

4th Industrial Business Conference 2021

Digital Transformation: A Path to Business Resilience

15th to 17th October 2021

Virtual Conference

ZOOM ID: 947 3226 1023

Passcode: 640709

Background

The 4th Industrial Business Conference is proposed to take place on following schedule:

Date	: 15, 16 and 17 October 2021 (Friday to Sunday)
Session	: 3 sessions (Morning, Afternoon and Evening) for first 2 days and 2 sessions (Morning & Afternoon) on the last day
Participants	: Students, Alumni, SMEs and public
Platform	: Zoom, Facebook Live

Main Organizer:

- Student Development and Alumni Relations
 - i. Department of Soft Skills Competency
 - ii. Department of Alumni Relations and Placement
 - iii. Department of International Student Services
 - iv. Department of Student Affairs
- Division of Community and International Networking

In Collaboration with:

- GenYouth Sdn Bhd (MOU partner)
- UTAR Alumni Association of Malaysia

Advisor:

- Dr Hen Kai Wah, Deputy Dean, Faculty of Accountancy and Management
- Mr Maxwell Sim Yik Seng, Head of Department, Department of Modern Languages Faculty of Creative Industries
- Dr Wong Whee Yen, Winnie, Head of Programme, Master of Information Systems, Lee Kong Chian Faculty of Engineering & Science

Highlight: This year, the 4th IBC will be offering extended workshops to all participants. Kindly refer to page 11 on the details of the workshops.

In collaboration with:

Day 1
15th October 2021, Friday

Morning Session

Time	Programme
8.30am	4 th Industrial Business Conference 2021 Opening video
8.45am	Welcoming Address Ir Prof Dr Ewe Hong Tat President Universiti Tunku Abdul Rahman
9.00am	Keynote: A Catalyst in Social Protection through Digital Transformation YBhg Dato' Sri Dr. Mohammed Azman Bin Dato' Aziz Mohammed Chief Executive Officer Social Security Organization Malaysia (SOSCO)
9.45am	Virtual photo session
10.00am	Future Proofing Your Business Through Digital Transformation Mr Stanley Loh Digital Solutions Lead Business Digital Adoption Malaysia Digital Economy Corporation (MDEC)
11.00am	Covid-19: The responses of the E-Commerce ecosystem in Malaysia Dr Hen Kai Wah Alibaba Global Digital Talent (GDT) Trainer Deputy Dean, Faculty of Accountancy and Management Universiti Tunku Abdul Rahman
12.00pm	End of morning session

Day 1
15th October 2021, Friday

Afternoon Session

Time	Programme
1.00pm	<p>MyFutureJobs and Hiring Incentives</p> <p>Ms. Gayathri Vadivel Head of Employment Services Department Employment Insurance Office Social Security Organization Malaysia (SOSCO)</p>
2.00pm	<p>Forum: Digital Transformation: A Path to Business Resilience</p> <p>Panelist:</p> <ol style="list-style-type: none"> 1. Mr Dan Then Ikh Choo CEO, Bizporter, MCM eCom Global Venture Sdn Bhd 2. Mr Stan Lee CEO, Convedge Sdn Bhd 3. Mr K. Ravinther CEO & Principal Consultant, ASK Education & Training Sdn Bhd Senior Consultant at ITD World, a Global Leadership Development Expert <p>Moderator: Dr Winnie Wong Whee Yen Head of Programme (Master of Information Systems) Department of Internet Engineering & Computer Science, Lee Kong Chian Faculty of Engineering and Science Universiti Tunku Abdul Rahman.</p>
4.15pm	End of afternoon session

Day 1
15th October 2021, Friday

Evening Session

Time	Programme
8.30pm	<p>論壇：馬來西亞鄉鎮中小型企業的數位轉型與發展 Forum: Digital Transformation and Development of Malaysia New Village SMEs (Mandarin)</p> <p>Panelist:</p> <ol style="list-style-type: none"> 1. Mr. Chok Yen Hau CEO & Founder of P Lab, Ipoh, Perak 2. Mr. Low Ley Soon Founder of Simple Hive Guest House, Ulu Yam, Selangor 3. Ms. Teo Shao Hui Director of Chop Guan Kee Sdn Bhd, Sg Pelek, Selangor 4. Ms. Jennifer Tan Siew Lee Director of Tat Lian Enterprise, Jenjarom, Selangor <p>Moderator Mr. Edwin Chin Co-Founder, Canton Recipe Sdn. Bhd. (Sempah T-Farm), Bentong, Pahang</p>
10.30pm	End of day 1

