



บันทึกข้อความ

ส่วนราชการ งานวิเทศสัมพันธ์ สำนักงานอธิการบดี โทรศัพท์ ๐-๗๔๓๑-๗๑๔๒, ๐-๗๔๓๑-๗๑๔๑
ที่ อา ๐๖๕๕.๐๑/๑๓๘๗ วันที่ ๒๕ สิงหาคม ๒๕๖๕
เรื่อง ขอความร่วมมือในการประชาสัมพันธ์การจัดประชุมวิชาการนานาชาติและนิทรรศการ The 5 th Cities 4.0 Hybrid Conference and Exhibition
เรียน หัวหน้าหน่วยงานในสังกัดมหาวิทยาลัยเทคโนโลยีราชมงคลศรีวิชัย
ด้วย The Malaysian Industry-Government Group for High Technology (MIGHT) ได้ส่งหนังสือ ประชาสัมพันธ์และเชิญชวนบุคลากรเข้าร่วมการจัดประชุมวิชาการนานาชาติและนิทรรศการ The 5 th Cities 4.0 Hybrid Conference and Exhibition ภายใต้หัวข้อ Local Action, Global Achievement ซึ่งจะจัดขึ้นในระหว่างวันที่ ๒๐ – ๒๒ กันยายน ๒๕๖๕ ณ Royale Chulan Kuala Lumpur และผ่านแพลตฟอร์มออนไลน์ นั้น
ในการนี้ งานวิเทศสัมพันธ์จึงขอความอนุเคราะห์หน่วยงานของท่านประชาสัมพันธ์ ให้แก่ผู้ที่สนใจเข้าร่วมทราบโดยทั่วกัน โดยสามารถดูรายละเอียดเพิ่มเติมได้ตามเอกสารดังแนบ
จึงเรียนมาเพื่อโปรดพิจารณา

งานวิเทศสัมพันธ์ ขอความร่วมมือในการประชาสัมพันธ์ การจัดประชุมวิชาการนานาชาติและนิทรรศการ -เห็นควรมอบงานวิจัยดำเนินการประชาสัมพันธ์แจ้ง

26 สิงหาคม 2565

รักษาราชการแทน ผู้อำนวยการสำนักงานอธิการบดี

(นายสถาพร ขุนเพชร)



เรียน คณบดี

บุคลากรทราบ

-เพื่อโปรดพิจารณา

สำเนารวม

เรียน	คณบดีคณะวิศวกรรมศาสตร์
เรียน	คณบดีคณะศิลปศาสตร์
เรียน	คณบดีคณะสถาปัตยกรรมศาสตร์
เรียน	คณบดีคณะบริหารธุรกิจ
เรียน	คณบดีคณะครุศาสตร์อุตสาหกรรมและเทคโนโลยี
เรียน	คณบดีคณะเกษตรศาสตร์
เรียน	คณบดีคณะอุตสาหกรรมเกษตร
เรียน	คณบดีคณะสัตวแพทยศาสตร์
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เรียน	ผู้อำนวยการวิทยาลัยเทคโนโลยีอุตสาหกรรมและการจัดการ
เรียน	ผู้อำนวยการวิทยาลัยการโรงแรมและการท่องเที่ยว



สอ.(วิชาการ) 1271 24 ส.ค. 2565 10.03 น.

มหาวิทย	ยาลัยเทคโนโลยีราชมงคลศรีวิชัย
เลขรับ	2863
วันที่	22/08/2565
เวลา	10.01 น.

19 August 2022

Prof. Dr. Suwat Thanyaros
President
Rajamangala University of Technology Srivijaya
1 Ratchadamnoennok Rd.
Boyang Sub-district, Muang District
Songkhla 90000
Thailand

Ref:CITIES2022/LUTH/0157

สอ. 2366 22 ส.ค.65 13.51 น

Dear Prof. Dr. Suwat Thanyaros,

RE: INVITATION TO PARTICIPATE IN THE 5TH CITIES 4.0 HYBRID CONFERENCE AND EXHIBITION (20 – 21 SEPTEMBER 2022, ROYALE CHULAN KUALA LUMPUR)

Warm greetings from the 5th Cities 4.0 2022 Conference & Exhibition Secretariat!

