Welcome IFLA2020

For the first time in the history of IFLA, the IFLA 2020 World Landscape Architects Summit will play a leading role in formulating and creating landscape architecture-based solutions, for a brighter future.

IFLA2020 will be the platform where regional delegates can share issues, ideas, and inspiration, to ensure the landscape architecture profession is ready to face the requirements of society, the environment, and urban living, for the next 10 years.

Why Participate?

2500 Online Delegates

5 DAYS

4 HOURS Daily Live Streaming

26 LIVE Invited Speakers

70 On Demand Video

When?
18-22 August 2021

Where?
Live Streaming from George Town, Penang

Issues

- Finite Resources
- Homogenous Culture & Diverse Population
- Transient Living
- Natural Disaster - Expect the Unexpected
Programmes

IFLA2020 Fringe Events
MARCH – JULY 2021

IFLA2020 International Student Design Competition
MARCH – MAY 2021
• Competition Judging

ONLINE

MAY - JULY 2021
• May/June: Announcement of Winners (e-mail)

Mid July:
• Submission of Video Presentation by the top winners

18 August onwards:
• Exhibition of Winners’ video presentation on IFLA2020 online platform

ON DEMAND

IFLA2020 International Student Charrette
28-30 JULY 2021 (WED-FRI)
2:00pm - 6:00pm
• Live Streaming from: Universiti Sains Malaysia (USM)

28-29 JULY 2021 (Day 1 & Day 2)
• Briefing and Ice Breaking
• Warm up - Sketches
• Project brief by experts
• Group Activities (related to themes)

ONLINE

30 JULY 2021 (Day 3)
• Student Presentation
• Q&A with Panel Experts
• Prize Presentation by Sponsors
• Closing Remarks

ONLINE FREE VIEW

IFLA2020 Pre-Congress Events
15-17 AUGUST 2021

IFLA World Council Meeting
16-17 AUGUST 2021 (MON-TUE)
8:00pm - 12:00am

ONLINE

Kopitiam Open Studio
17 August till 30 September 2021
8:00pm onwards

ON DEMAND
Programmes

IFLA2020 Main Congress Events
18-22 AUGUST 2021

IFLA2020 OPENING KEYNOTES
LIVE FROM GEORGE TOWN, PENANG
18 AUGUST 2021 (WED)
9:00am-11:00am
• Theme Keynote “Future Tense”
  Frederick Steiner (USA)
• Keynote 1 “Finite Resources”
  Hajjah Rotina Mohd Daik (Malaysia)
• Keynote 2 “Transient Living”
  Adam White (UK)
• Keynote 3 “Homogenous Culture & Div. Population”
  Kongjian Yu (China)
• Keynote 4 “Natural Disaster - Expect the Unexpected”
  Kotchakorn Voraakhom (Thailand)

IFLA2020 OPENING CEREMONY
LIVE FROM GEORGE TOWN, PENANG
18 AUGUST 2021 (WED)
11:00am-12:30pm
• Arrival of GUEST-OF-HONOUR
• National Anthem & Doa Recital
• Welcome to Malaysia Performance
• Speech by IFLA2020 Organising Chairman
• Speech by IFLA President
• Opening Speech by Guest-of-Honour
• Performance by Plastic City Theatre Troupe
12:30pm-1:30pm
• SDG Remarks by Executive Director, UNHabitat
  Maimunah Mohd Sharif (Kenya)
• Presentation of IFLA Awards
• Sir Geoffrey Jellicoe
• IFLA2020 Student Design Competition
1:30pm
• End of Day 1 and Lunch

IFLA2020 TRADE EXHIBITION
18-22 AUGUST 2021 (WED-SUN)
9:00am-6:00pm
ONLINE TRADE EXHIBITION & STORE

ON DEMAND VIDEOS
18 AUGUST 2021 (WED) UNTIL 30 SEPT 2021
9:00am onwards
• IFLA2020 International Student Design Competition Video Exhibition
• IFLA2020 International Student Charrette Pre-recorded Video
Programmes

