

ORGANIZED BY ASIAN TRANSFORMATION ACADEMY & KELAB AIM MALAYSIA



# AI REVOLUTION :

TRANSFORMATIVE IMPACTS  
AND OPPORTUNITIES

Harnessing AI for Strategic Growth  
& Competitive Advantage

**2 DECEMBER 2024**  
**0830AM – 1730PM**

5th Floor, Cititel Mid Valley,  
Lingkar Syed Putra,  
Mid Valley City,  
59200 Kuala Lumpur

IN COLLABORATION WITH



INSTITUTE OF MARKETING MALAYSIA



MALAYSIA DIGITAL ECONOMY SDN BHD

## PARTICIPATING SPEAKERS



# HELLO WORLD!



Welcome to the AI Business Conference, proudly organized by the Asian Transformation Academy in collaboration with Kelab AIM Malaysia, Malaysia Digital Economy Corporation (MDeC) & Institute of Marketing Malaysia. This event is designed to explore the transformative power of artificial intelligence in shaping the future of business and driving Malaysia's digital transformation.

Throughout the conference, we will dive into real-world AI success stories and cutting-edge solutions that are revolutionizing industries. Expert-led sessions will cover a wide range of topics, including the integration of AI in business operations, collaboration across sectors, ethical AI practices, and the latest innovations.

In addition, we will discuss AI's roadmap for Malaysia, highlighting grants and support from the Malaysian Ministry of Digital, MOSTI (Ministry of Science, Technology, and Innovation), MITI (Ministry of International Trade and Industry) and Polis Diraja Malaysia. This is an invaluable opportunity to learn about the national frameworks and strategies that are helping position Malaysia as a leader in the global AI ecosystem.

Join us for insightful discussions on enhancing cybersecurity, combating commercial crime, and leveraging big data to drive operational efficiency. This conference will also address how businesses can align AI initiatives with organizational goals to foster innovation and gain a competitive edge. We will explore the critical collaboration between academia and industry, preparing the workforce for an AI-driven future.

Don't miss this journey into the future of AI in business, with practical strategies and insights that will prepare organizations to thrive in an increasingly digital world.



## ABOUT THE ORGANIZERS

Asian Transformation Academy is a leading HRD-certified training provider dedicated to transformative leadership program through innovative learning experiences including artificial intelligence.

Kelab AIM Malaysia is the Malaysian Chapter of alumni of the Asian Institute of Management (AIM), a renowned graduate school of management based in the Philippines.

Also in collaboration with Institute of Marketing Malaysia – the only registered Institute in the country established for the purpose of serving the marketing fraternity in Malaysia. Formed under the Society's Act in 1979, the Institute has assisted and will continue to assist, train and bring together marketers from various businesses and industries with one common goal and that is to improve the marketing skills of its members.

# EVENT OBJECTIVES

## Explore AI Fundamentals and Advancements:

Equip participants with a deep understanding of AI technologies like machine learning, natural language processing, and robotics. Stay ahead of technological advancements by exploring the latest trends in AI.

## Showcase Real-World Applications:

Share real-world examples of how AI has successfully transformed businesses in various industries. Explore practical AI applications in manufacturing, healthcare, finance, and hospitality.

## Review Implementation Strategies:

Provide strategic advice for organizations adopting AI. Discuss essential infrastructure, talent acquisition, and change management for successful AI implementation.

## Promote Networking and Collaboration:

Facilitate networking among AI professionals and industry leaders. Foster collaboration to advance AI innovation and development.

## Explore Ethical and Regulatory Considerations:

Explore the ethical challenges of AI, such as bias, transparency, and accountability. Discuss regulations and governance for responsible and sustainable AI adoption.



# BENEFITS

## Enhanced Knowledge and Skills:

Participants will gain a practical understanding of AI technologies and their applications. Access to cutting-edge practices and expert insights will empower them to lead AI initiatives in their organizations.

## Access to Industry Leaders and Experts:

Network with AI experts from regulatory organizations, leading enablers and practitioners like MOSTI, MDeC, Polis Diraja Malaysia, Microsoft Malaysia, AIM, UTM, MIGHT, and Cyber Security Service Providers. Learn from their experiences in implementing AI solutions.

