4th Southeast Asian Studies Symposium
20 - 24 March 2015, Sunway University, Kuala Lumpur, Malaysia

“The Year of ASEAN: Integrating Southeast Asia”

in conjunction with the
Asian Economic Panel conference

Co-hosted by:
Jeffrey Cheah Institute on Southeast Asia
The Southeast Asian Studies Symposium is the world’s largest annual conference on Southeast Asia. After three successive years at the University of Oxford, Project Southeast Asia are delighted to bring the 4th annual Southeast Asian Studies Symposium to Sunway University, Kuala Lumpur, in the heart of Southeast Asia. It will be co-hosted by the Jeffrey Cheah Institute on Southeast Asia. In addition, the Asian Economic Panel (AEP) conference, a gathering of the world’s premier economists who work on Asia, will be held in conjunction with the Symposium.

Its core aim is to address the most important Southeast Asian issues, such as sustainable development, environmental change, and infectious diseases, and propose and develop solutions which are sustainable, effective, viable, and culturally appropriate.
As the premier Southeast Asian studies conference in the world, the Southeast Asian Studies Symposium provides an ideal venue for exposure to the best academic practitioners from around the world and for learning about the latest research on important issues facing Southeast Asia. The Symposium also provides a platform for networking and building relationships between academic, political, business, and civil society leaders of Southeast Asia. Your sponsorship also helps enable young and emerging scholars, regardless of background, to attend the Symposium and present their research.

Sponsors, supporters, and exhibitors are critical to the operational success of the 2015 Symposium. Sponsorship and supporter investment further helps to sustain and grow the Symposium, bringing high-profile attention and recognition to each sponsor organisation. A variety of levels and events are now being offered with limited availability. Securing these opportunities early will gain your organisation increased exposure in the Symposium booklet, the Symposium website and social media outlets, and at the Symposium’s events.

All sponsorship and exhibition opportunities can be packaged into custom branding solutions to meet your organisation’s needs. Opportunities can be packaged with year-round or multiple-year Symposium sponsorship and advertising that creates a full-service plan for the greatest impact with your target audience.

Project Southeast Asia warmly invites further discussions with all those who share our vision and wish to join us in our efforts to contribute solutions to the most pressing issues facing Southeast Asia today.

**Why Sponsor the Symposium?**

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*Ceiling of the Divinity School, Bodleian Library, built 1488*
Keeping in mind its goal of addressing contemporary issues, the Symposium has combined cutting edge research with in-depth roundtables discussing the problems facing Southeast Asia. In 2014, topics included the environment and natural resources, maritime security, regime transitions in Southeast Asia, challenges facing public health, the contemporary political economy of Southeast Asia, the role of legal and judicial institutions in the lives of Southeast Asians, and issues facing ethnic, gender, religious, and marginalised minorities.

In 2015, the theme of the conference is “The Year of ASEAN: Integrating Southeast Asia”. Panels will focus on ASEAN and regional integration; the continuing political transitions in Indonesia and Myanmar; challenges facing public health provision throughout Southeast Asia; the need for accountability, consultation and civil society engagement in resource use in Southeast Asia; the debate over values and identity in post-colonial Southeast Asian states; educational challenges in Southeast Asia; and economic development, among others.

2014 roundtable on “Regime Transitions in Southeast Asia: Lessons for Myanmar?” featuring Professor Caroline Hughes (University of Bradford), Dr Lee Jones (Queen Mary, University of London), Dr Reshmi Banerjee (School of Oriental and African Studies, University of London), Dr Peter Carey MBE (University of Oxford), Dr Rui Feijo (University of Coimbra), and Dr Thomas Jandl (American University).
The 2014 Symposium comprised 50 panels presenting 180 papers and 350 delegates from 32 countries, with the participation of a wide variety of Southeast Asian and European political, business, academic, and civil society leaders. Representatives of the UK, EU, and UN, attended, along with Ambassadors from a majority of Southeast Asian countries with representation in London.

Keynote speakers in previous years have included:

In 2013: Mark Pritchard MP (Chair, UK All-Party Parliamentary Group on ASEAN), HE Hamzah Thayeb (Indonesian Ambassador to the United Kingdom), and the Earl of Cranbrook.

In 2014: Senator Dato Seri Abdul Wahid bin Omar (Minister in the Prime Minister’s Department, Malaysia; and former Maybank CEO), Stephen Lillie (Head of the Asia-Pacific Directorate of the Foreign and Commonwealth Office), Tony Pua (Alumnus of Keble College, University of Oxford), and Sir David Weatherall (Regius Professor of Medicine Emeritus, University of Oxford and Patron, Project Southeast Asia). The Symposium also opened and closed with messages from two Nobel Peace Prize laureates, Daw Aung San Suu Kyi (1991) and José Ramos-Horta (1996).

