



ASEAN ENGINEERING DIGITAL TRANSFORMATION SUMMIT **ASEAN EDX 2022**

| DIGITAL TRANSFORMATION OF ENGINEERING ECOSYSTEMS |

18 MAR 2022 VIRTUAL

| Guest of Honor |

Y.B. Dato' Seri Mohamed Azmin Ali
Minister
Ministry of International Trade & Industry, Malaysia

| EMBRACE |

| TRANSFORM |

| SUSTAIN |



| DIGITAL TRANSFORMATION OF ENGINEERING ECOSYSTEMS |

| INTRODUCTION |

Business leaders must be prepared to handle complexity and scale for the future now more than ever. In the last 18 months, the pace of digital transformation has accelerated in the region and digital disruption has intensified in every industry.

ASEAN Engineering Digital Transformation Summit 2022 (ASEAN EDX 2022) promises to deliver fresh and relevant insight through thought-provoking digital broadcasts. You can also explore how digital transformation can create enterprise value, empower greater worker productivity, and make the world a better place.

ASEAN Engineering Digital Transformation Summit 2022 (ASEAN EDX 2022) is one-day initiative **by-invitation-only** virtual event. It is an exclusive virtual summit curated by the engineering & technology experts from the various industries across region to gather and discuss the topics that are currently at the top of the enterprise's agenda, as well as network with their peers. **ASEAN EDX 2022** contains everything that industrial leaders and learners need to remain on track.



| DIGITAL TRANSFORMATION OF ENGINEERING ECOSYSTEMS |

| OBJECTIVES |

- To create greater awareness among ASEAN engineering community on the latest digitisation and Industry 4.0 Enabling Technologies for the manufacturing sector;
- To assist ASEAN engineering community, to learn to leverage on new technology and digitisation improve business performance, to grow and thrive;
- To provide a platform for technology practitioners and manufacturers to network and learn from each other; and
- To promote the adoption of digitisation and industry 4.0 enabling technologies to the ASEAN Engineering community.

| WHO SHOULD ATTEND |

- | | | |
|-------------------------------------|--------------------------------------|-------------------------------|
| ✓ Group/CTO, CIO, CISO | ✓ Head of Digital Transformation | ✓ Procurement heads – Digital |
| ✓ Group/CEO | ✓ Head of Data Science and Analytics | ✓ Engineer |
| ✓ Group/CDO - Chief Digital Officer | ✓ Head of IT Infrastructure | ✓ Technologist |
| ✓ Group/Chief Data Scientist | ✓ Managing Director | ✓ Technician |

| INDUSTRIES IN FOCUS |

- | | | |
|-----------------|---------------------|----------------------------|
| ➤ Government | ➤ Telecommunication | ➤ Consulting |
| ➤ Construction | ➤ Agriculture | ➤ Logistics & Supply Chain |
| ➤ Manufacturing | ➤ Automotive | ➤ Education |



| DIGITAL TRANSFORMATION OF ENGINEERING ECOSYSTEMS |

| WHY ATTEND |

Brilliant Content

- In-depth, trend-forward digital marketing sessions & workshops – each tons of practical takeaways and ideas to keep you ahead in the digital economy.

Brilliant Speakers

- Gain in-depth guidance from expert speakers on fine-tuning your digital transformation journey and the industry best practices.

Continued Learning

- You have access to speaker presentation slides and recordings, for your company to reference and use in your marketing and business initiatives, year-round.

Connections

- Hundreds of seasoned marketers, strategists, designers, and more to mingle and connect with. Meet your customers, vendors, expert resources, friends and colleagues of tomorrow.

Showcase of Digital Innovations

- Gather practical perspectives from many real-world use-cases shared by the market's top digital transformation players, including early adopters and leaders from across the region.

Network with leading solution providers

- As a delegate, you will experience cutting-edge technology from solution providers from around the world that can fulfil your business requirements.



| DIGITAL TRANSFORMATION OF ENGINEERING ECOSYSTEMS |

| EVENT HIGHLIGHT |

15+ Speakers from government, engineering enterprise organisations sharing real business use cases

8+ Solution Specialists offering their incredible insights into business and digital transformation

8+ hours of presentations, Q&A sessions & panel debates

More than 10 countries (ASEAN & Asia Pacific) of participants to the Summit

On Demand bonus access to further digital transformation presentations

Event summary offering key event highlights and information

Virtual conference platform that allows you to attend from wherever you may be working

