event. It is a

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transformative platform to position the host city, country, and region as a global focal point for innovation, investment, and collaboration. Successful bids will demonstrate how WCIT can elevate the host's international profile, stimulate sustainable economic growth, and create a lasting legacy of strengthened ecosystems, enhanced visibility, and global recognition.

All questions should be directed electronically to:

Dato' Dan E. Khoo
Chief Executive Officer
World Innovation, Technology and Services Alliance (WITSA)
E-mail: danekhoo@witsa.org

A WCIT 2028 Host FAQ document is also available for your reference and preparation of a Host Bid.

We encourage those serious in Hosting to Submit their *Expression of Interest* as early as possible here for additional guidance from WITSA.

Thank you for your interest in hosting *the 50th Anniversary of the World Congress on Innovation & Technology.* We look forward to partnering with visionary hosts to make WCIT 2028 a truly transformative global celebration!

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