

DIGITAL ACCELERATION AND INNOVATION FOR BUSINESS RECOVERY AND GROWTH

14 APRIL 2021 | 10.00 AM - 12.00 PM



Learning Hours:
2 hours



Fees:
MYR 350
(fee is not inclusive of 6% SST)



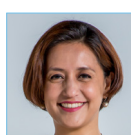
CPE Points Earned:
5 CPE points

MODERATOR

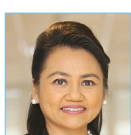
PANELLISTS



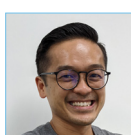
GOPI GANESALINGAM
Vice-President, Tech Ecosystems & Globalisation (TEG), Malaysia Digital Economy Corporation (MDEC)



AIREEN OMAR
President, AirAsia Digital



DR SURAYA SULAIMAN
Innovation Provocateur, Alpha Catalyst



FREDDY LOO
Director, Customer Engagement for AI, Fusionex Group

INNOVATION

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PROGRAMME OVERVIEW

Business leaders, analysts, economists and experts are discussing and dissecting the devastating economic impact of the Covid-19 pandemic on businesses, sectors and industries across the world and formulating turnaround strategies, new business directions, restructuring and collaborative models to recover and regrow.

Companies that demonstrated innovative agility or had the foresight to adopt digitalisation as part of their strategic business blueprint have been able to weather the economic effects and in certain instances emerged triumphant with revenue and profits doubling or tripling. Surprisingly, even in the industries or sectors where the Covid-19 containment measures have all but wiped out business opportunities, digital acceleration and innovation has offered a glimmer of hope for recovery and growth.

PROGRAMME OBJECTIVE

This programme will provide insights on how companies particularly in Malaysia have adopted digitalisation to accelerate their recovery and growth strategies, the digital platforms that the companies most leveraged on to thrive and in depth discussions on the companies that successfully pivoted and the factors that enabled them to do so. The programme also provides insights of how new technological developments such as adoption of 5G will pave the way for further digital acceleration moving forward.

ICF COMPETENCY LEVEL



- Functional (Technical) – Digital Technology Application (Proficiency Level 3)
- Foundational (Product) – Capital Market Environment (Proficiency Level 3)
- Functional (Technical) – Market Analysis (Proficiency Level 3)

LEARNING OUTCOMES

Upon completion of this programme, participants will be able to:

- Identify the digitalisation strategies adopted by businesses, sectors and industries to accelerate their recovery and growth
- Describe the digital platforms that successful companies leveraged on for business continuity
- Distinguish the success factors and lessons learned from businesses that enabled them to pivot their businesses amid the pandemic
- Discuss the overall readiness and resilience of businesses to face the next disruptor
- Analyse how adoption of new technologies can and will be the catalyst for future business growth

WHO SHOULD REGISTER?

Individuals

Directors, C Suite leaders, Key Management, Business owners, BCP teams, Risk Officers, Corporate Consultants, Capital Markets Services Representative's License Holders and anyone who has an interest in digitalisation and business sustainability

Companies

Public Listed Companies (PLCs), Consultancy Firms, Legal Firms, Accounting Firms, Fund Management Companies, Stockbroking Firms, Investment Banks and SMEs

WHAT WILL YOU LEARN?

Recovery and Growth Strategies – Learning Experience

Outline

- Covid-19's impact on businesses, sectors and industries
- Digitalisation blueprint and strategies for recovery
- Opportunities for growth across business spectrum

Digital Platforms – Companies that Leveraged on it and Thrived

Outline

- End to end adoption of platforms
- How companies tapped into digital platforms
- Realising the full potential

Case Discussions: Companies that Successfully Pivoted

Outline

- Case studies of businesses that emerged victorious in surviving and growing despite the pandemic
- How they did it and how fast? Success factors and lessons learnt

Accelerating Future Business

Outline

- Are businesses ready to face the next disruptor?
- Adoption of 5G – How will it accelerate business further

Moderator

- Gopi Ganesalingam** Vice-President, Tech Ecosystems & Globalisation (TEG), Malaysia Digital Economy Corporation (MDEC)

Speakers

- Aileen Omar** President, AirAsia Digital
- Dr Suraya Sulaiman** Innovation Provocateur, Alpha Catalyst
- Freddy Loo** Director, Customer Engagement for AI, Fusionex Group

Recommended Learning Hours:

2 hours / 5 CPE points / Pre & Post Assessments

Methodology:

Interactive presentations / Panel Discussions

MODERATOR

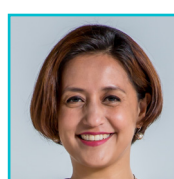


GOPI GANESALINGAM

Gopi Ganesalingam is a finance professional and an entrepreneur who has served in executive and board positions in the Asia Pacific region for the last 30 years. Gopi has worked in brand names like Matsushita, American Express International, Lucent Technologies, Telstra Australia, Salesforce.com and Google.

