[Your boss’ name],

I am seeking your approval and support to attend [Money20/20 Asia](https://asia.money2020.com), taking place on 22-24 April 2025 in Bangkok. This event presents an unparalleled opportunity that promises to significantly impact our business growth and success in and around Asia.

This event, above all others, is *the* most influential gathering of the **money ecosystem in APAC**, a region that’s expected to become the world’s largest fintech market by 2030.

This will give me access to **top leaders from banks, payments, tech, startups, retail, fintech, financial services, policy**, and more that we normally wouldn’t see in one place altogether. Attending will be critical to achieving [add project(s) or initiative(s) for performance targets/lead gen/build pipeline/network/key learnings]. We should consider the cost to our business if we don’t attend and our competitors do.

**Here is why attending Money20/20 Asia is essential to growing our business:**

1. **To accelerate deals:** Through various high-impact networking opportunities available at the event and 1 in 3 attendees being C-suite (CEO, CMO, CFO, COO, etc.), we’ll have unmatched reach to key decision-makers in the industry to get business done at scale. Michele Fung, General Manager of LianLian Global said this about our 2024 edition: “We have met lots of partners, lots of new connections, lots of business discussions. In fact, we closed a deal at 9.30am yesterday morning, right on the ground.”
2. **To build partnerships:** Money20/20 Asia provides the premier platform to connect our business with top industry leaders and rising stars, paving the way for us to form new partnerships, secure funding rounds and more. Ankur Mehrotra, the Group President of JULO said “One of our main purposes here is to meet with various forms of capital providers, partners, vendors, business partners, and alliances all coming under one roof, which always makes it a lot more beneficial and efficient. I don’t have to fly around five countries to do that. I can do it in one place. We do have quite a significant number, I think more than 20 meetings set up over the next two days.”
3. **To raise our profile:** Our presence at the event offers invaluable exposure to key players in the industry (50% of attendees are VP level and above). Ernest Cu, the President & CEO of Globe Group said that "You can set up a lot of meetings, not just in volume, but in quality, with people who can really impact your business."
4. **To make breakthroughs:** Money20/20 Asia brings together world-class industry experts from across the global money ecosystem. In 2024, the event saw keynotes like Masakazu Osawa, Managing Executive Officer and Chief Executive for MUFG Bank, Aamir Ibrahim, CEO of Jazz, Jazz Telco and Jazz Cash, Charles Li, Founder and Chairman of Micro Connect, Hong Kong's latest lending unicorn, and Dr. Daranee Saeju, the Assistant Governor, Payment Systems Policy & Financial Consumer Protection Group at the Bank of Thailand. The sessions will deliver revelatory ideas, insights, and innovations that will allow our business to stay ahead of what's next in money.

**A snapshot of numbers from the 2024 edition of Money20/20 Asia:**

**/** 3000+ Attendees **/** 1000+ C-Suites

**/** 1500+ VP Level and above **/** 1100+ Leading Companies

**/** 120+ Sponsors **/** 85 Countries Represented

**/** 300+ Expert Speakers **/** 200+ Press

If I[buy a pass](https://asia.money2020.com/pass-picker) **by 10 January 2025, we**’**ll save US$1175 per pass and we**’**ll save even more if we book as a team** (up to 15% off per pass!)After attending, I’ll gladly share with our colleagues key takeaways, skills, ideas, potential opportunities, and how they can be applied to our current business and future strategies.

Thank you for considering my request. I look forward to your reply.

Best regards,

[Your Name]