Day 2
16th October 2021, Saturday

Morning Session

Time	Programme
9.00am	<p>数字转型-跨境电子商务的发展 Digital Transformation - The development of cross-border e-commerce (Mandarin)</p> <p>李新龙 教授 颜值立方信息科技有限公司 创始人 广西科技大学国际商务校外专业硕士研究生导师</p> <p>Professor Li Xinlong Founder, Yan Value Cube Information Technology Co. Ltd. Professor, Guangxi University of Science and Technology</p>
10.15am	<p>数字经济时代与中国餐饮的发展 Digital Economy era and the development of Chinese catering (Mandarin)</p> <p>李岳光 老师 《餐饮效率革命》作者 中国农业大学中农创学院组织发展委员会主任</p> <p>Professor Li Yueguang Author of "The Restaurant Efficiency Revolution" Director of organization development Committee, China Agricultural Creative College of China Agricultural University</p>
11.30am	<p>Starting up an online store: Key activities to challenge</p> <p>Dr Hen Kai Wah Alibaba Global Digital Talent (GDT) Trainer Deputy Dean, Faculty of Accountancy and Management Universiti Tunku Abdul Rahman</p>
12.30pm	End of morning session

Day 2
16th October 2021, Saturday

Afternoon Session

Time	Programme
1.00pm	<p>Pakej Perlindungan Rakyat dan Pemulihan Ekonomi (PEMULIH)</p> <p>Mr Andreas Charles Akobiarek Head of Strategic Initiative and MYFutureJobs Unit Social Security Organisation (SOCSO)</p>
2.00pm	<p>Forum: Social Entrepreneurship: Reflections on Resilience as part of the process</p> <p>Panelist:</p> <ol style="list-style-type: none"> Ms. Lim Yuet Kim Co-founder, PichaEats Ms. Cheryl Teh Owner & Co-Founder, KLSings Ms. Nina Othman Grow The Goose and Borneo Cocoa, Vice President of CSED Malaysia (Chamber of Social Entrepreneur Development) Encik Haaziq Ibrahim CEO, DemiLaut Associate Professor Dr Cordelia Mason Director, Yayasan UNIKL <p>Moderator Mr Maxwell Sim Yik Seng Head of Department Department of Modern Languages Faculty of Creative Industries</p>
4.15pm	End of afternoon session

Day 2
16th October 2021, Saturday

Evening Session

Time	Programme
8.30pm	新网络营销 (Mandarin) Mr. Jason Kok 网络销售导师 Moderator: Mr. Eldrick Koh, CEO & Founder of GenYouth Group Sdn Bhd, CEO & Founder of Agensi Pekerjaan ProWider Sdn Bhd
9.30pm	End of day 2

Day 3
17th October 2021, Sunday

Morning Session

Time	Programme
9.30am	<p>E-Commerce Ecosystem in UTAR</p> <p>Dr. Lee Sheng Chyan Head of Unovate Centre Universiti Tunku Abdul Rahman</p>
10.30am	<p>大豐企業与马来西亚果王的数码之路 Digital Path of The King of Fruits with Tafon Agri Sdn Bhd (Mandarin)</p> <p>Mr. Lai Mei Sheng 赖美胜 Founder and Executive Chairman of Eco Agri Solution Sdn Bhd Tafon Agri Sdn Bhd</p>
11.30am	<p>唐记海南茶室与数位转型 The Digital Transformation of Thong Kee Café (Mandarin)</p> <p>Mr. Kentson Wong Kin Sheng Director Thong Kee Café</p>
12.30pm	End of morning session

Day 3
17th October 2021, Saturday

Afternoon Session

Time	Programme
2.00pm	<p>論壇： 社交媒体营销的力量 Forum: The POWER of Social Media Marketing (Mandarin)</p> <p>Panelist:</p> <ol style="list-style-type: none"> 1. Mr. Sam Tsen, Founder & CEO of SBH Financial Consultancy 2. Mr. Bryan Low, Founder of Up Tree Marketing 3. Mr. James Ng, 1.7M follower in TikTok 4. Mr. Benjamin Yap Min Yan, Founder of Less Than Three <p>Moderator Ms. Gillian Ooi, Director of GenYouth Sdn Bhd</p>
5.00pm	<p>Closing remarks</p> <p>Prof. Dr. Choong Chee Keong Vice President, Students Development and Alumni Relations, UTAR Organising Chairperson of 4th Industrial Business Conference 2021</p>
5.30pm	End with closing video

Industrial Business Conference Extended Workshops

Date	Time	Workshop
27/10/2021 (Wednesday)	2.00pm to 4.00pm	Digital Entrepreneurship: What and How?
9/11/2021 (Tuesday)	2.00pm to 4.00pm	Digital Marketing: Importance of Marketing video, the Do's and Don'ts
18/11/2021 (Thursday)	10.00am to 12.00pm	Understanding e-Commerce in South East Asia for Cross Border Business
A complimentary session for package sign-up!		
23/11/2021 (Tuesday)	10.00am to 12.00pm	Big Data Application in Business

Fee

No	Participant	Per workshop (RM)	Package (3 + 1 complimentary workshop) (RM)
1	Student	RM6.00	RM15.00
2	Alumni	RM10.00	RM25.00
3	Public	RM15.00	RM40.00