We are pleased to announce that the Malaysian Industry-Government Group for High Technology (MIGHT) and Confexhub Group are co-organising the 5th Cities 4.0 Hybrid Conference and Exhibition from 20 – 21 September 2022 at Royale Chulan Kuala Lumpur.

Considering cities house half of the world's population and contribute to two-thirds of the global GDPs, our cities are important actors in achieving the Sustainable Development Goals (SDGs). It is clear that not all cities will work at the same speed or have similar priorities or even the same starting point. Hence, localising the SDGs at the local and regional city level becomes pivotal that will encourage and lead city leaders to embrace the global goals. Given the scale, complexity and interconnectedness of smart city services, cities need integrated strategies, project implementation and sound methods for monitoring and reporting to align to the specific goals.

The 5th edition of Cities 4.0 with the overarching theme 'Local Action, Global Achievement' is aimed at facilitating discussions and dialogues on strategies for developing a practical roadmap to localise the SDGs for local actions on project implementation and monitoring. The conference will further discuss strategies for building climate-smart cities ranging from measuring urban greenhouse gas emissions to implementing urban vegetation and smart waste management. Various aspects of technological and capacity development in making the success of smart city will also be discussed by the international experts over the two-day conference.

With this, on behalf of the organizing committee, I would like to take the opportunity to invite your organization to nominate participants to attend this conference and exhibition either physically or virtually. The conference allows all the delegates to benefit not only from the rich content of the paper presentations but will also have the opportunities to network under the business matching programs and share their experiences with other industry peers.

Participants are given the option to participate in the 5th Cities 4.0 Conference and Exhibition with a fee as below:

- Physical USD 477
- Virtual USD 318

(*Price quoted is inclusive of 6%sst)

Cities 4.0 2022 Secretariat | c/o: Confexhub Group

Suite 1707, 17th Floor, Plaza Permata, No. 6, Jalan Kampar, off Jalan Tun Razak, 50400 Kuala Lumpur, Malaysia +603 2771 1668 +603 2771 1669 conference@confexhub.com www.confexhub.com





Kindly contact the secretariat, **Ms. Dinusha** at **+603-2771 1668/+6012-627 2505** or fax to **+603-2771 1669** for further details. Alternatively, you may email us at dinushaws@confexhub.com

We look forward to your participation at the summit.

Thank you.

Yours Faithfully,

Datuk Dr. Abdul Aziz S.A. Kadir Organizing Chairman, Cities 4.0 2022 Secretariat

เรียน อธิการบดี
เพื่อโปรดพิจารณา เห็นควรมอบ
งานวิเทศสัมพันธ์ สอ. ประชาสัมพันธ์
แจ้งคณะ/วิทยาลัย

23 ส.ค.65

เรียน อธิการบดี มทร.ศรีวิชัย

ประชาสัมพันธ์การจัดประชุมวิชาการนานาชาติ และนิทรรศกาล The 5th Cities 4.0 Hybrid Conference and Exhibition ในระหว่างวันที่ ๒๐ - ๒๒ กันยายน ๒๕๖๕ ณ Royale Chulan Kuala Lumpur ประเทศมาเลเซีย และผ่าน แพลตฟอร์มออนไลน์ ภายใต้หัวข้อ Local Action, Global Achievement รายละเอียดดัง แนบ

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จึงเรียนมาเพื่อโปรดพิจารณา นางสาวสุชาดา บุญโท ๒๓ ส.ค. ๒๕๖๕ (๑๔.๐๒ น.)

Cities 4.0 LOCAL ACTION GLOBAL ACHIEVEMENT

20 - 21 September 2022 | 8am - 5pm (GMT+8)







Co-Organised by:





OVERVIEW

Local Action, Global Achievement

Countries and cities around the world are embarking on smart city projects to make their countries and cities smarter. But, how are these smart city projects contributing to the UN Sustainable Development Goals?

