ASOCIO AND ITRAINKIDS JOIN WCIT 2022 AS SUPPORTING PARTNERS

PENANG, 24 MAY 2022: WCIT 2022 Malaysia is quickly gaining momentum as the Asian-Oceanian Computing Industry Organization (ASOCIO) and iTrainKids Sdn Bhd sign up as Supporting Partners to the biggest global tech event in Malaysia this coming September.

According to ASOCIO Chairman, Mr David Wong, "This partnership complements our focus to create platforms for cross-border trade. Since WCIT 2022 Malaysia is a global tech event, we see it as an opportunity for ASOCIO members to engage with other economies on their tech and digital agenda."

ASOCIO will also play the role of the International Content Partner by co-organizing the Smart City Track Session, promoting the event through the ASOCIO network of 24 economies in the region and bringing in delegates from ASOCIO member economies.

Meanwhile, iTrainKids Sdn Bhd will provide marketing support to WCIT and organise Edutech programmes during TechFest at WCIT 2022.

CEO Dato' Eric Ku highlighted that iTrainKids will benefit most from this partnership as their students aspire to be the future tech leaders. "iTrainKids offers hands-on ways to teach children Science, Technology, Engineering, Arts and Mathematics (STEAM) skills. With our participation in WCIT 2022 Malaysia, we will get direct access to the tech leaders who will help us enhance our STEAM training contents. This will be an invaluable experience that we bring back for our students, post WCIT 2022."

iTrainKids specialize in tech-related workshops that include coding and developing various apps, games and websites.

PIKOM Chairman Dr Sean Seah added, "We are indeed very excited to welcome ASOCIO and iTrainKids as our partners for WCIT 2022 Malaysia. ASOCIO has been very supportive the past WCITs and in WCIT 2008, when it was first hosted by Malaysia. It has grown bigger since then in its membership. We look forward to their participation target of 600 delegates along with the ASOCIO Pavilion at WCIT 2022 Malaysia. This is an opportunity for them to showcase their members' tech solutions and network with other leading global tech players at the congress."

Chief Minister YAB Tuan Chow Kon Yeow witnessed the MoU Signing Ceremony after WCIT 2022 Malaysia's 5th Steering Committee Meeting. PIKOM Chairman Dr Sean Seah and WITSA CEO Dato' Dan E Khoo were also present at the meeting and MoU Signing event.

WCIT 2022 Malaysia will be taking place from 13th to 15th September in Penang, targeting 4000 delegates from over 80 economies. To be part of WCIT 2022, visit www.wcit2022.com.

About PIKOM

PIKOM, THE NATIONAL TECH ASSOCIATION OF MALAYSIA, is the association representing the technology industry in Malaysia. Its membership currently stands at more than 1,000 active companies involved in a whole spectrum of tech products and services, and which command 80% of the total TECH business in Malaysia.

About WCIT 2022

To be held on 13–15 Sept 2022 in Malaysia, the 26th edition of the World Congress on Innovation and Technology returns to Malaysia punctuated with a consumer exhibition of tomorrow; it is expected to attract the participation of 4,000 international visionaries, captains of industry, government leaders and academics that span across 80+ countries.

Known as the **Olympics of the World's Tech Industry**, WCIT 2022 MALAYSIA is a definitive global event of technology businesses and is set to showcase Malaysia's unique position as the gateway to Southeast Asia while connecting the world. For more info, visit www.wcit2022.com

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