



Asian Strategy & Leadership Institute
Dedicated To Creating A Better Society

CONFERENCE ON THE DIGITAL ECONOMY & ECOMMERCE

“Unleashing the Power of Innovation, Reinventing Our Economy”

Thursday, 27 July 2017 • Sunway Resort Hotel & Spa, Selangor



Strategic Partner



Supporting Organisation



www.asli.com.my

CONFERENCE ON THE DIGITAL ECONOMY & ECOMMERCE

“Unleashing the Power of Innovation, Reinventing Our Economy”



With a smartphone in almost every pocket, it's time more businesses joined the digital race or else risk being left behind. The digital economy is developing rapidly worldwide. It is the single most important driver of innovation, competitiveness and growth, and it holds huge potential for entrepreneurs and small and medium-sized enterprises (SMEs). Unfortunately, less than 10 per cent of local enterprises are currently taking full advantage of new digital opportunities.

How businesses adopt digital technologies will be a key determinant of their future growth.

It's an economy of limitless opportunities for some and disruption and displacement for others. Many firms — such as Kodak, Blockbuster, Sears, and Blackberry — were unable to adapt, while others are thriving. According to a MIT Sloan research, the companies that are adapting to a digital world are 26 per cent more profitable than their industry peers.

New digital trends such as cloud computing, mobile web services, smart grids, and social media, are radically changing the business landscape, reshaping the nature of work, the boundaries of enterprises and the responsibilities of business leaders.

These trends enable more than just technological innovation. They spur innovation in business models, business networking and the transfer of knowledge and access to international markets.

WHY ATTEND?

Prime Minister Datuk Sri Najib Razak had in early August 2016 shared that digital economy contributes to 16.3 per cent of the GDP. Malaysia aspires to have a digital economy that contributes 20 per cent to the GDP by 2020.

As in other countries, trade is also being increasingly conducted in digital form in Malaysia. Products and services are transmitted digitally across borders. Moreover, data is the lifeblood of the 21st century enterprise across all sectors, including retail, media, manufacturing, finance, logistics and healthcare.

Malaysia has to take advantage of the growth opportunities presented by the Digital Transformation to the fullest of its potential, which is powered by new ways of collaborative networking where productivity and competitiveness are enhanced.

The Asian Strategy & Leadership Institute (ASLI) will organise an event to explore how Malaysia can maximise the interconnected nature of the Malaysia's digital infrastructure in order to truly capitalise and supercharge its digital economy both now and in the future.

CONFIRMED SPEAKERS

- **Datuk Hj Shamsuddin Bardan**
Executive Director, Malaysian Employers Federation
- **Mr. Neil Foo**
Chief Executive Officer of the Secretariat for the Advancement of Malaysian Entrepreneurs (SAME)
- **Mr. Ganesh Kumar Bangah**
Senior Advisor, HT Consulting (Asia) Sdn Bhd / Deputy Chairman, PIKOM
- **Mr. Victor Phang Yong Soon**
CEO / Founder, iTalent Management
- **Mr. Laurence Chooi**
Senior Vice President, Aladdin Group
- **Ms. Fione Tan**
Chief Executive Officer, e1Net.com
- **Ms. Charmaine Pang**
Chief Executive Officer, Modentis IT Marketing / Vice President, Mobile Commerce Association of Malaysia (MOCA)
- **Mr. Raju Chellam**
Vice President – New Technologies, Fusionex International
- **Mr. Hasnul Nadzrin Shah**
Director Government and Regulatory Affairs, IBM Malaysia
- **Ms. Nor Akmar Shah Minan**
Head of Division, Digital Communities and Program Coordination, Malaysian Communications and Multimedia Commission
- **Mr. Pranabesh Nath**
Research Director - Practice Group, IDC Malaysia
- **Mr. Chan Kok Long**
Co-founder & Executive Director, iPay88

WHO SHOULD ATTEND?

