



IIFET 2024 Sponsorship Opportunities

IIFET 2024 is pleased to welcome you as a collaborative partner for the IIFET 2024 conference, being held **15–19 July 2024 in Penang**.

About IIFET 2024 Penang

The 21st International Institute of Fisheries Economics and Trade (IIFET) Conference serves as a valuable platform for IIFET members and other participants to stay abreast of important research developments in seafood trade, aquaculture and fisheries management.

This conference offers unparalleled opportunities for attendees to engage with leading fisheries economists and those seeking economic expertise, fostering both formal and informal interactions and opportunities to network.

Over 500 participants from across the globe are expected to convene in Penang, Malaysia from 15-19 July 2024. This edition of the biennial conference is being organized by WorldFish and the Department of Fisheries, Malaysia, and will be held in Asia for the first time since 2008.

Conference Theme

Food systems sustainability, the rise of the 'blue economy', a global reckoning with rising economic and social inequalities, the climate crisis and the impacts of COVID-19 are major issues that intersect and bear on fisheries and aquaculture economics and trade. It is just six years before humanity is due to meet a set of ambitious UN Sustainable Development Goals, to which the aquatic food sector makes important contributions.

To focus the attention of IIFET on this nexus and on progress towards sustainability, as a contribution to SDG14 'Life Under Water', the 21st biennial IIFET conference theme will be **Aquatic Food Systems in the Blue Economy**.

In addition to sessions proposed by IIFET members and sessions that reflect key research arenas of IIFET members (e.g. productivity, technological efficiency, governance, gender analysis, policy analysis, trade and market dynamics), there will be four novel sub-themes to give the conference a unique intellectual identity:

- The Economics of Food and Nutrition Security
- Ocean Equity and Inclusion – Distributional Justice
- Governing for Resilience in Aquatic Food System
- Fisheries, Aquaculture and Trade Futures

The Policy Forum at the start of the conference will focus on the emergent concept of nutrition-sensitive fisheries and aquaculture and will be headlined by the originator of the concept – Dr. Shakuntala Thilsted, 2021 World Food Prize Laureate. There will also be contributions from government representatives, including a keynote from the Director of Fisheries for Malaysia, Dato' Adnan bin Hussain, as well as international agencies and private sector actors.

Learn more at the conference website:
www.iifet2024.org



Become a Conference Sponsor

- Get your logos seen globally with amplified visibility in the Asia-Pacific region, the world's largest industry of aquatic foods.
- Get associated with and recognized for supporting equity, inclusivity, and global food and nutrition security in the economic development and trade of seafoods, first-time-ever themes of IIFET—a unique opportunity to elevate your brand and socially positioning it.
- Be seen as a partner and resource for international research organizations, development agencies and institutions invested in developing sustainable fisheries and aquaculture to unlock blue economy in the Global South, the big new frontier of economic development.

Sponsoring and being visible at this event puts you in front of qualified and influential audiences related

to your organizational goals. Depending on the sponsorship package you choose, your organization or institution logo will be used as a backdrop and strategically placed for maximum or targeted visibility. The online promotion campaign along with a media campaign in the lead up to the conference will additionally help you reach hundreds of thousands of stakeholders globally and in the Asia-Pacific region

We invite you to be a part of this prestigious conference and contribute to the advancement of fisheries economics and trade on a global scale. Your support will play a vital role in making this conference a success.

You could opt for a ready-made package listed below or we could help you tailor one that suits your needs.

Sponsorship Packages

	PLATINUM Sponsorship (\$25,000) – Empurau	GOLD Sponsorship (\$15,000) – Jelawat	SILVER Sponsorship (\$10,000) – Semah	BRONZE Sponsorship (\$5,000) – Ketutu
Logo on the conference website, banners, and promotional materials	Prominent logo placement	Prominent logo placement	Logo visibility	Logo visibility
Advertisement in the conference program	Sponsor roll-up banner in the conference hall (provided by sponsor)	Half-page advertisement in the conference program	Quarter-page advertisement in the conference program	—
Space at registration desk for placing materials (provide by sponsor)	◆	◆	—	—
Two complimentary conference registrations	◆	◆	—	—
Recognition in media	Press releases and social media posts	Social media posts	Social media posts	Social media posts
Full-page advertisement in the conference program	◆	—	—	—
One attendee pack insert	◆	◆	—	—

Targeted and Specialized Sponsorship Opportunities

Conference Dinner Sponsorship (\$50,000)

- Prominent signage during conference dinner
- Recognition in welcome note, conference program and materials
- Opportunity to provide branded items during dinner
- One complimentary table (8 or 10 pax)

Cocktail Reception Sponsorship (\$25,000)

- Signage during the cocktail reception
- Recognition in conference program and materials
- Four complimentary entries to cocktail reception

Policy Forum Sponsorship (\$40,000)

- Exclusive branding at the policy forum
- Recognition in conference program and materials
- Sponsor roll-up banner in the conference hall (provided by sponsor)
- Mention in the opening remarks of the Policy Forum
- Two complimentary entries to the Policy Forum

Special Session Sponsorship (\$35,000)

- Exclusive branding at the special session
- Recognition in conference program and materials
- Recognition in social media posts and message from you/your organization in the online promotion campaign
- Mention in the opening remarks of the session
- Two complimentary entries to the special session

Gender Special Session Sponsorship (\$15,000)

- Exclusive branding at the gender special session
- Recognition in social media posts and message from you in the online promotion campaign
- Recognition in conference program and materials

Early Career Researcher Networking Session Sponsorship (\$10,000)

- Exclusive branding at the networking reception
- Recognition in conference program and materials
- Recognition in social media posts
- Opportunity to address attendees during the reception
- Two complimentary entries to the networking session

Conference Expo Sponsorship (\$10,000)

- Exclusive branding at the conference expo
- Recognition in conference program and materials
- One complimentary booth

Pre-conference Workshop Sponsorship (\$10,000 - 30,000 for 1-5 trainers)

- Exclusive branding at the pre-conference workshop
- Recognition in conference program and materials
- Promotion in social media
- Opportunity to have a private session with workshop trainers
- Two complimentary entries to the sponsored pre-conference workshop

Poster Session Sponsorship (\$7,500)

- Exclusive branding at the poster session
- Recognition in conference program and materials

Personalized Sponsorships – Be a Hero to Someone! (\$7,500)

Sponsor a student, a developing country participant, or a speaker

- Recognition in conference program and materials
- Shout out in social media posts
- Opportunity to have a private session with the sponsored participant with promotion coverage



Photo credit: Sam Shing Shing / WorldFish

Custom Packages

Tailored sponsorship packages are available to suit your specific goals and budget. Please contact the secretariat (email below) to discuss a tailored opportunity that aligns with your organization's objectives.

Contact Information

For inquiries and to secure your sponsorship, please contact:

Muhammad Hafizullah Mirhassan, WorldFish, secretariat@iifet2024.org

About WorldFish, IIFET Host in Penang

WorldFish is a leading international research organization working to transform aquatic food systems to reduce hunger, malnutrition, and poverty. It collaborates with international, regional, and national partners to co-develop and deliver scientific innovations, evidence for policy, and knowledge to enable equitable and inclusive impact for millions who depend on fish for their livelihoods.

As a member of CGIAR, WorldFish contributes to building a food- and nutrition-secure future and restoring natural resources. Headquartered in Penang, Malaysia, with country offices across Africa, Asia, and the Pacific, WorldFish strives to create resilient and inclusive food systems for shared prosperity.