## Exclusive Case Studies and Best Practices:

Learn from real-world AI adoption stories. Understand challenges and successes faced by other organizations. Gain practical knowledge for your own AI projects.

## Networking Opportunities:

Engage with peers, industry leaders, and researchers. Build relationships for future collaborations and business opportunities.

## Strategic Planning and Decision-Making:

Empower leaders to make informed decisions about AI investments. Develop AI strategies that align with business goals and ensure long-term success.

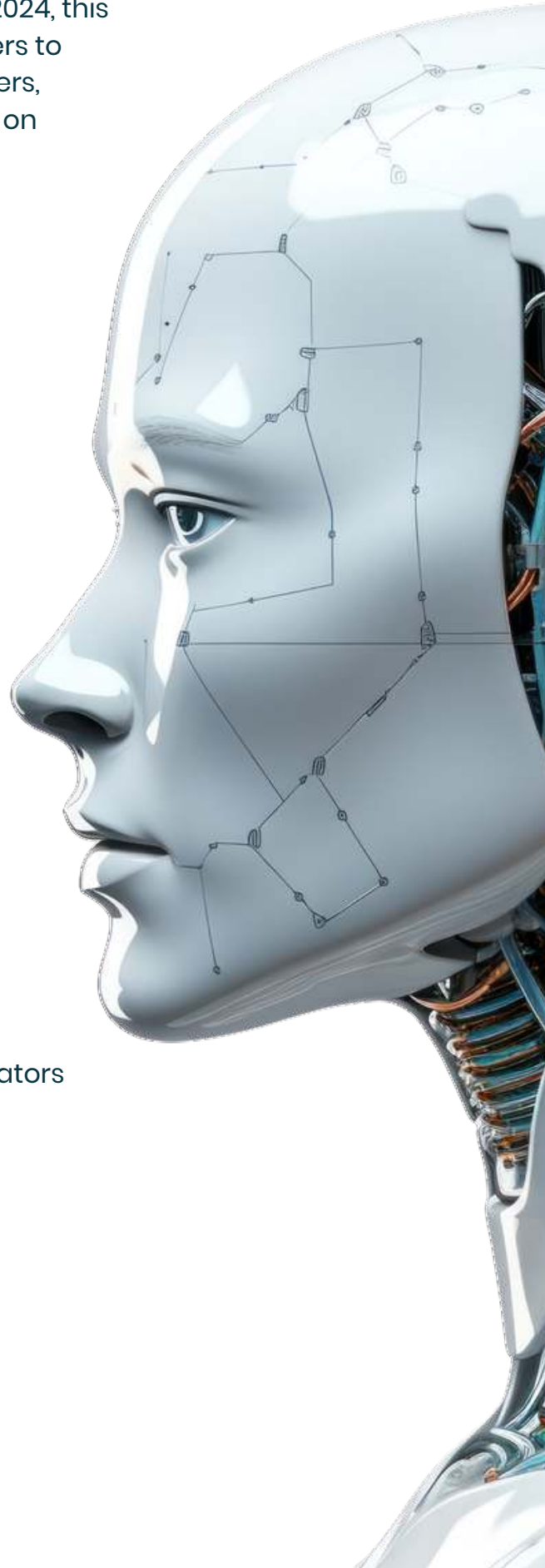
## ARTIFICIAL INTELLIGENCE BUSINESS CONFERENCE

The AI Business Conference is a crucial event for businesses seeking to leverage AI. Scheduled for December 2024, this conference will bring together diverse stakeholders to explore AI's impact and integration. Industry leaders, policymakers, and researchers will share insights on AI-driven transformation, specific industry applications, ethics, and security.

The conference aims to equip participants with knowledge, strategies, and tools for successful AI adoption. By focusing on understanding AI technologies, showcasing success stories, facilitating networking, addressing challenges, and promoting ethical practices, the conference will help participants unlock AI's full potential. Targeted attendees from across Asia, including corporate SMEs and industry leaders, will benefit greatly from this event.