The conference will involve the participation of civil society players (industry, social dialogue partners, academics) with direct, hands-on experience and will therefore make a contribution to fostering dialogue between industry and policy-makers. It will encourage debates and address issues across local, national and global contexts, and will be centred on the following topics:

1. The Digital Economy at the Heart of the Country's Competitiveness: The Role of Public Policies as a Tool for Fostering Economic Growth and New Business Models
2. Creation of Digital Free Zone (DFZ) in Malaysia – Challenges and Opportunities
3. Boosting E-Skills, Facilitating Job Conversion and Rethinking Labour
4. Succeeding the World of Ecommerce – Best Practices & Key Success Factors
5. Looking Ahead: New Prospects for Innovation

- **Dato' Kenny Goh**
Chief Executive Officer, Macro Kiosk
- **Dr. Gopinath Rao Sinniah**
CTO, Favoriot / Chairman - IOT Working Group, Malaysian Technical Standards Forum (MTSFB)
- **Dr. Suhazimah Dzazali**
Deputy Director General (ICT), Malaysian Administrative Modernization and Management Planning Unit (MAMPU)
- **Ms. Yeo Eng Ping**
Managing Partner - ASEAN Tax, Ernst & Young Tax Consultants
- **Mr. Jeffri Cheong**
Co-founder & Managing Director, Kaodim Group
- **Mr. Serm Teck Choon**
President, Malaysian Digital Association (MDA) / Country Head, CtrlShift Malaysia
- **Ms. Nadira Yusoff**
Managing Director, Girls in Tech Malaysia / Chief Executive Officer, Nadi-Ayu Technologies
- **Ms. Marcela Mihanovich**
Country Human Resources Director, Citibank
- **Mr. Anthony Raja Devadoss**
Managing Director, BTI Consultants
- **Mr. Naser Jaafar**
Chief Operating Officer, National Innovation Agency Malaysia (AIM)

PROGRAMME

- 8.30 am Arrival & Registration of Participants
- 9.15 am **Welcoming Speech** by CEO, Asian Strategy & Leadership Institute (ASLI), **Tan Sri Dato' Dr. Michael Yeoh**
- 9.20 am **Introductory Speech** by Co-Founder & Group Chief Operating Officer, Macro Kiosk Berhad, **Dato' Henry Goh**
- 9.30 am **Opening Keynote Address** by Minister of Communication & Multimedia, Malaysia, **YB Senator Datuk Seri Panglima Dr. Mohd. Salleh Bin Tun Said Keruak**
- 9.50 am Morning Refreshments
- 10.15 am **SESSION ONE**
The Digital Economy at the Heart of the Country's Competitiveness: The Role of Digital Public Policies as a Tool to Foster Economic Growth and New Business Models
- What regulatory framework and initiatives are needed to enable a new industrial policy?
 - To what extent could the digitalization of the industry strengthen its leadership?
 - What is the right policy approach for unleashing the potential of innovative services?
 - How can public authorities keep pace with digital technologies which disrupt sectors and markets and have an impact on our business models and policies, as well as the way we produce and consume?
 - How should companies respond to the challenges of digitization to in making investment decisions, address skill shortages, manage key talent, and drive productivity?
- 11.30 am **SESSION TWO**
Preparing for the Digital Economy - Boosting E-skills, Facilitating Job Conversion and Rethinking Labour
- How can businesses upgrade workforce ICT skills and ensure a smooth transition to the digital world? How can our economic and social stakeholders cope with the shortage of digital skills in the country?
 - What can the private sector do to ensure that everyone takes full advantage of new digital technologies?
 - What are the opportunities and challenges for workers in the digital era?
 - What are the new forms of employment? What are the labour market implications? How can the public authorities accompany this change? Is a new regulatory framework needed?
- 12.45 pm Lunch
- 2.00 pm **SESSION THREE**
Creation of Digital Free Zone (DFZ) in Malaysia – Challenges and Opportunities
The world's first Digital Free Zone (DFZ), which will be introduced in Malaysia in 2017 is meant to be an equalizer that enables businesses to benefit from Ecommerce regardless of where they are in Malaysia.
- How would be it implemented?
 - What are the risks involved?
- 3.15 pm **SESSION FOUR**
Looking Ahead: New Prospects for Innovation and Entrepreneurship
- Have the authorities consider the various physical, commercial and people infrastructure elements required to achieve the digital strategy in a holistic manner?
 - As this is a very unique industry and conventional practice may not be applicable, have the government consider whether the current tax laws are fair to these digital businesses and technology companies / start-ups when compared to the traditional brick and mortar businesses?
 - How to kick-start your Cross-border Ecommerce to ride on the Malaysia Digital Free Trade Zone?
 - With the government aggressively promoting digital and Ecommerce in Malaysia with various incentives to be offered, how well are you prepared to take advantage of the opportunities available?
- 4.20 pm **SESSION FIVE**
Succeeding in the World of Ecommerce; Key Factors and Best Practices
Ecommerce is a challenging industry; a saturated market and mass availability of goods to consumers means that successfully capturing customers has become less about the products you offer and more about the experience you deliver to each user. This session will review the following:
- Staffing, inventory, payment, legislation and operation challenges - To what extent it hinders your business?
 - What is the structural difference between domestic and cross-border Ecommerce?
 - What are the elements of a successful ecommerce market entry and market leadership strategy?
 - Online Security and Transactions
 - Where are the greatest opportunities?
- 5.15 pm Afternoon Refreshments / End of Conference

