



## SME Business Talk on

### “Empowering AI in Finance and E-Invoicing for SME Businesses”

25-2-2025 (Tuesday), 8.00am – 4.30pm

Venue: Menara Affin@TRX

### PROGRAM

Time	Program
08.00am	Registration and Breakfast
09.30am	Arrival of YB Tuan Gobind Singh Deo, Minister of Digital Malaysia
09.45am	National Anthem  <b>Welcoming Address</b> by Mr. Desmond Anil A/L Raymond Norbert, Organising Chairman of SME Business Talk
09.50am	<b>Opening Speech</b> by Mr. Chin Chee Seong, National President of SME Association of Malaysia
09.55am	<b>Keynote Address</b> by YB Tuan Gobind Singh Deo
10.05am	Launching of the SME Business Talk Series and Group Photo
10.15am	Break
10.225am	<b>Presentation:</b> E-Invoicing for SME Digitalisation by Mr. Saiful Izwan, Director of National e-Invoicing & Standardisation, MDEC
10.50am	<b>Presentation:</b> E-Invoicing for SME Business by Dr. Rasyidah Che Rosli, Director of e-Invoice Division, LHDN
11.50am	Sponsor Presentation by AFFIN Group
12.00noon to 12.45pm	<b>Panel Discussion on “Empowering SMEs Through Digitalisation: Harnessing E-Invoicing and AI for a Smarter Future”</b>  Moderator: Mr. Saravanan Kumar (RDS Partnership) Panelist 1: Dr. Rasyidah Che Rosli (LHDN) Panelist 2: Mr. Saiful Izwan (MDEC) Panelist 3: Mr. Jason Wong (iMocha Sdn. Bhd.)

12.45noon to 1.00pm	Q&A Session
1.00pm to 2.00pm	Networking lunch
02.00pm to 02.30pm	<p><b>Fireside Chat on Driving Malaysia's Economic Growth and Business Success through AI and SME Digitalisation</b></p> <p>Moderator: Mr. Chin Chee Seong, National President, SME Malaysia            Guest 1 – Mr. Sam Majid, Head of the National AI Office, Ministry of Digital            Guest 2 – Mr. Jamie Tan, Managing Director of JLL Malaysia            Guest 3 – Mr. Ankur Jakhwal, Chief Executive Officer, Boost Connect</p>
02.30pm to 02.45pm	Q&A Session
02.45pm to 03.45pm	Workshop on Simplifying E-Invoicing – How to Stay Compliant & Boost Business Efficiency by Mr. Jason Wong, Director of iMocha Sdn. Bhd.
03.45pm to 04.30pm	Networking and Photo Session