

TECHNOLOGY DRIVING THE FUTURE OF GIG ECONOMY

17 AUGUST 2022 10.00 AM - 4.15 PM



SIDCWEBINAR



Learning Hours:
4 hours



Fees:
MYR 650
(fee is not inclusive of 6% SST)



CPE Points Earned:
10 CPE Points

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INNOVATION

MODERATOR



Audrey Raj



Shareen Dato' Abdul Ghani



Wilson Beh



Abd Qadir Hairi Abu Hassan



Mohd Shahar Ismail



Shahryn Azmi



Mohd Redzuan Affandi Abdul Rahim



Rina Neoh

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PROGRAMME OVERVIEW

The gig economy gradually began to rise after the world was greatly hit by the Covid-19 pandemic. Unemployed professionals turned to freelance work arrangements or short-term employment contracts to combat their challenging days amidst the prolonged Covid-19 crisis. The flexibility and freedom to choose have made the gig economy attractive regardless of ages and backgrounds. Gig economy, also known as "sharing economy" or "collaborative economy" ranges from e-hailing, logistics, food, transportation, retail, creative services and many more. With the new norms in business activities accelerated by technology advancement, the Malaysian government had also supported the industry with several initiatives to grow the market through the 12th Malaysian Plan 2021-2025 and Malaysian Budget 2022. It is projected that the gig economy will be common and at par with traditional work in the future, hence, most likely to stay given its advantages. This trend is not only seen in Malaysia, but also across the globe.

PROGRAMME OBJECTIVE

This programme will provide insights into the current and future landscape of gig economy driven by the technology advancement in shaping its future direction and development. This programme will also delve into how the Great Resignation had contributed to the gig economy robust growth.

ICF COMPETENCY LEVEL

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

LEARNING OUTCOMES

By the end of this programme, participants will be able to:

- describe the gig economy outlook and trends
- explain the opportunities and challenges within the gig economy workers composite
- discuss the drivers contributing to the gig economy acceleration
- discuss the role of capital market in shaping the future directions of gig economy

METHODOLOGY

Interactive presentations, case studies discussions and Question-and-Answer (Q&A) sessions

WHO SHOULD REGISTER?

Individuals

Business owners (Start-ups, SMEs), Consultants, Capital Markets Services Representative's License Holders, HR Managers, Policy Makers, Directors, C Suite leaders, Key Management and anyone who has an interest in digitalisation and gig economy

Institutions

SMEs, Start-ups, Government Agencies, Government-Linked Companies (GLCs), Government-Linked Investment Companies (GLICs), Consultancy Firms, Legal Firms, Accounting Firms, Fund Management Companies, Stockbroking Firms, Investment Banks, Commercial Banks and Public Listed Companies (PLCs)

WHAT WILL YOU LEARN?

10.00 am **Jazzing up to the Gig Economy Outlook and Trends**

- Global gig economy recent trends
- Range of industries and market share
- Pre and post the 'Great Resignation' wave

Moderator:

Audrey Raj Executive Producer & Presenter, BFM89.9
- The Business Station

Speaker:

Shareen Dato' Abdul Ghani Co-Founder & CEO, Sorga Innovation Sdn Bhd

11.00 am Screen Break

11.15 am **The Gig Economy Worker Composite – Opportunities and Challenges**

- Social and corporate perspectives
- Flexibility - Employer and gig worker's perspectives
- Heterogeneity of the gig workers in the ecosystem
- Has the conditions of the gig economy workers changed and/or improved by the new technology platform?
- Regulatory framework, practices, procedures, and policies across different jurisdictions

Moderator:

Audrey Raj Executive Producer & Presenter, BFM89.9
- The Business Station

Speaker:

Abd Qadir Hairi Abu Hassan CEO, SOLVNET
Wilson Beh President FinTech Association Malaysia and Co-Founder, PolicyStreet.com

12.15 pm Lunch Break

2.00 pm **Acceleration of the Gig Economy**

- Digital business platforms as the drivers of gig economy
- Technological developments impact and increased of efficiencies
- Global mobility with gig workers range of unique and specific skill sets
- Has the internet technology made the gig economy sustainable in the long run

Moderator:

Audrey Raj Executive Producer & Presenter, BFM89.9
- The Business Station

Speaker:

Mohd Shahar Ismail Special Project, Human Resource Division, Social Security Organisation Malaysia
Shahryn Azmi Co-Founder, MakeTimePay

3.00 pm Screen Break

3.15 pm **Future Directions of Gig Economy**

- Going big with gig companies
- Valuation of gig companies
- Incentives and initiatives – Local and global insights
- The role of capital market players

Moderator:

Audrey Raj Executive Producer & Presenter, BFM89.9
- The Business Station

Speaker:

Mohd Redzuan Affandi Abdul Rahim Director, Digital Adoption, Malaysia Digital Economy Corporation (MDEC)
Rina Neoh Managing Director, Ficus Group Capital

4.15 pm End of Programme

MODERATOR

Audrey Raj

In a broadcast career spanning 17 years, Audrey Raj has covered everything from missing planes to the Olympics.