• The Organiser reserves the right to alter the content and timing of the programme in the best interest of the Conference and is not responsible for cancellations due to unforeseen circumstances.
• The Organiser accepts no responsibility for statements made orally or in written material distributed by any role-player at the Conference. In addition, the Organiser is not responsible for any copying, republication or redistribution of such statements.
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REGISTRATION FORM

CONFERENCE ON THE DIGITAL ECONOMY & ECOMMERCE 27 July 2017 • Sunway Resort Hotel & Spa, Selangor

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Please indicate the nature of your business

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| <input type="checkbox"/> Insurance/Healthcare | <input type="checkbox"/> Others, Please specify _____ |
- No, I cannot attend this conference but please keep me updated by sending me additional information as it becomes available on the following topics:
- | | |
|----------------------------------------|------------------------------------------------------|
| <input type="checkbox"/> Finance | <input type="checkbox"/> Marketing |
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| <input type="checkbox"/> Manufacturing | <input type="checkbox"/> Other, Please specify _____ |

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<input type="checkbox"/> I would like to receive marketing materials from ASLI
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Date _____

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Date _____

REGISTRATION INFORMATION

► FOR REGISTRATION, PLEASE CONTACT:

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REGISTRATION

Send/fax this entire form (or a photocopy) to:

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Khazanah ASLI, No. 1718, Jalan Ledang, Off Jalan Tuanku Abdul Halim,
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About ASLI

The Asian Strategy & Leadership Institute (ASLI) is an independent, private and not-for-profit Think Tank headquartered in Malaysia. ASLI is committed to creating a better society and to help organisations enhance their competitiveness, leadership and strategic capabilities through its public programmes, conferences, publications, policy research, Business Councils and CEO peer groups. With over 20 years' experience, ASLI is the super-connector between Government, Business and Civil Society, having managed high-level business partnerships in Singapore, Indonesia, Philippines, Vietnam, Thailand, Cambodia, Laos, Myanmar, Japan, China, Australia, USA, Canada, Britain, Germany, South Africa and other parts of the world.

Further information of ASLI is available at www.asli.com.my

► REGISTRATION FEES

Registration Fee
RM1,800
+ 6% GST per delegate

Special Group Discount
RM1,600
(Minimum 3 delegates)
+ 6% GST per delegate

Government / NGO
RM1,500
+ 6% GST per delegate

NOTE: Fee includes lunch, refreshments & conference documentation

► PAYMENT METHOD

The fee must be paid in advance of the event. Walk-in delegates with payment will be admitted on 'space available' basis. Cheques or bankdrafts should be crossed and made payable to **Asian Strategy & Leadership Incorporated Sdn Bhd**.

- BANK TRANSFER CASH CHEQUE

Payee name : **Asian Strategy & Leadership Incorporated Sdn Bhd**

Bank account : 3089034201

Bank : Public Bank Bhd

Branch : Bandar Sunway

Bank address : 48 & 50, Jln PJS 11/28A, Bandar Sunway, 46150 Petaling Jaya, Selangor

Swift Code : PBBEMYKL

FOR PRIVATE SECTOR

The organiser reserve the right to stop any registered delegate from taking part in the event if no proof of payment can be presented. This only applies to registered delegates who have **NOT** paid the registration fees **PRIOR** to the event date.

FOR GOVERNMENT SECTOR

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

SUBSTITUTION/CANCELLATION

Provided the total fee has been paid, substitutions at no extra charge up to **5 days** before the event are allowed. Otherwise all bookings carry a **50%** cancellation liability immediately after a signed sales contract has been received by the organiser. Payment terms are five days and payment must be made prior to the start of the conference. Non-payment or non-attendance does not constitute cancellation.



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