



**CEO
FORUM
2021**

BUSINESS IN THE NEW NORMAL

RECOVER. RETHINK. REBUILD

A Virtual Event | perdanaceoforum.com | 20-21 October 2021



**CEO
FORUM
2021**

BUSINESS IN THE NEW NORMAL

**20 OCT 2021
WEDNESDAY
08:40AM**

WELCOME REMARKS



YBHG TAN SRI AZMAN HASHIM
CHAIRMAN
Board of Trustees
Perdana Leadership Foundation

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DAY 1



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BUSINESS IN THE NEW NORMAL



**YBHG EMERITUS PROF DATUK
NORMA MANSOR**
PRESIDENT
Malaysian Economic Association



**YBHG PROF DR JOMO KWAME
SUNDARAM**
RESEARCH ADVISOR
Khasanah Research Institute



**YBHG TAN SRI DATO' DR LIN
SEE YAN**
EXECUTIVE CHAIRMAN
Data Advisory



**YM RAJA TEH MAIMUNAH RAJA
ABDUL AZIZ**
MANAGING DIRECTOR, WHOLESAL BANKING
AmBank Group



DR HEZRI ADNAN
EXECUTIVE DIRECTOR
Malaysian Institute of Economic Research

MODERATOR

**20 OCT 2021
WEDNESDAY
9:00AM**

PLENARY SESSION

The New Paradigms for Business & The Malaysian Economy
www.perdanaceoforum.com



BUSINESS IN THE NEW NORMAL

**20 OCT 2021
WEDNESDAY
10:30AM**

KEYNOTE SPEECH

Lessons Learned from
Malaysia's Battle
against Covid-19



**YBHG. DATUK DR. HISHAM SHAH
BIN MOHD IBRAHIM**
DEPUTY DIRECTOR GENERAL OF HEALTH
MALAYSIA
Ministry of Health, Malaysia



DR KULJIT SINGH
PRESIDENT
The Association of Private Hospitals
of Malaysia

MODERATOR

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DAY 1



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HJH EMMY SURAYA HUSSEIN
NATIONAL PRESIDENT
The Malaysia Budget Hotel Association (MyBHA)



MINT LEONG
DEPUTY PRESIDENT
Malaysian Inbound Tourism Association (MITA)



YAP LIP SENG
CHIEF EXECUTIVE OFFICER
The Malaysian Association of Hotels



MR NIGEL WONG
HONORARY SECRETARY GENERAL
ASEAN Tourism Association (ASEANTA)

MODERATOR

20 OCT 2021
WEDNESDAY
11:30AM

CONCURRENT SESSION A

Tourism & Hospitality: A Long Journey of Recovery
www.perdanaceoforum.com



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MAHADHIR AZIZ
CHIEF EXECUTIVE OFFICER
MDEC



GEORGE LEE
CHIEF EXECUTIVE OFFICER
Innov8if Solutions Sdn Bhd



RIZAL NAINY
CHIEF EXECUTIVE OFFICER
SME Corp



ADAM YEE
PRESIDENT AND CEO
Siemens Malaysia



YBHG. DATUK DR HAMZAH KASSIM
CO-FOUNDER & CHIEF EXECUTIVE OFFICER
The I& Group

MODERATOR

20 OCT 2021
WEDNESDAY
11:30AM

CONCURRENT SESSION B

Are We There Yet? Future-Proofing Malaysian SMEs
www.perdanaceoforum.com

DAY 1



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**CEO
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BUSINESS IN THE NEW NORMAL

20 OCT 2021
WEDNESDAY
12:45PM

KEYNOTE SPEECH

Shifting the Malaysian
Economy into Higher Gear:
Assessment, Strategy,
and Action



**DATO' SRI MUSTAPA BIN
MOHAMED**
MINISTER IN THE PRIME MINISTER'S
DEPARTMENT (ECONOMY)



DR ANTHONY DASS
CHIEF ECONOMIST
Ambank Group

MODERATOR

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DAY 1



BUSINESS IN THE NEW NORMAL

RECOVER. RETHINK. REBUILD

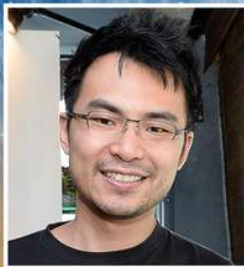
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BUSINESS IN THE NEW NORMAL



SHAFIE SHAMSUDDIN
CHIEF EXEC. OFFICER & MANAGING DIRECTOR
AEON Co.