## WHO SHOULD ATTEND

- CEOs, Managing Directors, business owners & entrepreneurs
- Chief Technology Officers (CTOs) and Chief Information Officers (CIOs)
- Business Development Managers and Innovators
- Consultants and advisors specializing in AI



# PROGRAM

## Roadmap for the Development of AI In Malaysia, National Guidelines for Responsible and Ethical AI Governance



Datuk Ts. Dr. Mohd Nor Azman bin Hassan  
Deputy Secretary General,  
Technology Development,  
Ministry of Science, Tech & Innovation

This session will explore Malaysia's National Guidelines on AI Governance and Ethics, aimed at fostering responsible and ethical AI development across sectors. Participants will gain insights into the seven core AI principles—Fairness, Reliability, Privacy, Inclusiveness, Transparency, Accountability, and Pursuit of Human Benefit—that form the backbone of these guidelines. We will discuss how these principles ensure that AI technologies are aligned with national goals, safeguarding human rights, promoting sustainability, and enhancing societal well-being. The session will also cover the roles of key stakeholders, including policymakers, developers, and end-users, in implementing AI that is safe, trustworthy, and inclusive for all.



## Driving Business Innovation with AI: Microsoft's Perspective



By Ms. Millie Yong,  
Director of Solution Sales,  
Microsoft Malaysia Sdn Bhd

The session will discuss AI as a catalyst for business transformation, showcasing examples of AI-driven success stories and Microsoft's AI solutions tailored for enterprises. It will cover best practices for integrating AI into business operations, highlight the importance of collaboration between tech companies and other sectors, and address ethical considerations and responsible AI use. Additionally, the session will explore future trends and innovations in AI technology and how businesses can prepare for and leverage these advancements.

## Leveraging AI to Combat Commercial Crime: Challenges and Opportunities



By YBhg Commissioner Dato' Seri  
Ramli Muhammad Yoosuf,  
Director of Commercial Crime  
Investigations Department,  
Royal Malaysia Police

Uncover key impacts of commercial crime in the digital age on businesses and the economy, and how AI technologies are being used in detecting and preventing fraudulent activities through tools and techniques, with real-life case studies. Address the challenges of implementing AI solutions, including technical and ethical considerations, data privacy, and the need for regulatory frameworks, while also exploring future trends and innovations in AI-driven crime prevention.



## Navigating Malaysia's Cyber Security Landscape: Understanding ACT 854 and PDPA and What Organizations Can Do



By Mr. Hon Fun Ping,  
Cyber Security Specialists,  
Managing Director,  
NetAssist (M) Sdn Bhd.

Mr. Hon delves into Malaysia's recent cyber security legislation, ACT 854 and PDPA2.0. It explains their purpose, key definitions, penalties for non-compliance, and the specific obligations for organizations, including data breach notification and personal data protection. The presentation highlights the potential risks and challenges strategies, such as developing of policies, getting data inventory, implementing security measures, having incident response plan in place, understanding of risk assessments and its strategies, and understanding about data privacy policy. It also emphasizes the role of cyber security service providers in assisting organizations in achieving compliance and mitigating risks. This is crucial as it will affect business at all levels and the repercussion is penalty, reputation loss and possible jail term.

## Harnessing AI in Big Data: Transforming Insights into Action



By Christopher P. Monterola, PhD,  
Executive Managing Director,  
Asian Institute of Management

Explore the transformative role of AI in the realm of big data and delve into how AI technologies are being utilised to analyse vast amounts of data, uncover hidden patterns, and generate actionable insights. The presentation will cover key applications of AI in big data across various industries, illustrating how businesses can leverage these insights to drive innovation, optimize operations, and enhance decision-making processes. Understand the synergy between AI and big data, and learn practical strategies for implementing AI-driven big data solutions to achieve competitive advantage.