The UN Sustainable Development Goals (SDGs) is an ambitious global effort to be delivered by 2030 entailing overarching global action on inclusiveness, socio-economic resiliency and environmental protection. Considering cities house half of the world's population and contribute to two-thirds of the global GDPs, our cities are important actors in achieving the Sustainable Development Goals. All 17 cross-cutting SDGs act as urban targets for urban actors when driving action and investment in smart urban development.

It is clear that not all cities will work at the same speed or have similar priorities or even the same starting point. Hence, localizing the SDGs at the local and regional city level becomes pivotal that will encourage and lead cities leaders to embrace the global goals. Given the scale, complexity and interconnectedness of smart city services, cities need integrated strategies, project implementation and sound methods for monitoring and reporting to align to the specific goals.

Why are SDGs important in Smart City Planning?

- Half of humanity (3.5 billion people) lives in cities today and 5 billion people are projected to live in cities by 2030
- 95% of urban expansion takes place in emerging and developing countries
- Cities account for 80% of energy consumption and generate over 70% of GHG emissions
- Rapid urbanization is exerting pressure on urban infrastructures
- including housing, transport, water, electricity and public health systems
- Shortage of digitally skilled workforces in driving smart economy and smart community transformations
- Access to food could rise significantly in urban areas
- 70% of the world population will be living in urban settlements by 2050

The 5th edition of Cities 4.0 with the overarching theme 'Local Action, Global Achievement' is aimed at facilitating discussions and dialogues on strategies for developing a practical roadmap to localise the SDGs for local actions on project implementation and monitoring. The conference will further discuss strategies in building climate-smart cities ranging from measuring urban greenhouse gas emissions to implementing urban vegetation and smart waste management. Various aspects of technological and capacity development in making the success of smart city will also be discussed by the international experts over the two-day conference.

Lead Sponsor:



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DAY ONE: 20 SEPTEMBER 2022, TUESDAY

08:00AM	Cities 4.0 Registration Begins Venue: Royale Chulan Kuala Lumpur
08:00AM	Exhibition Opens Venue: Royale Chulan Kuala Lumpur
08:30AM	Delegates Take Their Seats at Conference Ballroom Venue: Royale Chulan Kuala Lumpur
08:30AM	Arrival of Distinguished Guests
08:45AM	Arrival of the Guest of Honour

OPENING CEREMONY

09:00AM	Datuk Dr. Abdul Aziz S.A. Kadir, Chairman, Confexhub Group
09:05AM	WELCOME ADDRESS MIGHT
09:10AM	OPENING ADDRESS AND LAUNCH OF CITIES 4.0 CONFERENCE AND EXHIBITION
09:30AM	SPECIAL ADDRESS
10:00AM	Networking & Refreshments Break

PLENARY SESSION

10:30AM Plenary Address 1: An Overview of the Driving Forces of Smart Cities on Post-Covid Mr. Mahesh Kelkar, Smart Cities Research Leader, Deloitte Center for Government Insights							
11:00AM	Plenary Address 2: The Contribution of Smart Cities to the UN Sustainable Development Goals *Mr. Curt Garrigan, Chief of the Sustainable Urban Development Section, United Nations Economic Commission for Asia Pacific (UNESCAP)						
11:30PM	Plenary Address 3: Technology Enablers vs Roadblocks to Smart Cities Mr. Gerald Wang, Industry Digital Strategist, Worldwide Public Sector, Microsoft						
12:00PM	Plenary Address 4: Reimagining Education for Smart City Delivery Mr. Leslie Loh, Founder & CEO, eduCLaaS						
12:30PM	Luncheon for Guest Speakers and Delegates						

SESSION ONE: STRATEGIC SDG SENSEMAKING FOR CITIES

01:30PM	Paper 1: Setting the Context: SDG Localisation in Asia and the Pacific *Mr. Patrick Duong, Regional Advisor, Lead Governance and SDG Localization, UNDP Hub for Asia and the Pacific
02:00PM	Paper 2: Capacity Development for Localizing SDGs in Asia and the PacificMr. Bokyun Shim, Director, United Nations Project Office on Governance, United Nations Department of Economic and Social Affairs (UN DESA)
02:30PM	Paper 3: The OECD Measurement Framework and Data for Measuring Distance to SDGs In Regions And Cities *Paolo Veneri, Head, Regional Analysis and Statistics, Centre for Entrepreneurship, SMEs, Regions and Cities, OECD
03:00PM	Open Forum: Questions and Answers
03:15PM	Networking & Refreshments Break