IFLA2020 Satellite Hub 1
Transient Living

Hin Bus Depot / 19 AUGUST 2021 (THU)

IFLA2020 Satellite Hub 1
19 AUGUST 2021 (THU)
Live from Hin Bus Depot
2:00pm-3:00pm
Showcase
- Showcase Penang Video 1
- Virtual Walking Tour
- Sponsor Showcase

Online

3:00pm-6:15pm
Live Panel Session 1
Moderator: LAr. Anith Ahmad Rosli
Speaker 1 to 5
TBC
Q&A & Wrap Up
Online Quiz & Winner Announcement

Online

IFLA2020 TRADE EXHIBITION
18-22 AUGUST 2021 (WED-SUN)
9:00am-6:00pm
Online Trade Exhibition & Store
Online

ON DEMAND VIDEOS
19 AUGUST 2021 (THU) UNTIL 30 SEPTEMBER 2021
9:00am onwards
- Selected Video Paper Submission
  Theme: Transient Living
- Technical Visits
- Video 1: Penang’s Heritage Past - George Town
- Video 2: Seberang Perai Cultural Discovery - Kg Terus
On Demand
Programmes

IFLA2020 Satellite Hub 2
*Homogenous Culture & Diverse Population*
Hin Bus Depot / 20 AUGUST 2021 (FRI)

2:00pm-3:00pm
Showcase
• Showcase Penang Video 2
• Virtual Walking Tour
• Sponsor Showcase

3:00pm-6:15pm
Live Panel Session 2
Moderator: LAr. Teng Pe Yang
Speaker 1 to 5
TBC
Q&A & Wrap Up
Online Quiz & Winner Announcement

IFLA2020 TRADE EXHIBITION
18-22 AUGUST 2021 (WED-SUN)
9:00am-6:00pm
ONLINE TRADE EXHIBITION & STORE

ON DEMAND VIDEOS
20 AUGUST 2021 (FRI) UNTIL 30 SEPT 2021
9:00am onwards
• Selected Video Paper Submission
  Theme: Homogenous Culture & Diverse Population
• Technical Visits
• Video 3: Hidden Gems of Merbok River
Programmes

IFLA2020 Satellite Hub 3
Finite Resources

The Habitat, Penang Hills / 21 AUGUST 2021 (SAT)

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<td>2:00pm-3:00pm</td>
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<td>Showcase</td>
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ON DEMAND VIDEOS

ON DEMAND VIDEOS
21 AUGUST 2021 (SAT) UNTIL 30 SEPT 2021
9:00am onwards

- Selected Video Paper Submission Theme: Finite Resources
- Technical Visits
- Video 4: Teluk Bahang Eco Tourism Belt - Tropical Spice Garden
- Video 5: Malaysia a Sustainable Garden City
Programmes

IFLA2020 Satellite Hub 4
Natural Disaster, Expect the Unexpected

The Habitat, Penang Hills / 22 AUGUST  2021 (SUN)

IFLA2020
Satellite Hub 4
22 AUGUST 2021 (SUN)
Live from The Habitat, Penang Hills

2:00pm-5:00pm
Live Panel Session 4
Moderator: LAr. Ainol Najwa

Speaker 1 to 5
TBC

Q&A & Wrap Up
Online Quiz & Winner Announcement

5:00pm-6:00pm
IFLA2020 Closing Ceremony
• IFLA2020 Awards (paper, poster, video)
• Thank you speech (Penang State Government)
• Closing Speech by IFLA President
• Flag Handover (Malaysia to Korea)
• IFLA2022 Promotional Video

IFLA2020 TRADE EXHIBITION
18-22 AUGUST 2021 (WED-SUN)