The broadcast journalist has interviewed and moderated discussions featuring local and international guests from across the spectrum - politics to business, sports and entertainment. She is currently an Executive Producer &

Presenter at Malaysia's only premier business and current affairs station, where she focuses on news and interviews on all things entrepreneurship, business and tech.

As a moderator, emcee and host, Audrey has worked with prominent brands on stage and online like Volvo, Maxis, Adobe, BMW, Touch 'n Go and TM. She's also a lover of all things sports, and is known for her insightful interviews with hundreds of sports personalities like Rafael Nadal, Lewis Hamilton, Carl Lewis, Michael Johnson and Dato' Nicol David.

SPEAKERS



Shareen Dato' Abdul Ghani

Shareen is MD & Co-Founder and Director of Sorga Innovation, a boutique advisory firm specialising in Sustainable Development, ESG and human capital/ talent strategies and solutions. She co-designed and co-created digital solutions around talent in particular to enable an ecosystem for future of work, connecting organisations with experts and professional talent.

In Sustainable Development/ESG, Shareen's area of specialisation is in development of sustainability policies and strategies, advocating the adoption of strategies around ESG and transition to a low carbon economy. Central to her work was in spearheading the design of a sustainability adjusted valuation model for socially responsible investments and value creation for Khazanah Nasional Berhad.

Prior to founding Sorga Innovation, Shareen was CEO of Talent Corporation Malaysia Berhad, a talent and human capital government agency under the Economic Planning Unit of Malaysia under the Prime Minister's Office. Between 2007-2016, Shareen was Director of Corporate Responsibility/Sustainability at Khazanah Nasional. Prior to joining Khazanah she was the Chief Operating Officer of Mercy Malaysia, a medical humanitarian organisation with a global footprint.

Shareen is a Member of the Sustainable Development Committee of Bursa Malaysia, a Board Member of MTT Shipping Berhad, Accelerate Global Sdn Bhd (A Malaysian start up) and a Board of Trustee of Yayasan UEM. She is also Vice President of the International Women Federation of Commerce and Industry (WFCIM) Malaysia.

Shareen holds a Master of Studies in Sustainability Leadership from University of Cambridge. She also has a Master in Public Policy, from University Malaya and a Bachelor (Hons) in Mass Communications from University Sains Malaysia.



Abd Qadir Hairi Abu Hassan

Qadir has worked in many types of companies such as national postal services, oil and gas, retail, telco, and education. He has experience in holding different roles such as Technologist Engineer, System Analyst, Consultant, IT Manager, and CTO. He also currently serve as Director of Technology at Love and Laugh Berhad. He is well versed, enthusiastic, and have grit towards his ideas, projects, and tasks at hand. He is responsible for strategizing, planning, and delivering for SOLVNET, a tech-based platform as a whole.

He has a vast of experience in IT industries such as ERP (SAP), full-stack application, AWS architecture, full-cycle application development, design thinking, wireframe, and agile project management.

He successfully created a platform powered by machine learning that actively being used by corporate in Malaysia. With this he managed to bring gig hiring into corporate hiring model.

He also one the member of Economic Action Council (EAC) under Prime Minister Office (PMO) to discuss on Social Entrepreneurship in Malaysia. Furthermore, he also actively giving talks on gig economy across various platforms such as Perdana Leadership Foundation (PLF) and etc.

While studies in university his had receive Heart of Gold award for his contribution in humanitarian work across Asian countries.

Qadir is passionate about the idea of bridging gig professionals to corporates and SMEs which he believes that the ecosystem is the future of the workforce.



Wilson Beh

Wilson Beh is a Co-Founder of PolicyStreet.com, an InsurTech company with a mission to make insurance protection simple, easy and affordable especially for the underserved, the rapidly growing digital and gig economy across South East Asia. The company is a financial adviser and Islamic financial adviser approved by Bank Negara Malaysia (BNM) and a general insurer and reinsurer licensed by the Labuan Financial Services Authority (FSA). The company is also recognised as a Top 10 InsurTech company in Asia by Insurance Business Magazine. Wilson is a Certified Financial Planner (CFP) holder and a Forbes 30 under 30 honouree in the Finance and Venture Capital segment. Prior to starting PolicyStreet.com, he was attached to Maybank Investment Bank.