Gopi is now the Vice President of Global Growth Acceleration at Malaysia Digital Economy Corporation Berhad (MDEC), the government agency tasked with developing Malaysia's Digital Economy. At MDEC, Gopi is at the forefront of championing talented entrepreneurs, by empowering them to actualise their business vision. Gopi is passionate about developing Malaysia's nascent Digital Economy towards achieving sustainable and inclusive socioeconomic development. His end goal is to connect and propel the global digital economies via government intervention, business chambers, aligning investors/funders, government and business chambers, all of which will link global tech entrepreneurs.

SPEAKERS



AIREEN OMAR

Aileen Omar is AirAsia Group's President (airasia Digital). She is responsible for AirAsia's digital strategy, promoting innovation throughout the group and encouraging collaboration across AirAsia's businesses and markets.

She oversees large, digital strategic group-wide initiatives to help transform AirAsia Group into a global, cloud and data-driven and platform company. At airasia Digital, Aileen is also pivotal in incubating and growing the digital and fintech businesses such as BigLife, BigPay, Teleport, Santan and in transforming airasia.com into more than just an airline platform.

She is also a non-executive director of Tune Protect Group Berhad.

Prior to this, Aileen was AirAsia Malaysia Executive Director and CEO. Aileen joined AirAsia in January 2006 as Director of Corporate Finance, portfolio expanding quickly to also include Treasury, Fuel Procurement and Investor Relations functions. Taking on these roles, she was instrumental in shaping the development of AirAsia into one of the fastest growing and most highly-acclaimed airlines globally.

She is an Economics graduate of the London School of Economics and Political Science and also holds a Masters in Economics from New York University.



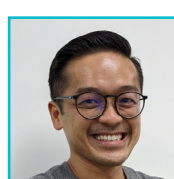
DR SURAYA SULAIMAN

Dr. Suraya specializes on the human side of innovation, focusing on leadership, culture and capability for innovation and transformation, and passionate about making the soft side of innovation tangible and measurable. She has been involved

in innovation strategy, design and implementation, at a national level in Malaysia. These range from development of an innovation index to accelerate innovation in the corporate sector, to creating blueprints for open innovation, to designing strategies to spur innovation and entrepreneurship at a national level. The latest project involved creating a regulatory framework for private online healthcare services in Malaysia. Her current focus is in helping countries and organisations create the talent pipeline and capability to embrace digital transformation. At a country level, she is exploring the concept of anticipatory regulation, while helping governments and organisations transform using digital tools.

Dr Suraya co-authored the book 'Leading InnovAsian: Embedding Innovation Culture in Malaysian Organisations' and has also published numerous articles on innovation. The latest, appearing in the Asian Management Insights journal is entitled 'Corporate Innovation: Digitising Innovation Management'. Besides this she has also been interviewed on BFM radio station and featured multiple times on Astro Awani.

She has worked with a portfolio of prominent public and private sector clients, ranging from governments in the SEA region and some of the top Fortune 500 companies in Malaysia. She has spoken on innovation at several international conferences and is also a faculty member for DUKE Corporate Education.



FREDDY LOO

Freddy is a former management consultant, speaker and a data analytics practitioner who values culture, human centricity and excellence. Trained as a computer scientist in AI and Security, Freddy has 20 years of experience in consulting,

strategic planning, digital transformation and business building. Freddy brings a unique global perspective having served international clients with a local lens having led analytics transformation for local business.

At Fusionex, Freddy focuses on developing new lines of businesses whilst also spearheading the client's data transformation journey. His passion lies in developing team culture and leveraging the power of tech to transform the way we work. When he is not working, Freddy loves to dive head first into random hobbies, the latest of which is bee farming and hydroponics.

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