SESSION TWO: BUILDING CLIMATE-SMART CITIES

03:45PM	Paper 4: How Should Cities Measure Their Greenhouse Gas Emission? Mr. Raja Shazrin Shah Raja Ehsan Shah, Director, Galaxy Tech Solutions (KL) Sdn Bhd
04:15 PM	Paper 5: The 'Need-based' Approach of Greenspace and Urban Vegetation Planning in Modern Compact Cities Mr. Leonard Ng, Regional Director for APAC, Ramboll Studio Dreiseitl
04:45 PM	Paper 6: Strategies to Improve Urban Energy-efficiency for Urban Resilience Mr. Peter Lundberg, Executive Director, Asia Pacific Urban Energy Association (APUEA)
05:15 PM	Paper 7: Smart Waste Management Solutions for Climate-Smart Cities
05:45 PM	Open Forum: Questions and Answers
06:00 PM	End of Day 1

DAY TWO: 21 SEPTEMBER 2022, WEDNESDAY

O9:OOAM Cities 4.0 Leadership Forum: The Grand Challenges and Strategies in Preparing the Citizens of the Future

10:30AM Networking & Refreshments Break

SESSION THREE: HUMAN-CENTRED SMART CITIES

11:10AM	Paper 8: Citizenship Skills in Meeting Smart Cities Agenda *Y.Bhg. Dato' Palaniappan Joseph, Chairman, ASEAN Future Workforce Council						
11:30AM	Paper 9: Digitalising and Glocalising Education for All: A Holistic Approach Prof Dr. Maurits Van Rooijen, Chief Executive (Academic), Group Rector, Global University System,, University of Europe for Applied Sciences						
12:00PM	Paper 10: Building Digital Citizen through Experiential, Interactive & Personalised Learning Mr. Andreas Schleicher, Director for the Directorate of Education and Skills, OECD						
12:30PM	Paper 11: Smart Workforce: Talent Development Strategies for Knowledge Workers Mr. Marco Dondi, Expert Associate Partner, McKinsey & Company						
01:00PM	Open Forum: Questions and Answers						
01:20PM	Luncheon for Guest Speakers and Delegates						

SESSION FOUR: SMART CITIES TECHNOLOGY DRIVERS & HEADWINDS

02:20PM	Paper 12: Bridging the Interoperability Gap in A Smart City Arne Broering, Senior Researcher, Siemens					
02:50PM	Paper 13: Cybersecurity Strategy for Smart Cities *Samer Omar, Consulting Cyber Competency Leader, EY					
03:20PM	Paper 14: Urban Artificial Intelligence: Reshaping City's Operation, Management and Forecasting Niraly MANGAL, Research Associate, ETH Future Cities Lab					
03:50PM	Open Forum: Questions and Answers					

SESSION FIVE: SMART CITY FEATURES WITH PURPOSE

04:10PM	Paper 15: Distributed Infrastructure and Edge Computing for Integrated and Responsive Smart Cities *Ghassan Abdo, Research VP, WW Telecom , Virtualization & CDN, IDC
04:40PM	Paper 16: Mobility: Intermodal, Intelligent, Green and Sustainable Sena Traffic
05:10PM	Paper 17: Transformation Towards An Integrated and Self-Sustaining Food Supply Chain *Mr. Lim Kok Thai, CEO, Singapore Food Agency
05:40PM	Paper 18: The Changing Face of Retail in the Low Touch Economy Mr. William Devos, Founder & Director - APAC, Board of Innovation
06:10 PM	Open Forum: Questions and Answers
06:30PM	CITIES 4.0 CONFERENCE 2022 ENDS

REASONS WHY YOU SHOULD NOT MISS THIS



UNDERSTAND THE FUTURE TRENDS

Hear from inspiring urban futurist and business innovators on new technologies & applications



