

RE: REQUEST TO ATTEND THE CEO CONCLAVE AND INVESTORS DINNER - AUGUST 16, 2024.

Dear Sir/Madam,

I am writing to seek your approval and support to attend the upcoming **CEO Conclave and Investors Dinner 2nd Edition**, organized by the **Asia Africa Chamber of Commerce**. The event is scheduled for **August 16, 2024**, from **7 PM to 10 PM** at the **Villa Rosa Kempinski**.

This event promises to be an invaluable opportunity for both personal and professional growth, and I believe it aligns perfectly with our institution's strategic goals.

1. Networking Opportunities:

The CEO Conclave and Investors Dinner will gather some of the most influential leaders and decision-makers from across Asia and Africa. This event will provide a rare opportunity to connect with CEOs, investors, and policymakers, facilitating potential partnerships and collaborations that could significantly benefit our institution.

2. Insightful Speakers:

The event will feature renowned speakers, including:

- Dr. Romel Santos, CEO of Sam Digital Technologies and a notable figure listed by Forbes Australia.
- Augusto Maqueongo, PhD, Chief Budget and Resources Management Coordinator at the African Development Bank.
- H.E. Ruzaid Muhamad, Malaysian Ambassador to Kenya.

Their insights on the latest industry trends, economic forecasts, and innovative strategies will provide us with a wealth of knowledge and inspiration that can be directly applied to our ongoing projects and strategic initiatives.

3. Exposure to Investment Opportunities:

The presence of high-profile investors and financial experts at the event offers a unique chance to explore potential investment opportunities and funding options. This could be particularly advantageous for our upcoming projects and could help us secure the necessary resources to achieve our goals.

4. Enhancing Our Institution's Profile:

Attending this prestigious event will enhance our institution's visibility and reputation within the industry. It will demonstrate our commitment to staying at the forefront of industry developments and our proactive approach to fostering international relationships.

5. Learning Best Practices:

The event will serve as a platform to learn best practices from industry leaders and successful enterprises. This knowledge can be instrumental in refining our strategies,

improving our operations, and ensuring that we remain competitive in a rapidly evolving market.

Estimated cost

- Coming to network and learn – Ksh. 10,000
- Add 1 Rollup Banner - Ksh. 10,000 + KSh. 5,000 (1pax)
- 1 pax + 1 min commercial video - Ksh. 35,000
- Exhibition Table - KSh. 25,000

In conclusion, the CEO Conclave and Investors Dinner represents a significant opportunity for our institution to gain invaluable insights, establish strategic connections, and explore new avenues for growth and investment. I am confident that the benefits of attending this event will far outweigh the investment in time and resources.

I kindly request your approval to attend this event and look forward to discussing this further with you.

Thank you for considering this request.

Warm regards.