FONG WAI HONG
CEO AND CO-FOUNDER
StoreHub



KENNETH CHUAH
PRESIDENT
Lotus Storos (Malaysia) Sdn Bhd (Lotus's Malaysia)



FIRDAOS ROSLI
CHIEF ECONOMIST
Malaysian Rating Corp Bhd (MARC)

MODERATOR

21 OCT 2021
THURSDAY
8:45AM

CONCURRENT SESSION C
Reviving Retail: The Way Forward
www.perdanaceoforum.com



BUSINESS IN THE NEW NORMAL



TAN SRI DATO' SOH THIAN LAI
PRESIDENT
Federation of Malaysian Manufacturers (FMM)



DATO' AZMAN SHAH
CHIEF EXECUTIVE OFFICER
Northport (Malaysia) Bhd (MBSB-A)



IBRAHIM MOHD SALLEH
CHIEF EXECUTIVE OFFICER
MASkargo



KRISHNAN CHELLIAH
DEPUTY PRESIDENT
Federation of Malaysian Freight Forwarders



SUDEV BANGAH
MANAGING DIRECTOR
IDC ASEAN

MODERATOR

21 OCT 2021
THURSDAY
8:45AM

CONCURRENT SESSION D
Building the Factory and Supply Chain of the Future
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DAY 2



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**CEO
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2021**

BUSINESS IN THE NEW NORMAL

21 OCT 2021
THURSDAY
10:00AM

KEYNOTE SPEECH



**YBHG. TAN SRI DR JEMILAH
MAHMOOD**
EXECUTIVE DIRECTOR
Sunway's Centre for Planetary Health

The Environmental
Imperative and What It
Means For Businesses

www.perdanaceoforum.com

DAY 2



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CEO FORUM 2021 BUSINESS IN THE NEW NORMAL



DATUK SRI DR MOHD UZIR MAHIDIN
PRESIDENT
Federation of Malaysian Manufacturers (FMM)



MOHD SYUKRI AHMAD SUDARI
VICE PRESIDENT
Malaysian Employers Federation



DATO' AZLIN AHMAD SHAHARBI
PRESIDENT
Association of Bumiputero Women in Business and Professions (Periboga)



ABD QADIR HAIRI ABU HASSAN
CEO
SOLVEX



REZA GHAZALI
CLIENT PARTNER AND THE HEAD OF ASEAN & BOARD SERVICES ASEAN
ICC ASEAN

MODERATOR

**21 OCT 2021
THURSDAY
10:45AM**

CONCURRENT SESSION E
Is There A Jobs Crisis in Malaysia?
www.perdanaceoforum.com



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DR OH EE SUN
PRINCIPAL ADVISOR
Pacific Research Center



QYIRA YUSRI
CO-FOUNDER & EDUCATION DIRECTOR,
UNDIS
Persekituan Perguruan Mudi



ARIF TUKIMAN
FOUNDER AND CEO
Cool Code Sdn Bhd



VINESH SINHA
FOUNDER
FutHopes Energy



EDDIN KHOO
FOUNDER-DIRECTOR
PUSAKA

MODERATOR

**21 OCT 2021
THURSDAY
10:45AM**

CONCURRENT SESSION F
The Y Factor: How Youth Are Impacting Business and Politics in Malaysia
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DAY 2



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21 OCT 2021

THURSDAY

12:00PM

**KEYNOTE
CLOSING
ADDRESS**

Malaysia: Top Priorities
for an Improved Future



**YABHG TUN DR MAHATHIR
MOHAMAD**
FORMER PRIME MINISTER OF MALAYSIA



**YBHG, DATUK DR
HAMZAH KASSIM**
CO-FOUNDER & CEO
The IA Group

MODERATOR

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DAY 2