DISTINGUISHED PRESENTERS

Renowned best practitioners, industry leaders and innovators sharing insights



PREMIUM NETWORKING

Unrivalled networking and exchange of experiences across 15+ countries



COMPREHENSIVE CONTENT

Updated information reflecting your most concerned issues in developing smart, resilient and sustainable cities



EXTENSIVE SHOWCASE

Discover new and innovative technologies and services within cities for social good, sustainability, resilience and equity



BUSINESS OPPORTUNITY

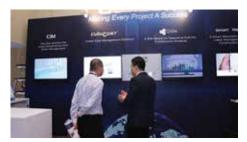
Explore potential collaborations and with 300+ local and international industry stakeholders

















SPONSORSHIP PACKAGE IN A GLANCE

Increase your organisation's visibility with key decision makers before, during and after the event.

	Titanium	Platinum	Gold	Silver	Luncheon	Refreshme	Conference Session	Conference Bag	Lanyard
Logo on Conference Collateral	~	~	~	~	~	~	~	/	~
Logo on A& P Material	~	/	/	/	/	/	/	/	~
Logo on Backdrop & Signage	~	~	~	~	~	~	~	/	/
Logo on Live Broadcast Platform									
Running Ticker on Live Broadcast Platform	~	~							
Logo on Virtual Expo Foyer	~	~	~						
Speaking Slot	/	~					~		
Forum Panelist	/								
'Expert Insight $@$ Live' Exclusive Interview	~	~	~						
Physical Booth	12 sqm raw	6 sqm	6 sqm	6 sqm					
Virtual Booth	Premium	Premium	Premium	Standard	Standard	Standard	Standard	Standard	Standard
1-min Corporate Video broadcast	/								
Special Recognition from Podium					/	~	~		
Conference Pass	5	3	2	2	2		2	2	
Exhibitor Pass	2	2							
Logo on Website	~	~	~	~	~	~	~	~	~
Leaderboard Banner on website	/	/	/						
Advertorial on e-magazine	3-pages	3-pages	3-pages	2-pages	2-pages	2-pages	2-pages	2-pages	2-pages
Recognition on Social Media	~	~	~	~	/	~	~	/	~
Web banner on www.confexhub.com	~	~	~	~	~	~	~	~	~

Physical Exhibition Booth	USD
Space Only (min 6sqm)	350 / sqm
Standard Shell Scheme (6sqm)	3,500
Display Kiosk (1m)	1,500

Standard Booth Inclusive of:

- White polyster laminated panels for back wall and fascia board
- Adhevise exhibitor's name and booth number on the fascia board
- Fluorescent lights
- · Information counter
- Folding Chair
- Waste Basket



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USD 500

USD 800



Display Kiosk

VIrtual Exhibition Packages in A Giance	Premium	Standard	Basic
Booth @ Virtual Expo (Valid for 12 months)*	1st tier	2nd tier	3rd tier
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Logo on Company Info Page	~	~	~
Video Presentation on Company Info Page	~	~	
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Smart Government

Web-base / PBT e-governance applications

- HR system
- Finance system
- Acquisition system

Web-base / PBT e-services applications

- Complain system
- Hire purchase system
- License application system

- GeoTransport **Urban observatory** GeoBuilding GeoLicensing
- GeoEngineering GeoHealth GeoCommunity GeoLandscape
- GeoCoMs GeoSolidwaste GeoRiver GeoEnforcement



Smart Mobility

- Pedestrian / bicycle lane including 'Glow in the dark' tracks
- Traffic Management
- Intelligent Transportation Management system (e.g. IT IS, command Centre) to improve standard and efficiencies of traffic flow Smart Traffic Light
- Smart Parking
 Parking Guidance Information System
- Parking Apps Smart Vehicles
- Electric Vehicle Charing Station Bike sharing

- Public Transport System E-ticketing Smart Terminal

- E-hailing Transit & Traffic Information System



Smart Digital Infrastructure

- Broadband provision: 4G/5G/WiFi In Building Coverage Community Internet Centre

- Telco towers
- Internet / communication infrastructure
 Personal Data Protection
- Cyber Security
- Firewall and antivirus applications



Smart Economy

- Digital Economy / cashless payment for public services through
- Online payment
- Mobile apps E-wallet