## Innovative Marketing Through AI Clones



By Mr Sun Cheng Ming,  
CEO & Founder,  
EAI Tech Academy Sdn Bhd

Imagine a world where your brand's personality is amplified, your reach is limitless, and your message is delivered with unmatched precision. AI clones are revolutionizing marketing by creating hyper-personalized experiences, scaling content production, and fostering deeper connections with your audience. From virtual influencers to AI-powered chatbots, the possibilities are endless. Join us as we explore the cutting-edge of AI-driven marketing and discover how to harness the power of AI clones to drive your business to new heights.

## Leveraging AI for Organisational Excellence

**Moderator:** Dr Hon Hock Woon (MIMOS Bhd)

Dr Kev Lim (Qmed Asia)

Mr Ricky Haryadi (Microsoft Malaysia Sdn. Bhd.)

Mr Tan Aik Keong (Agmo Group of Companies)

Mr Hon Fun Ping (NetAssist)

The discussion will explore how AI can be strategically employed to drive organisational excellence. Key topics will include aligning AI initiatives with organisational goals and national frameworks to boost performance and exploring real-world applications of AI to streamline operations, foster innovation, and gain competitive advantages. The panel will also cover the integration of AI with big data to extract actionable insights, enhance decision-making, and improve cybersecurity measures. Attendees will gain practical strategies for implementing AI, addressing common challenges, and leveraging opportunities to optimize business processes and achieve long-term success.

## Bridging Academia and Industry for AI Talent Excellence

**Moderator:** Professor Ts. Dr Aida Binti Mustapha  
Associate Professor Dr Naz'ri Mahrin (UTM)  
Dr Saat Shukri Embong (MIMOS Berhad)  
Professor Christopher P.Monterola (AIM)  
Mr Ramakrishna Damodharan (Robomy)

Explore how universities can drive innovation and develop essential skills to prepare students for AI careers, emphasising the crucial link between academia and industry. The discussion will cover strategies for integrating AI and emerging technologies into curricula to align with industry needs, and highlight the importance of partnerships between universities and industry leaders to create practical learning opportunities, internships, and real-world projects. It will also focus on establishing innovation hubs and research centres that foster student-led innovation and collaborative research with industry. Additionally, the session will address skill development by identifying critical gaps and designing programs in collaboration with industry experts.

# SPEAKERS



**Datuk Ts. Dr. Mohd Nor Azman bin Hassan**  
Deputy Secretary General,  
Technology Development,  
Ministry of Science, Technology & Innovation

Dr. Azman oversees the development of Malaysia's science, technology, and innovation ecosystem to drive socio-economic growth. With experience in higher education, the power sector, and technological development, he has a deep understanding of emerging technologies like renewable energy, advanced materials, biotechnology, and nanotechnology. Dr. Azman holds a doctoral degree in renewable energy technology from Carnegie Mellon University and is a registered Professional Technologist (Green Tech).



**Millie Yong**  
Director, Solution Sales,  
Microsoft Malaysia

Millie Yong, the Director of Solution Sales at Microsoft Malaysia, leads a team of specialists in driving digital transformation for enterprise customers. With over 20 years of experience in industries like finance, telecommunications, manufacturing, retail, and government, she aligns Microsoft solutions to meet customer needs and empowers businesses to achieve their digital goals.



**Hon Fun Ping**  
Chief Executive Officer,  
NetAssist (M) Sdn. Bhd.

Mr Hon Fun Ping, a seasoned cybersecurity expert with over 27 years of experience, founded NetAssist and has led the company to consistent growth. With a Bachelor of Science in Computer Science and Mathematics, he has a strong technical foundation and a deep understanding of the cybersecurity landscape. Under his leadership, NetAssist has achieved impressive annual growth rates, positioning itself as a trusted partner for organizations seeking to protect their digital assets.



**YBhg Commissioner Datuk Seri Ramli  
Muhamed Yoosuf**  
Director of Commercial Crime,  
Investigations Department,  
Royal Malaysia Police, Bukit Aman, KL

Throughout nearly 36 years of service, Datuk Seri Ramli has held several important positions in the Force. Among them are the Deputy Chief Secretary to the IGP (Public Relations), Secretary of the Royal Malaysian Police, and Chief of Police of Pahang from 17 June 2021 to 10 May 2023. A graduate from Idaho State University, Pocatello, United States, he is also widely experienced in white-collar crime investigations.



