

6 October 2020
The Ritz-Carlton Kuala Lumpur



The Malaysian Digitalization Forum

The New Digital Era
in the New Normal –
Strategies for Success

Opening Keynote Address

YB Khairy Jamaluddin

Minister of Science, Technology and Innovation

Closing Keynote Address

YB Datuk Seri Mohd Redzuan Md Yusoff

Minister in the Prime Minister's Department
(Special Functions)



The Digital Economy is the way forward for Malaysian businesses and companies.

For further enquiries or registration, please email to mradhi@kasi.asia or wani@kasi.asia

About the Forum

The Digital Economy is the way forward for Malaysian businesses and companies. The pandemic crisis has shown the importance of digital innovation and digitization with the growth of e-commerce and online business.

The pandemic crisis especially during the MCO has seen an acceleration of digitization of the economy with many industries and businesses adopting online platforms and e-commerce. In this new era of digital innovation Artificial Intelligence (AI), Robotics, Big Data analytics and digital transformation will disrupt Malaysian business as it will also impact businesses globally. Malaysian companies including GLC's, GLIC's and SME's have to adopt to digitization, AI and robotics. Businesses must be adaptive to the new normal and have the agility to transform and compete in the new digital era.

How can companies, entrepreneurs and managers transition to the new digital era? How can they adapt to disruptive and transformational change? How can digital innovation be the new drivers of growth? What are the key success factors in the digital economy? What's the impact on business and society, people and skills, regulatory and policy framework? How can digital innovation be scaled up?

How can companies and SME's in particular shift from offline to online business? How can we ensure digital inclusion?

This high level Digitalization Forum will discuss these key and strategic questions to help companies big and small adapt to and succeed in the new normal. It will also address how companies can adapt their business model to a digitalization model and industry 4.0.

PROGRAMME

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8.30am	Arrival and Registration of Participants
9.15am	WELCOME SPEECH BY Datuk Seri Mohamed Iqbal Rawther, Chairman, Economic Club of Kuala Lumpur and Adviser to KSI Strategic Institute for Asia Pacific
9.25am	OPENING KEYNOTE ADDRESS BY YB Khairy Jamaluddin, Minister of Science, Technology & Innovation Enhancing Digital Innovation and Digital Inclusion
9.45am	Morning Refreshments
10.15am	The Role of Digitization in Sustaining and Accelerating Economic Recovery How companies and SME's can succeed and thrive in the new digital era? What are pitfalls to avoid? How to succeed in digital entrepreneurship?
11.30am	How Businesses can Adapt and Benefit from AI and Big Data Assessing challenges, issues, opportunities and trends in AI and lessons to be Learnt. How can the workforce be upskilled and reskilled with AI knowledge and solutions?
12.45pm	LUNCH AND SPECIAL LUNCHEON KEYNOTE ADDRESS BY YB Dato' Saifuddin Abdullah, Minister of Communications and Multimedia <i>(to be confirmed)</i> Enhancing Digital Inclusion in the New Digital Era
2.00pm	BPO and Global Business Services – Key Issues and Success Factors How can Malaysia become more attractive for BPO? How to bring in more global business services companies to Malaysia? What's new in global business services?
3.15pm	E-Commerce and Online Business: Where Do We Go From Here? How to Scale Up? The rapid growth of e-commerce during the COVID-19 pandemic will continue in the post COVID era with new business models on online platforms reshaping business. How can companies tap into growing e-commerce? What are new solutions? How can SME's benefit from e-commerce? How to enhance cyber security to protect e-commerce?
4.30pm	CONVERSATION AND DIALOGUE WITH Datuk Wira Dr. Hj. Rais Hussin Mohamed Ariff, Chairman, Malaysia Digital Economy Corporation (MDEC)
5.00pm	CLOSING ADDRESS BY YB Datuk Seri Mohd Redzuan Yusoff, Minister of Special Functions, Prime Minister's Department Strengthening Cyber Security – The Way Forward
5.30pm	Afternoon Refreshments and End of Forum

Notes

- The Organizers reserve the right to alter the content and timing of the Programme in the best interest of the Forums and is not responsible for cancellation due to unforeseen circumstances.
- The Organizer accept no responsibility for statements made orally or in written material distributed by any speaker at the Forum. In addition, the Organizer is not responsible for any copying, republication or redistribution of such statements.
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About KSI Strategic Institute for Asia Pacific

KSI is an independent not-for-profit think tank dedicated to improve socio-economic wellbeing through the development of public policy ideas through research, public interaction, and providing insight. We provide policy advocacy, leadership development and strategic planning to policy makers and members of society.

KINGSLEY ADVISORY & STRATEGIC INITIATIVES SDN BHD^{201701042561 (1256734-T)}

A-07-09, Plaza Mont Kiara
2, Jalan Kiara, Mont Kiara
50480 Kuala Lumpur, Malaysia

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info@kasi.asia

KSI's Vision

KSI is a leading organiser of high level conferences and forums providing platforms for the best minds to meet, interact, discuss issues & trends impacting on business and competitiveness.

