

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

12<sup>th</sup> September 2017, Tuesday | Shangri-La Hotel, Kuala Lumpur

## Agenda

08:30am – 09:00am	Guest arrival & Marketplace Exhibition
09:00am – 09:15am	Welcome Address by Emcee Safety Briefing
09:15am – 10:00am	<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><b>Moderator:</b></p> <ul style="list-style-type: none"> <li>Dr Andrew Staples, Network Director, Economist Corporate Network</li> </ul> <p><b>Panelists:</b></p> <ul style="list-style-type: none"> <li>Mr Johan Mahmood Merican, Deputy Director General, Economic Planning Unit (EPU)</li> <li>Mr Rushdi Abdul Rahim, Senior Vice President, MiGHT</li> <li>Mr Amogh Bhonde, Senior Vice President, Power Controls and Digitalization, Asia Pacific Region, Siemens</li> </ul>

10:00am – 10:10am	<p>Welcome Remarks</p> <p>YBhg Datuk Prakash Chandran, President and CEO, Siemens Malaysia</p>
10:10am – 10:25am	<p>Keynote Address</p> <p>YB Datuk Chua Tee Yong, Deputy Minister, Ministry of International Trade and Industry</p>
10:25am – 10:35am	<p>Opening Ceremony</p>
10:35am – 11:00am	<p><b>Taking Flight with Digitalization, the Siemens Way</b></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 Asia Australia and Energy Management</p>
11:00am – 11:20am	<p>Coffee Break &amp; Marketplace Exhibition</p> <p>Press Conference</p>
11:20am – 11:45am	<p><b>The 'Data Brain' of Siemens</b></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>

11:45am – 12:45pm	<p><b>Panel Discussion: The benefits and challenges that digitalization presents</b></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><b>Moderator:</b></p> <ul style="list-style-type: none"> <li>▪ Mr Jan Bartscht, Co-Founder &amp; Managing Director, Leadapreneur</li> </ul> <p><b>Panelists:</b></p> <ul style="list-style-type: none"> <li>▪ Dr Raslan Ahmad, Senior Vice President, MIGHT</li> <li>▪ Professor Dr Rose Alinda Alias, Department of Information Systems, Faculty of Computing, Universiti Teknologi Malaysia</li> <li>▪ Mr Martin Becker, Head of Digitalization, Distributed Power Generation Service Business, Siemens AG</li> <li>▪ Mr Raja Segaran, Head of Consulting &amp; Projects, Corporate Strategy, Malaysia Digital Economy Corporation (MDEC), Malaysia</li> <li>▪ Ms Shareen Shariza Dato' Abdul Ghani, Chief Executive Officer, Talent Corporation Malaysia Berhad</li> </ul>
12:45pm – 01:45pm	Lunch & Marketplace Exhibition
<b>Track Session</b>	
02:00pm – 03:30pm	<p><b>Track 1: Urban Renewal through Smart Mobility</b></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><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>▪ Mr Gerhard Paal, Head of Sales Data Services, Mobility Division, Siemens AG</li> </ul> <p><b>Panel Discussion:</b></p> <ul style="list-style-type: none"> <li>▪ Mr Gerhard Paal, Head of Sales Data Services, Mobility Division, Siemens AG</li> <li>▪ Mr Ir Azman Senin, <i>Program Director, Asia Rail Institute UniKL</i></li> <li>▪ Mr Sharoul Jambari, <i>Head of IDMS/SCDP &amp; International Programme, Technology Depository Agency Berhad (TDA)</i></li> </ul> <p><b>Moderator:</b></p> <ul style="list-style-type: none"> <li>▪ Mr Ben Chong, Country Division Head, Mobility, Siemens Malaysia</li> </ul>

### 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 – Smart Grid & Head of Engineering, Energy Management Division ASEAN, Siemens Malaysia

#### Panel Discussion:

- Mr Merten Foerster, Head of Smart Grid Applications, ASEAN, 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 – Smart Grid & Head of Engineering, Energy Management Division ASEAN, 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, Distributed Power Generation Service Business, Siemens AG