Business Networking offering the best platform for business



| DIGITAL TRANSFORMATION OF ENGINEERING ECOSYSTEMS |

| SUMMIT PROGRAMME |

TIME	PROGRAMME
08:00 AM (MYT)	Online Attendance Registration of ASEAN EDX2022
09:00 AM (MYT)	Introduction and House Rules Ir. Dr. TAN Chee Fai Organising Chairman of ASEAN EDX 2022 Deputy Chairman of IEM Consulting Engineering Special Interest Group
09:10 AM (MYT)	Welcome Speech Ir. Ong Ching Loon President of the Institution of Engineers, Malaysia (IEM)
09:25 AM (MYT)	Opening Speech and Officiating of ASEAN EDX 2022 Y.B. Dato' Seri Mohamed Azmin Ali Minister, Ministry of International Trade & Industry, Malaysia



| DIGITAL TRANSFORMATION OF ENGINEERING ECOSYSTEMS |

| SUMMIT PROGRAMME |

LANDSCAPE: THE PANDEMIC EFFECT, TECH TRENDS, SUSTAINABLE GOALS

10:00 AM (MYT)	H.E. Mohamed Djelid (TBC) Director of the UNESCO Regional Science Bureau for Asia and the Pacific
10:20 AM (MYT)	Prof. Dr. GONG Ke (TBC) President of the World Federation of Engineering Organisations (WFEO)
10:40 AM (MYT)	Prof. Dr. HUANG Wei (TBC) President of the Federation of Engineering Institutions of Asia and Pacific (FEIAP)



| DIGITAL TRANSFORMATION OF ENGINEERING ECOSYSTEMS |

| SUMMIT PROGRAMME |

LANDSCAPE: THE PANDEMIC EFFECT, TECH TRENDS, SUSTAINABLE GOALS

11:00 AM (MYT)	Academician Dato' Ir. (Dr.) LEE Yee Cheong (TBC) Honorary Chairman, Governing Council, International Science Technology and Innovation Centre for South-South Cooperation under the auspices of UNESCO (ISTIC)
11:20 AM (MYT)	Ir. Academician Emeritus Prof. Tan Sri Dato' Dr. CHUAH Hean Teik (TBC) President of the ASEAN Academy of Engineering and Technology (AAET)
11:40 AM (MYT)	Dato' Ir. Lim Chow Hock Chairman of the IEM APEC/IPE R&A Committee, Institution of Engineers Malaysia (IEM)



| DIGITAL TRANSFORMATION OF ENGINEERING ECOSYSTEMS |

| SUMMIT PROGRAMME |

ORGANISATION: PEOPLE, CULTURE, COLLABORATION, LEADERSHIP, EMPOWERMENT, VALUES

12:00 PM (MYT)	Friedrich Huebler (TBC) Head of Office of the UNESCO-UNEVOC International Centre for Technical and Vocational Education and Training
12:20 PM (MYT)	Engr. Dr. Cho Win Maw (TBC) President of the Myanmar Engineering Council (MEC)
12:40 PM (MYT)	Distinguished Keynote 9 Ir. Dr. Tan Yean Chin (TBC) Secretary General of the Federation of Engineering Institutions of Asia and Pacific (FEIAP)
13:00 PM (MYT)	LUNCH BREAK



| DIGITAL TRANSFORMATION OF ENGINEERING ECOSYSTEMS |

| SUMMIT PROGRAMME |

DIGITAL TRANSFORMATION: EMBRACE, TRANSFORM, SUSTAIN

14:00 PM (MYT)	<i>Sponsor Presentation</i> <i>TBC</i>
14:15 PM (MYT)	Prof. Dr. CHEN Ming (TBC) Director of the Industry 4.0 Learning Factory Lab at the Tongji University
14:30 PM (MYT)	Dr. Mohamad NorJayadi Tamam (TBC) Deputy Director of the Malaysia Productivity Corporation (MPC)
14:45 PM (MYT)	Mr. Vincent OH Kok Loon Digital Transformation Consultant of the China Productivity Centre, ROC



| DIGITAL TRANSFORMATION OF ENGINEERING ECOSYSTEMS |

| SUMMIT PROGRAMME |

POLICY & INCENTIVES: THE DRIVING MECHANISM TOWARDS DIGITAL TRANSFORMATION

14:45 PM (MYT)

Sponsor Presentation
TBC

15:00 PM (MYT)

H.E. David KHOR Tark Wei

Minister (Investment) of the Malaysia Investment Development Authority @ Beijing, China

15:15 PM (MYT)

Datuk Sri WONG Siew Hai (TBC)

President of the Malaysia Semiconductor Industry Association (MSIA)

15:30 PM (MYT)

Ir. Chin Lee Tuck

Vice President of The Institution of Surveyors, Engineers and Architects (PUJA) Brunei



| DIGITAL TRANSFORMATION OF ENGINEERING ECOSYSTEMS |

| SUMMIT PROGRAMME |

DISRUPTIVE TECHNOLOGIES: DIGITAL TRANSFORMATION ENABLERS

15:45 PM (MYT)	<i>Sponsor Presentation</i>
16:00 PM (MYT)	Dr. Jing Peng (TBC) Chair of the WFEO Committee on Engineering for Innovative Technologies, World Federation of Engineering Organisation (WFEO)
16:15 PM (MYT)	Assoc. Prof. Ir. Dr. David CHUAH Joon Huang Hon. Secretary of the Institution of Engineers Malaysia (IEM)
16:30 PM (MYT)	Ms. WAN Siew Ping Institution of Engineers Singapore (IES)
16: 45 PM (MYT)	TEA BREAK



| DIGITAL TRANSFORMATION OF ENGINEERING ECOSYSTEMS |

| SUMMIT PROGRAMME |

TALENT DEVELOPMENT: UPSKILL, RESKILL, UNLEARN, RELEARN

17:00 PM (MYT) ***Sponsor Presentation***
TBC

17:15 PM (MYT) **Datuk Ts. Ir. Dr. Siti Hamisah Binti Tapsir (TBC)**
President of Malaysia Board of Technologists (MBOT)