Mohd Shahar Ismail

Mohd Shahar Ismail is currently attached to Special Project, Human Resource Division at Social Security Organisation (SOCO). He read law at UTM and possesses over 34 years of experience with SOCO carrying various responsibilities which includes Secretary to the Board, State Director, Head of Self Employed Division and Head of Corporate Management Division. He is people centric and extremely passionate about social security and social protection. In 2017, he represented SOCO for a workshop on The Future of Social Protection organised by Organisation for Economic Co-operation and Development (OECD) in Berlin, Germany. He was also featured in many television programmes discussing on social security and social protection.



Shahryn Azmi

Shahryn Azmi is co-founder of MakeTimePay, Malaysia's fastest growing gig employment portal, a venture predicated on the basis that employment opportunity should be democratised. In other words, everyone should have an equal chance of working, something he says, is not the case today because the market and ecosystem leans in favour of the educated and connected.

In his 38 years of professional experience, he has worked in twelve different industries, living and working in seven different countries. He started in technology, then went into defence advisory, oil and gas, strategy, healthcare, telecommunications, organizational consulting, and attraction design and development. He spent a number of years working for the Prime Minister's Department in the drive to improve public service delivery and is quick to say that he was not in favour of four hour passports when the Prime Minister ordered it, because people want absolute predictability not (just) speed. In 2014, he was headhunted into Khazanah Nasional to head the effort to manage the human aspect of the closure of the national airlines, MAS. That remains until today, the country's largest corporate lay-off involving 20,000 workers. His mandate was not to get everyone re-employed but to "ensure they all landed well," something he and his team took extremely seriously as it affected lives. That Khazanah unit was closed in mid 2020 as a result of decisions made by the Government elected in 2018, but in those six years of operation, over 70,000 individuals benefited. It was the impetus for the establishment of his current venture, MakeTimePay.

Shahryn has a Bachelor's in Political Science and Economics, and a Master of Arts in Law and Diplomacy from the Fletcher School while also cross registered at HBS, proof he says that you don't have to be an accountant to be effective in business.



Mohd Redzuan Affandi Abdul Rahim

Mohd Redzuan Affandi Abdul Rahim (Redzuan) is the Director of Digital Adoption Department with the Malaysia Digital Economy Corporation (MDEC). His key responsibility is to promote and facilitate adoption of digital technologies and digital solutions to benefit businesses and society. The task requires him to oversee the development and adoption of Sharing Economy models in Malaysia, addressing key enablers such as policies, standards and regulation, and facilitating eCommerce adoption which includes exporting of Malaysian products and services to strategic market. On Society Adoption, he oversee the 'gig and freelance workforce' development programme, and also programme to nurture local 'digital entrepreneurs'. He is involved in few coordination committee on SME digitalisation and is currently the Vice Chairman for the Technical Committee (TC/C/9) on Sharing Economy in Malaysia. He also represents Malaysia at global level and is a member of the ISO/TC 324 Committee on Sharing Economy.

He holds a Bachelor of Science (Computer Science and Information System) from the University of Salford, United Kingdom and is also an ITIL certified individual. He is a member of the Internet Society since 2002 and was the Vice- President of the Internet Society – Malaysia Chapter (2019 – 2020). He is also a Senior Member of the Institute of Electrical and Electronics Engineers (IEEE) and previously served as an Executive Committee of the IEEE Computer Society – Malaysia Chapter.



Rina Neoh

Rina Neoh is Co-Founder and Managing Director of the World's 1st Syariah Compliant Venture Capital, Ficus Capital. She currently sits on the Board of Malaysia External Trade Development Corporation (MATRADE), The National Trade Promotion Agency of Malaysia. Rina is also a senator representing Malaysia in the World Business Angel Forum and is on the list of board of WBAF's Investment Fund and The Women Leaders board. Rina has more than 25 years of experience in both the corporate and entrepreneurial worlds.

With a solid foundation in Bachelor of Science (Honors) in Computer Science and keen business sense acquired through post-graduate MBA in International Business, Rina has delivered multi-million dollar returns and holds a solid track record in investing, building, growing, and/or exiting successful startups and scaleups, in such areas as education, food, fashion, pharmaceutical, e-commerce, esports, information technology, artificial intelligence and robotics, human resources development, and executive education, among others. She holds senior executive positions (at CEO/CXO levels) and board directorships in private and public sectors across the Asia Pacific.

She is passionately involved with philanthropic causes and during her spare time, she will volunteer in organizations related to children's education, youth development, women empowerment, community building, digital literacy, and entrepreneurship education. She serves as an executive coach and senior adviser to several business advisory boards, non-governmental organizations, and educational institutions such as UNITAR. She was recently appointed by the Sarawak Biodiversity Centre (SBC) as one of the working members of the Sarawak Economic Action Council, SEAC) working on the innovation policy for Sarawak 2030.

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* The SIDC reserves the right to amend the programme as deemed appropriate as without prior notice.

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