To enhance dialogue between Governments, Business and Civil Society in promotion of inclusive and sustainable development.

The Core Focus area:

- Economic competitiveness
- Strategic analysis
- Business strategy
- Sustainable Development Goals
- National unity
- Global governance
- E-Commerce
- Human Capital
- Intellectual Capital
- Social Capital

PARTICIPANT REGISTRATION FORM

6 OCTOBER 2020
THE RITZ-CARLTON KUALA LUMPUR

The
Malaysian
Digitalization
Forum

Please fill in **BLOCK** letters and print with **BLACK INK**. One form per person.

Yes! I would like to attend The Malaysian Digitalization Forum.
Please make a reservation for the following:

PERSONAL DETAILS

Name:

Organisation:

Designation:

Address:

Office Number:

Mobile Number:

Email:

Fax:

REGISTRATION FEE

PRICE PER PAX (Please tick (✓) your choice)

- | | |
|---|---|
| <input type="checkbox"/> Registration Fee | RM850 (Pricing listed inclusive 6% SST) |
| <input type="checkbox"/> Government/Public sector | RM650 (Pricing listed inclusive 6% SST) |
| <input type="checkbox"/> Group of 2 or more | RM700 (Pricing listed inclusive 6% SST) |
| <input type="checkbox"/> Virtual Conference | RM400 (Pricing listed inclusive 6% SST) |

The registration fee includes conference material, coffee breaks and lunch.

FOR THE PUBLIC OR GOVERNMENT SECTOR

A Local Order (LO) or letter of approval to participate must be presented before the event.

Service tax number **B16-1903-32000112**

Effective date **1 April 2019**

PAYMENT METHOD

MODE OF PAYMENT (Please tick (✓) your choice)

- | | |
|---|--|
| <input type="checkbox"/> Cheque / Bank Draft | Payment by cheque or bank draft must be made payable to:
Kingsley Advisory And Strategic Initiatives Sdn Bhd |
| <input type="checkbox"/> Bank Transfer
(kindly email or fax the payment
slip to the Secretariat) | Account Name Kingsley Advisory And Strategic Initiatives Sdn Bhd
Bank Name Malayan Banking Berhad
Address B-13, Garden Shoppe One City, Jalan USJ 25/1, USJ 25
47650, UEP Subang Jaya, Selangor Darul Ehsan
Account Number 518617007256
Swift Code MBBEMYKL |

- Registration will only be confirmed when the full payment is received. Please send your payment to the Secretariat at the address above.
- Admittance may be denied upon failure to make full payment

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CANCELLATION/SUBSTITUTION POLICY

Upon registering, participant(s) are considered successfully enrolled in the event. Should participant(s) decide to cancel/transfer their enrolment, a cancellation/transfer policy shall be applied as follows.

- a) Written cancellation/ transfer received less than three (3) days from the date of the event:
- A refund (less administrative charge of 20%) will be made
 - Unpaid registrations will also be liable for 20% administrative charges
- b) Written cancellation/no show on the day of the programme:
- No refund will be entertained
 - Unpaid registrations will also be liable for full payment of the registration fee - Partial cancellation is not allowed

You can substitute an alternate participant if you wish to avoid cancellation/transfer charges. Any difference in fees will be charged accordingly.

BILLING AND APPROVING AUTHORITY INFORMATION

Organisation/Company:

IF DIFFERENT FROM ABOVE:

Name:

Designation:

Department:

Address:

Office Number:

Mobile Number:

Email:

Fax:

Purchase Order # or other reference:

DATA PROTECTION STATEMENT & PERSONALITY / IMAGE RIGHTS

By filling out the registration form, the participant gives consent that KSI Institute can process the personal information provided, whether now or in the future, may be used, recorded, stored, disclosed or otherwise processed by or on behalf of KSI Institute for the purposes of facilitation and organisation of this or similar conference, research and audit, maintenance of a delegate database for the promotion of this or similar conference, and such ancillary services as may be relevant. This includes the placing of photographs in the KSI Institute's social media platform, in the KSI Institute's newsletter or selecting some for articles on the conference in a journal or newspaper, or in any other web/printed publication.

DISCLAIMER:

KSI Institute reserves the right to change the speaker(s), date(s) and to cancel the programme should circumstances beyond its control arises. KSI Institute also reserves the right to make alternative arrangements without prior notice should it be necessary to do so. Upon signing the registration form, you are deemed to have read and accepted the terms and conditions.

REGISTRATION

Contact	Mobile	Email the form
Mohd Radhi Puteh	+6013 757 2395	mradhi@kasi.asia
Noor Syazwani Md Amin	+6017 405 0102	wani@kasi.asia

FOR ENQUIRY

Kingsley Advisory & Strategic Initiatives Sdn Bhd 201701042561 (1256734-T)

A-07-09, Plaza Mont Kiara, 2, Jalan Kiara, Mont Kiara, 50480 Kuala Lumpur, Malaysia

T: +603 6419 9698 F: +603 6419 9683 E: info@kasi.asia