To be held at Sunway University’s New University Building, an 800,000 square foot tower featuring a 450 seat auditorium, two 300 seat auditoria, six 100 seat lecture theatres, two 80 seat mini-theatres with tiered seating, four 60 seat seminar rooms, and 120 classrooms holding up to 60 people each.
Speakers at the 2015 Symposium will include:

*From Oxford:*
- Chancellor Lord Patten of Barnes*
- Vice-Chancellor Professor Andrew Hamilton*
- Pro-Vice-Chancellor Professor Nick Rawlings
- Professor of Forestry Emeritus Jeffery Burley CBE
- Principal of Corpus Christi College Emeritus Sir Tim Lankester
- Director of the Fertility and Reproductive Studies Group Dr Philip Kreager
- Al-Bukhari Fellow in the History of Islam in Southeast Asia Dr Kevin Fogg*

*Other Institutions:*
- Professor Jeffrey Sachs (Columbia University)
- Professor Wang Gungwu (East Asia Institute, National University of Singapore)
- Professor Arthur Kleinman (Harvard University)
- Professor Dwight Perkins (Harvard University)
- Professor Kiyohiko Nishimura (University of Tokyo)
- Professor Chalongphob Sussangkarn (Thailand Development Research Institute)
- Professor Fan Gang (China National Economic Research Institute)
- Professor Barry Eichengreen (University of California, Berkeley)

*To Be Confirmed*
The 4th Southeast Asian Studies Symposium will feature a unique showcase of some of the Bodleian library’s and the Ashmolean museum’s greatest Southeast Asian treasures. This will be the first time that Oxford has brought these artefacts to Southeast Asia for a major exhibition. Sunway’s New University Building has been specially upgraded to accommodate the security and environmental needs of the exhibition.

In 2014, artefacts exhibited in conjunction with the 3rd Southeast Asian Studies Symposium included the beautiful letter from Sultan Iskandar Muda of Aceh to King James I, 1615 (right, Bodleian Library, University of Oxford, MS Laud. Rolls B), the matriculation form of Siamese King Vajiravudh (Rama VI, 1910 – 1925), who matriculated at Oxford in 1900, and a magnificent Pali text of the lives of the Buddha.
### SPONSORSHIP PRIVILEGES

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<tr>
<th>Sponsorship Privilege</th>
<th>Gold Package RM25,000</th>
<th>Platinum Package RM50,000</th>
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<tr>
<td>Company logo acknowledged in the conference booklet</td>
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<td>Recognition and acknowledgement of company via the event social media pages (Facebook, Twitter, Website)</td>
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<td>Verbal recognition during the opening and closing ceremony of the event</td>
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<td>Opportunity to contribute your company’s merchandise/goods toward the conference pack (goody bag)</td>
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<td>Company logo acknowledged on conference event backdrop and screensavers</td>
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<td>Opportunity to use your company’s products/goods as conference stationery/material. E.g. pen, folders, notepads.</td>
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<td>Complimentary booth provided throughout the event for sponsor company to display their corporate resources/promotional materials/recruitment materials, etc.</td>
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<td>Complimentary tickets to attend and network at the Symposium and AEP conference</td>
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<td>Complimentary tickets to attend and network at the event’s Gala Dinner</td>
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<td>Company recognised and presented with token of appreciation during the Gala Dinner</td>
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# Sponsorship and Exhibition Opportunities

## 2. Event-Specific Sponsorship

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<th></th>
<th>Panels</th>
<th>Reception</th>
<th>Dinner</th>
<th>Lunch</th>
<th>Cultural Event Cost of the Event</th>
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<tbody>
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<td>Acknowledgement at event</td>
<td>✓</td>
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<tr>
<td>Acknowledgement in Symposium Booklet</td>
<td>✓</td>
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<td>Speech opportunity for sponsor at event</td>
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<td>Complimentary tickets to attend Symposium, Asian Economic Panel conference, and gala dinner</td>
<td>1 per panel sponsored</td>
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Note:
- Sponsorship amounting to more than or equal to RM25,000 will receive the benefits of the GOLD package
- Sponsorship amounting to more than or equal to RM50,000 will receive the benefits of the PLATINUM package

## 3. Publisher Opportunities

**Publisher stands:**
Each stand comes with 2 tables (8ft by 4ft each) and 2 chairs.
- **RM4,000** for 20 - 22 March (Southeast Asian Studies Symposium only)
- **RM6,000** for 20 - 24 March (Southeast Asian Studies Symposium and AEP conference)

**Advertising:**
- **RM2,000** for an insert in the conference pack (a leaflet or thin booklet) or a one page advertisement in the Symposium booklet.
CONTACT DETAILS

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Information in this brochure is subject to change.
It is correct as of 27 September 2014.