- **Smart Tourism**
- Smart tourist Apps; e-ticket; e-book
- Smart Information
- **Push Notification**
- **Live Streaming 360**
- Virtual Tourist Guide



Smart Environment

Disaster Management

Flood alert system & CCTV Real-time data integration with command centre

- Real-time data integration with command centre Drone / UAV
 UAV-monitoring mosquito breeding control work for low-cost housing
 UAV-investigation on illegal landfill and cleaning work planning
 UAV-investigation on illegal building modification
 Green space / Tree Planting
 Tree Planting campaign
 Tree Inventory Web Application
 Low Carbon Initiatives
 Car-Free Day

- Car-Free Day
 Smart Lighting
 Building Retrofitting Programme
 Solar building

- Solar Lighting
 Green Neighbourhood
 Green Neighbourhood Programme

MUNIINet – Sustainable City Indicator

- Environmental Management
 Smart Water Management
 Air Pollution Monitoring System
- Environment IoT Sensor Smart Water Meter

- Sustainable City
 Sustainable city planning, design and lifestyle
 Waste Management
- - Compost 3R projects

 - Smart Bin Smart Waste Management GPS tracking for Garbage Truck
 - Waste-to-energy
 - Biogas
- **SPAH**
 - Rain Harvesting system



Smart Living

- Safe City / command Center / Integrated Operation Centre
- Safe city program
- **CPTED**
- **CCTV**
- Panic button Integrated Operation Center / Command Center
- Crime Prevention Community Smart sensors for vandalism
- Crime Mapping Dashboard / real time data Video Analytics
- Digital Health / Medical
- Health Apps (MySejahtera, Covidtrace, e-health, e-clinic Telemedical Apps (geo location facilities, health information, tele-communication)

- Upgrading of Housing / Infrastructure Smart Building / Smart Home Building Retrofitting (solar, SPAH, LED Light, Park / landscape, 3R, roof top
- Smart home system (sensors, solar panel, smart card access wi-fi, phone coverage, smart TV, CCTV, Home watch by smartphone)
- Smart Pole
- **Public Park and Recreation**
- **Smart Public Park**
- **Urban Farming**
- Solar-powered Farm **Community Farm**



Smart People

- **Digital Information Board for** public and tourist
- Local Agenda 21 Program
- **Community Empowerment** program
- Industry engagement program Digital library
- Digital learning & education
- LED display billboard

REGISTRATION FORM



Title Mr.	Mrs.		۷ls.		Dr.)the	ers (spec	ify)):																					
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FEE PER D	ELEG	ΑT	Έ																					PF	RIC	Έ							
Physical Conference Pass													USD 450																				
Virtual Conference Login ID												USD 300																					
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* fees are subjected to additional 6% SST

PAYMENT

Full payment is required with your Registration Form before the Conference day. Tax-Receipt will only be issued upon receipt of full payment.

All payments should be made in USD (\$) by credit card, telegraphic transfer or cash only

All registrations by fax or post MUST reach us before 1 September 2022, after which late registrations will be considered as "WALK-INs" and subjected to "WALK-IN" fee.

PARTICIPATION TERMS AND CONDITIONS

Delegates may be substituted at any time, in writing, at NO extra charge.

Cancellations received in writing before 1 August 2022 will be refunded, less a 100 USD administrative fee. Cancellations received thereafter are not refundable.

Confexhub reserves the right to reschedule or cancel the conference, exhibition, cocktail reception, due to circumstances beyond their control and reserves the right to make changes to the conference program or speakers without prior notice.

Should the event and all its related activities be cancelled, curtailed or adversely affected by any cause not within the reasonable control of Confexhub including but not limited to war, fire, national emergency, labor dispute, strike, lock-out, civil disturbance, Act of God, or non-availability of premises for any reason, Confexhub shall be under no obligation to refund all or part of the sums paid by the delegate in respect of his/her participation in the workshop. Confexhub shall be under no liability to the delegate or any other person in respect of any actions, proceedings, claims, demands, losses (including consequential losses), costs or expenses whatsoever which may be brought against or suffered or incurred by the delegate as the result thereof.