

Shaping Digitalization – Malaysia & Siemens: *Our Journey Together*

12th September 2017, Tuesday | Shangri-La Hotel, Kuala Lumpur

Agenda

08:30am – 09:00am	Guest arrival & Marketplace Exhibition
09:00am – 09:10am	<p>Welcome Remarks</p> <p>Mr Prakash Chandran, President and CEO, Siemens Malaysia</p>
09:10am – 09:25am	<p>Keynote Address</p> <p>Datuk Chua Tee Yong, Deputy Minister, Ministry of International Trade and Industry</p>
09:25am – 09:35am	Opening Ceremony
09:35am – 10:05am	<p>Taking Flight with Digitalization, the Siemens Way</p> <p>In this session, Mr Neike will share insights on what's new in the market, trends that will change the industry and impact the different sectors, and how do we sufficiently prepare for these new developments. He brings with him an extensive experience from a multitude of international roles in different countries he has worked in, through his solid career span of 20 years. His diverse portfolio that takes into account his wide-ranging expertise in enterprise software, technology solutions and IT will contribute immensely to strengthening the increasing connectivity and digitalization of the company's wide core businesses, given how the integration of information and communications technology has intensified by leaps and bounds.</p> <p>Mr Cedrik Neike, Siemens AG Managing Board Member, for Region Asia / Australia</p>

<p>10:05am – 10:50am</p>	<p>Panel Discussion: The digitalization landscape and uptake in Malaysia</p> <p>Digitalization is revolutionizing our economy, as businesses and companies are becoming increasingly impacted by it. From the interconnected use of personal devices to complex systems in the industrial space, how are Malaysian companies and individuals leveraging on the boundless opportunities to advance operations for all areas of society, while taking active participation in the digitalization roadmap that has been drawn up by the government? In the end, it is also about knowing where do we stand, where do we go from here and how can we grow cohesively with Malaysia and support its goals.</p> <p>Moderator: § Mr Andrew Staples, Network Director, Economist Corporate Network</p> <p>Panelists: § Mr Johan Mahmood Merican, Deputy Director General, Economic Planning Unit (EPU) § Mr Hari Nair, Group Chief Strategy & Innovation Officer, Sime Darby § Mr Rushdi Abdul Rahim, Senior Vice President, MIGHT § Mr Amogh Bhone, Senior Vice President, Regional Head of PS CD, Siemens Malaysia</p>
<p>10:50am – 11:20am</p>	<p>Coffee Break & Marketplace Exhibition</p> <p>Press Conference</p>
<p>11:20am – 11:45am</p>	<p>The ‘Data Brain’ of Siemens</p> <p>Mindsphere is Siemens’ open cloud platform and operating system developed for the Internet of Things, which enables the evaluation and analysis of large data volumes for insights, the optimization of organizational assets, as well as in offering predictive maintenance for plants and energy data management.</p> <p>Mr Byron Heath, Vice President, Mindsphere Siemens Singapore</p>
<p>11:45am – 12:30pm</p>	<p>Panel Discussion: The benefits and challenges that digitalization presents</p>

	<p>There are clear advantages that digitalization presents, like faster-time-to-market, higher productivity, increased flexibility and competitive edge, more rapid availability, and less fault-prone. Yet with it comes a set of other challenges to manage as well, which include prioritizing the voluminous amount of information available, translating the data into meaningful analytics for customers, safeguarding against cyber-security threats, while bridging the digital and societal divide.</p> <p>Moderator:</p> <ul style="list-style-type: none"> § Mr Jan Bartscht, Co-Founder & Managing Director, Leadapreneur <p>Panelists:</p> <ul style="list-style-type: none"> § Dr Raslan Ahmad, Senior Vice President, MIGHT § Professor Dr Rose Alinda Alias, Department of Information Systems, Faculty of Computing, Universiti Teknologi Malaysia § Mr Martin Becker, Head of Digitalization, Power Generation Services, Siemens AG
12:30pm – 01:30pm	Lunch & Marketplace Exhibition
Track Session	
01:30pm – 03:30pm	<p>Track 1: Urban Renewal through Smart Mobility</p> <p>How transformative transportation projects with forward-driving technology and reliability can seamlessly and efficiently mobilize people and push for the need of a well-connected, more livable city.</p> <p>Speakers:</p> <ul style="list-style-type: none"> § Mr Gerhard Paal, Head of Sales Data Services, Mobility Division, Siemens AG § Mr Ir Azman Senin, Deputy Dean, UniKL <p>Panel Discussion:</p> <ul style="list-style-type: none"> § Mr Gerhard Paal, Head of Sales Data Services, Mobility Division, Siemens AG § Mr Ir Azman Senin, Deputy Dean, UniKL § Mr Sharoul Jambari, Senior Manager, Technology Depository Agency Berhad (TDA) <p>Moderator:</p> <ul style="list-style-type: none"> § Mr Ben Chong, Country Division Head, Mobility, Siemens Malaysia

Track 2: Agility in Energy

How do we ensure reliability, efficiency and sustainability of future power supply systems, the move towards integrated power supply solutions and the paradigm shift with digitalization as the new face of energy markets

Speakers:

- § Dato' Mohandass Nair, Director (Smart Billing Project), Distribution Network Department, Distribution Division, Tenaga Nasional Berhad
- § Mr Anand Gopal Menon Kottayil, Chief Technical Officer – Eng Tech, ASEAN, Energy Management, Siemens Malaysia

Panel Discussion:

- § Mr Merten Foerster, Head of Smart Grid APS CoC Asia, Siemens Singapore
- § Dato' Mohandass Nair, Director (Smart Billing Project), Distribution Network Department, Distribution Division, Tenaga Nasional Berhad
- § Mr Anand Gopal Menon Kottayil, Chief Technical Officer – Eng Tech, ASEAN, Energy Management, Siemens Malaysia

Moderator:

- § Mr Mohd Hazrill Md Haniff, Sales Manager, Energy Management, Siemens Malaysia

Track 3: End to end product life cycle management

With the rise of digitalization, how is it that a digital lifecycle management software can help customers manage the safety and performance of all information over the asset lifecycle, which can suffer from the disparity of information formats and without a single source of essential asset information among owners, operators, designers, yards and manufacturer from the feasibility stage through the end of life. Therefore, cost, quality and safety issues both in engineering and also during operations and asset modifications are some challenges that can be mastered through improved collaboration and solutions for future needs.

Speakers:

- § Mr Martin Becker, Head of Digitalization, Power Generation Services, Siemens AG

Panel Discussion:

- § Mr Carsten Burhenne Senior Vice President, Power Generation Services, Siemens Malaysia
- § Mr Martin Becker, Head of Digitalization, Power Generation Services, Siemens AG
- § Mr Ir Syed Fazal bin Syed Thajudeen, Head Machinery Control, Instrument Group Technical Solutions, Project Delivery & Technology, PETRONAS

Moderator:

- § Mr Jan Bartscht, Co-Founder & Managing Director, Leadapreneur

	<p>Track 4: Integrated Engineering to Integrated Operations How simulation increases efficiency, how a digital twin can optimize operations and process flow transparency, and how a common data model can create shorter time-to-market</p> <p>Speakers:</p> <ul style="list-style-type: none"> § Mr Goh Siew Boon, Assistant Vice President, General Factory Automation, Digital Factory Drives and Processes, Siemens Malaysia § Mr Johnson Tan, Vice President – Head of Business Unit & Regional VSS, Digital Factory Drives and Processes, Siemens Malaysia <p>Panel Discussion:</p> <ul style="list-style-type: none"> § Mr Adam Yee, Senior Vice President, Country Division Lead, Digital Factory and Process Industries and Drives, Siemens Malaysia § Mr Tobias Botzenhardt, Vice President Asia Pacific, Enterprise Data Intelligence & Analytics, of Siemens Industry Software Pte Ltd in Singapore § Mr Johnson Tan, Vice President – Head of Business Unit & Regional VSS, Digital Factory Drives and Processes, Siemens Malaysia <p>Moderator:</p> <ul style="list-style-type: none"> § Ms Wan Zaleha Radzi, Managing Director, Asiapromote Ventures Sdn. Bhd.
03:30pm – 03:45pm	Coffee Break & Marketplace Exhibition
03:45pm – 04:30pm	<p>Panel Discussion: Decision in Embarking on the Acquisition of New Technologies, Leveraging on Funding Opportunities, and Enabling the Value-Add for Customers</p> <p>The acquisition of new technology can be a costly affair, especially when there's a need to upgrade 'from what may be obsolete yesterday' to meet today's constantly evolving environment. Therefore, the motivation for access to technology would require sufficient capital. There are in fact manufacturers who are already employing asset finance and sustainable pay-to-use (rather than owning a technology outright) techniques from private sector financiers to prevent their growth from being held back by lack of capital. In realizing that there are now flexible financing methods to assist, customers will also want to know what's in it for them and if they can start at any point of the value chain that suits them best.</p> <p>Moderator:</p> <ul style="list-style-type: none"> § Mr Devendran Sinnadurai, Director, Strategy & Growth, Leaderonomics <p>Panelists:</p> <ul style="list-style-type: none"> § Mr Wong Kah Meng, Chief Executive Officer, Funding Societies Malaysia § Ms Xelia Tong, Vice President, Investment Division and Head of ATIO, CradleFund § Mr Fadzlan Abu Bakar, Head, Marketing and Product Development, Development Finance Division, MIDF § Mr Anand Gopal Menon Kottayil, Chief Technical Officer – Eng Tech, ASEAN, Energy Management, Siemens Malaysia

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04:30pm – 05:15pm	<p>Panel Discussion: Creating a Sustainable Talent Pipeline in a Generation of Digitally-Savvy Hires with Leaders that Jumpstart Digitalization</p> <p>The rise of the millennial is such that this generation is raised as digital natives with significantly different expectations and entirely different views of work, expecting more personal fulfillment from their day jobs. The collaboration with millennial calls for greater digitalization and networking of the work environment, where leaders of an organization or business play a critical role in implementing this successfully and bringing forth the realization of digitalization with role model examples in driving values.</p> <p>Moderator:</p> <p>§ Mr Sivanganam Rajaretnan, CEO, Malaysian Institute of Management</p> <p>Panelists:</p> <p>§ Mr Arulkumar Singaraveloo, Head, HR Business Partner, Infineon Technologies (Malaysia)</p> <p>§ Dr David Asirvatham, Dean, School of Computing & IT, Taylor's University</p> <p>§ Prof Datuk Dr Shahrin bin Sahib, Vice Chancellor / President, Universiti Teknikal Malaysia Melaka (UTeM)</p> <p>§ Mr Adam Yee, Senior Vice President, Country Division Lead, Digital Factory and Process Industries and Drives, Siemens Malaysia</p>
05:15pm – 05:30pm	Closing Remarks
05:30pm – 06:00pm	Networking & Marketplace Exhibition
06:30pm	Ends