9:00am-6:00pm
ONLINE TRADE EXHIBITION & STORE

ON DEMAND VIDEOS
22 AUGUST 2021 (SAT) UNTIL 30 SEPT 2021
9:00am onwards

• Selected Video Paper Submission
  Theme: Natural Disaster, Expect the Unexpected

• Technical Visits
• Video 6: Balik Pulau Heritage Trade
• Video 7: Butterworth Baharu - Jeti Lama Rehabilitation
The 57th IFLA WORLD CONGRESS

WORLD LANDSCAPE ARCHITECTS
SUMMIT

IFLA 2020

18-22 AUGUST 2021
LIVE STREAMING FROM
GEORGE TOWN, PENANG, MALAYSIA

HYBRID ONLINE FREE VIEW ON DEMAND

Sponsorship Packages

ORGANISED BY
IFLA
INTERNATIONAL FEDERATION
OF LANDSCAPE ARCHITECTS

CO-ORGANISED BY
NATIONAL LANDSCAPE DEPARTMENT
MINISTRY OF NATURAL AND ECOLOGICAL ENVIRONMENT

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STRATEGIC PARTNER

www.ifla2020.com
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RM 50,000

Virtual Exhibition Booth (RM 5,000.00)
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  - Logo
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  - Live Chat - Whatsapp, Wechat & Telegram
  - Congress E-Pass
  - Video
  - Company Website

Logo & Branding (RM 42,000.00)
- Stage backdrop (Digital) - Tier 1
  1. Opening Ceremony
  2. Satellite Hubs
- Event Lobby Virtual Banner
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- IFLA 2020 Website Logo Appearance
- Social Media Welcoming Ads
- Congress E-proceeding Book (PDF)

Sponsor Showcase - Video (RM 30,000.00)
- Opening Ceremony - 1 Time
- Satellite Hubs - 4 Hubs

Live Product Presentation - 10 Minutes (RM 20,000.00)
- Satellite Hubs - 2 Hubs

Participation Pass (RM 6,000.00)
- IFLA 2020 Congress (Full Package 5 Days Online Conference) x 10 passes

Total Benefit Value:
RM 103,000.00

For more information, please contact:
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- Video
- Company Website

Logo & Branding (RM 24,500.00)
- Stage backdrop (Digital) - Tier 2
  - Opening Ceremony
  - Satellite Hubs
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- IFLA 2020 Website Logo Appearance
- Social Media Welcoming Ads
- Congress E-proceeding Book (PDF)

Sponsor Showcase - Video (RM 10,000.00)
- Satellite Hubs - 2 Hubs

Live Product Presentation - 10 Minutes (RM 10,000.00)
- Satellite Hubs - 1 Hub

Participation Pass (RM 3,000.00)
- IFLA 2020 Congress (Full Package 5 Days Online Conference) x 5 passes

Total Benefit Value: RM 52,500.00

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• Social Media - Instagram, Facebook
• Live Chat - Whatsapp, Wechat & Telegram
• Congress E-Pass

LOGO & BRANDING
(RM 17,000.00)
• IFLA 2020 Website Dedicated Company Page (Write up, Logo & Website Link)
• IFLA 2020 Website Logo Appearance
• Social Media Welcoming Ads
• Congress E-proceeding Book (PDF)

SPONSOR SHOWCASE - VIDEO
(RM 5,000.00)
• Satellite Hubs - 1 Hub

PARTICIPATION PASS
(RM 1,200.00)
• IFLA 2020 Congress (Full Package 5 Days Online Conference) x 2 passes

Total Benefit Value: RM 26,200.00

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• Brochure
• Social Media - Instagram, Facebook

LOGO & BRANDING
(RM 7,000.00)
• Social Media Welcoming Ads
• Congreses E-proceeding Book (PDF)

PARTICIPATION PASS
(RM 600.00)
• IFLA 2020 Congress (Full Package 5 Days
  Online Conference) x 1 passe

Total Benefit Value:
RM 9,100.00

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Confirmation Form

Company name ____________________________
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Date
Signature ____________________________

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