#### Panel Discussion:

- Mr Carsten Burhenne, Senior Vice President, Power Generation Services, Siemens Malaysia
- Mr Martin Becker, Head of Digitalization, Distributed Power Generation Service Business, Siemens AG
- Mr Ir Syed Fazal bin Syed Thajudeen, Head, Machinery Control, Instrument, Group Technical Solutions, Project Delivery & Technology, PETRONAS
- Mr Perikles Christias, Sales Director, Distributed Generation and Oil & Gas Services, Region South Asia, ASEAN, Pacific, Siemens Singapore

#### Moderator:

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

	<p><b>Track 4: Integrated Engineering to Integrated Operations</b> 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><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>▪ Mr Goh Siew Boon, Assistant Vice President, Business Unit Lead for Digital Factory, Factory Automation, Siemens Malaysia</li> <li>▪ Mr Johnson Tan, Vice President – Vice President of Process Automation Business Unit, Siemens Malaysia</li> </ul> <p><b>Panel Discussion:</b></p> <ul style="list-style-type: none"> <li>▪ Mr Adam Yee, Senior Vice President, Country Division Lead, Digital Factory and Process Industries and Drives, Control Products ASEAN, Siemens Malaysia</li> <li>▪ Mr Tobias Botzenhardt, Vice President Asia Pacific, Enterprise Data Intelligence &amp; Analytics, of Siemens Industry Software Pte Ltd in Singapore</li> <li>▪ Mr Johnson Tan, Vice President of Process Automation Business Unit, Siemens Malaysia</li> </ul> <p><b>Moderator:</b></p> <ul style="list-style-type: none"> <li>▪ Mr Goh Siew Boon, Assistant Vice President, Business Unit Lead for Digital Factory, Factory Automation, Siemens Malaysia</li> </ul>
03:30pm – 03:45pm	Coffee Break & Marketplace Exhibition
03:45pm – 04:30pm	<p><b>Panel Discussion: Decision in Embarking on the Acquisition of New Technologies, Leveraging on Funding Opportunities, and Enabling the Value-Add for Customers</b></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><b>Moderator:</b></p> <ul style="list-style-type: none"> <li>▪ Mr Devendran Sinnadurai, Director, Strategy &amp; Growth, Leaderonomics</li> </ul> <p><b>Panelists:</b></p> <ul style="list-style-type: none"> <li>▪ Mr Wong Kah Meng, Chief Executive Officer, Funding Societies Malaysia</li> <li>▪ Ms Xelia Tong, Vice President, Investment Division and Head of ATIO, CradleFund</li> <li>▪ Mr Fadzlan Abu Bakar, Head, Marketing and Product Development, Development Finance Division, MIDF</li> <li>▪ Mr Anand Gopal Menon Kottayil, Chief Technical Officer – Smart Grid &amp; Head of Engineering, Energy Management Division ASEAN, Siemens Malaysia</li> </ul>



04:30pm – 05:15pm	<p><b>Panel Discussion: Creating a Sustainable Talent Pipeline in a Generation of Digitally-Savvy Hires with Leaders that Jumpstart Digitalization</b></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><b>Moderator:</b></p> <ul style="list-style-type: none"> <li>▪ Mr Sivanganam Rajaretnan, CEO, Malaysian Institute of Management</li> </ul> <p><b>Panelists:</b></p> <ul style="list-style-type: none"> <li>▪ Yang Berbahagia Dato' CM Vignaesvaran Jeyandran, Chief Executive, Human Resources Development Fund (HRDF), Malaysia</li> <li>▪ Mr Arulkumar Singaraveloo, Head, HR Business Partner, Infineon Technologies (Malaysia)</li> <li>▪ Dr David Asirvatham, Dean, School of Computing &amp; IT, Taylor's University</li> <li>▪ Prof Datuk Dr Shahrin bin Sahib, Vice Chancellor / President, Universiti Teknikal Malaysia Melaka (UTeM)</li> <li>▪ Mr Adam Yee, Senior Vice President, Country Division Lead, Digital Factory and Process Industries and Drives, Control Products ASEAN, Siemens Malaysia</li> </ul>
05:15pm – 05:30pm	<p><b>Closing Remarks</b></p> <p>Mr Adam Yee, Senior Vice President, Country Division Lead, Digital Factory and Process Industries and Drives, Control Products ASEAN, Siemens Malaysia</p>
05:30pm – 06:00pm	<p><b>Networking &amp; Marketplace Exhibition</b></p>
06:30pm	<p><b>Ends</b></p>