17:30 PM (MYT) **Engr. Federico A. Monsada (SMEP)**
President of the Philippine Technological Council (PTC)



| DIGITAL TRANSFORMATION OF ENGINEERING ECOSYSTEMS |

| SUMMIT PROGRAMME |

FINALE

17:45 PM (MYT)	Ir. Yau Chau Fong Head Commissioner of the ASEAN Engineering Register (AER)
17:50 PM (MYT)	Closing Remarks Prof. Ir. Dr. Norlida Buniyamin Deputy President of the Institution of Engineers Malaysia (IEM)
18:00 PM (MYT)	END of SUMMIT



| DIGITAL TRANSFORMATION OF ENGINEERING ECOSYSTEMS |

| SUMMIT REGISTRATION |

The ASEAN EDX 2022 team is pleased to invite your good self to attend the Summit that will be held as follows:

Date	: 18 March 2022 (Friday)
Time	: 08.30 AM – 18.00 PM
Vanue	: Zoom Platform
Fees	: Free of Charge
E-Certificate	: RM200 (subjected to 6% SST)
Registration Link	: https://forms.gle/om9obd7gWhZU3BFV8



DIGITAL TRANSFORMATION OF ENGINEERING ECOSYSTEMS

SUMMIT SPONSORSHIP FORM

Please Tick:				
	Platinum	Gold	Silver	Bronze
Value (RM)	13,000	10,000	8,000	5,000
Availability of Sponsorship	2	2	5	10
1 unit of Exhibition booth* @ ENGINEER (https://engineermalaysia.com.my/)	/			
Company corporate logo will be displayed throughout the summit promotional flyers & advertisement	/	/	/	/
Company corporate logo will be on the back cover page of digital programme booklet	/	/	/	/
Brief intro about company / top management in digital programme booklet	/	/	/	/
Advertisement in programme booklet	2 pages	1 page	1/2 page	
Company logo on Digital Backdrop	/	/	/	/
Special blasting in social media (Facebook, Instagram, Twitter), frequency differs	/	/	/	/
Acknowledgement of the company during Summit opening ceremony	/	/		
10 minutes Speaking Slot during Summit	/	/		
Advertising space in website and hyperlink (size and concept differ accordingly)	/	/	/	/
Corporate video during break	/	/	/	

* 3m x 3m shell scheme exhibition stand complete with:

- white melamine dividing panels/partition
- 1 information desk & 2 chairs
- 2 units spot light
- 1 unit 12 Amp power point
- 1 unit waste paper basket
- 1 set company name on fascia board



| DIGITAL TRANSFORMATION OF ENGINEERING ECOSYSTEMS |

- The ASEAN EDX 2022 will be held on the 18 March 2022 on Virtual Platform (ZOOM).
- For more details of the symposium, please log on to www.aseanedx2022.my.
- By signing the contract of sponsorship, the Sponsor is deemed to have agreed / given permission to the following:
 1. Logo submission for the purpose of marketing and advertising of the symposium & exhibition.
 2. The Organiser reserves the right to place the logo in any of the marketing collaterals across various platforms (print, digital, outdoor).
 3. The Sponsors will need to submit the required logo and artwork for any of the marketing collaterals usage not later than 1st July 2021, in which failure to do so, logo and advertisement will not be placed.
- The Organiser reserves the right to change the date and/or venue or to postpone the Summit due to force majeure at its sole discretion.

It is our pleasure to inform that we would like to sponsor **ASEAN Engineering Digital Transformation Summit 2022** as ticked in the box and enclose herewith Banker's Cheque / Local Cheque No.: _____ issued to 'The Institution of Engineers, Malaysia' for the sum of Ringgit Malaysia _____.

Yours faithfully,

Name:

Designation:

Contact Name: _____ Contact No.: _____

Email: _____

Billing Address: _____



| *DIGITAL TRANSFORMATION OF ENGINEERING ECOSYSTEMS* |

| ORGANISER |
CONSULTING ENGINEERING SPECIAL INTEREST GROUP (CESIG)

| CO-ORGANISER |
**AER ASEAN ENGINEERING INSPECTORS FOR MANUFACTURING (AEI-MFG)
AER ASEAN ENGINEERING INSPECTORS FOR ELECTRICAL INSTALLATION (AEI-EI)
IEM YOUNG ENGINEERS SECTION**