



January 30, 2022

Dear Velimir Srica,

We hope that you are safe and avoid new variants of Covid.

With 2021 behind us and 2022 underway, we hope that this year will positively change both personally and professionally and will be safer, exciting, and more balanced.

The 2nd eWMS (electronic World Marketing Summit) successfully concluded on Nov.6&7, 2021, which ran continuously for 48 hours simultaneously in 105 countries, with the presentations of 126 influential global speakers. As per Amazon and Alibaba web services, the viewership of eWMS 2021 has reached 42.07 million worldwide.

We "NEVER STOP," now planning for eWMS 2022 as the theme is; Marketing Changes to Meet Sustainability Goals.

We are again inviting 100 eminent leaders from the academic and corporate sectors. Each of the speakers will deliver via pre-recorded video talk for 20 minutes. This exciting event will take place on November 6, and 7, 2022, in the form of online presentations that will start at 00:01 am GMT on NOV 6 and finish at 11:59 pm GMT on Nov.7. The program will be available worldwide from Auckland to Los Angeles as we keep aiming "to create a better world through marketing." While targeting 100+ million viewership for eWMS 2022, we are offering 50 million complimentary tickets for students so that the message of marketing with sustainability can reach many millennials worldwide.

Why marketers & marketing for meeting sustainability goals? Because customers are driving the demand for companies to be more accountable and marketers are at the front-line building relationships with these customers, identifying with them. We are putting them in a solid position to take this customer insight to the rest of the company. Marketers impact those critical to engage with sustainability – processing, packaging, and distributing a product. Their communication skills keep the customer and the rest of the company informed on the viability of sustainability practices. There is an opportunity now for marketers to be at the heart of what has been termed the Triple Bottom Line process where, alongside the regular financial bottom line, business is also required to think about its environmental and social impacts, creating a complex arrangement of bottom-line deliverables. We believe that if appropriate steps are not taken to make our business future sustainable, there'll be no business future.

We invite you as keynote speaker on the 3rd chapter of the online World Marketing Summit (eWMS) so you can size up how well or badly sustainability is going in your country and how it can be done better. Your acceptance would mean a lot for creating a sustainable world. Our executive director, Dr. Fahim Kibria will further communicate with you for the same.

Cordially,

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