**Professor Christopher P. Monterola, PhD.**  
Asian Institute of Management,  
Makati, Philippines,  
Aboitiz Chair in Data Science  
Head, School of Innovation,  
Tech and Entrepreneurship

Dr Monterola is a Senior Scientist and Capability Group Manager (CGM) of the Complex Systems (CxSy) Capability Group, Computing Science Department, Institute of High Performance Computing, A\*STAR, Singapore. He is also the Adjunct Senior Research Fellow, Complexity Institute, Nanyang Technological University, Singapore.



**Mr Sun Cheng Ming**  
CEO & Founder,  
EAI Tech Academy Sdn Bhd

With 16 years of dedicated experience in corporate marketing planning and execution, Sun Chengming is a seasoned expert in the field. He is the co-founder of Shuzhi Yuan, a company focused on AI technology development, and also serves as a co-founder of EAITECH in Malaysia. As the creator of the AI Smart Marketing Investment System, he is committed to leveraging artificial intelligence to revolutionize marketing strategies and drive business growth. His work aims to empower businesses with innovative tools and insights for effective marketing in the digital age.



**Dr Hon Hock Woon**

Head of Strategic ICT (AI), Senior Principal  
Researcher,  
MIMOS Bhd

Dr. Hon Hock Woon is the Head of Strategic ICT (AI) and a Senior Principal Researcher at MIMOS Berhad, specializing in computer vision, deep learning, and large language models. He currently handles 12th Malaysia Plan Program, overseeing five AI-related projects and leading a Strategic Research initiative focused on perception AI.



**Mr Tan Aik Keong**

Founder and CEO,  
Agmo Group of Companies,  
Council Member, National Digital  
Economy and Industrial Revolution 4.0

Tan Aik Keong (AK) is the founder and CEO of Agmo Group of Companies, a public listed company in Bursa Malaysia. Agmo is an international awards winning software company focused on mobile and emerging technology solutions, serving 11 Fortune 500 companies, multinational companies, public listed companies in the region and government agencies. In 2023, he won the World Distinguished Digital Entrepreneur Lifetime Achievement Award.



**Dr Kev Lim**  
CEO & Founder of Qmed Asia

A Medical Doctor, Techie & Entrepreneur. Highly motivated and passionate in bringing innovative technology into the healthcare industry, to improve healthcare accessibility, quality, and efficiency. Qmed Asia (formerly QueueMed) is a healthcare technology startup founded in 2019 by a group of Doctors and Engineers to assist both public & private healthcare providers with their digital health transformation.



**Mr Ricky Haryadi**  
Go-To-Market Lead,  
Microsoft (Malaysia) Sdn Bhd

Ricky leads the overall business group: GTM strategy, product management, marketing, thought leadership and sales operation of Commercial cloud solutions of productivity, collaboration, and cybersecurity for the ASEAN market. Ricky is certified in AI Business School, Generative AI & Ethical AI, Sustainability (ESG), Change Management, Business Model Innovation, Modern Marketing, and 35+ Technology-related certifications.





**Professor Ts. Dr Aida Binti Mustapha**  
Deputy Vice-Chancellor  
(Research & Innovation)  
Universiti Malaysia Pahang

Aida Mustapha received her B.Sc. degree in Computer Science from Michigan Technological University, Masters of Computer Science from Universiti Kebangsaan Malaysia, and Ph.D. in Artificial Intelligence from Universiti Putra Malaysia. She is also the lead trainer for Akademi Intelek dan Data Analitik (AI. DA), responsible for Microsoft professional certification programs for both students, academics, and industry partners.



**Assoc. Prof. Dr. Mohd Naz'ri Mahrin**  
Dean, Faculty of Artificial Intelligence,  
Universiti Teknologi Malaysia

Prior to his current role, Dr. Naz'ri served as the Dean of the Razak Faculty of Technology and Informatics at UTM. With degrees in Computer Science, Real-Time Software Engineering, and Software Engineering from UTM and the University of Queensland, respectively, he brings a wealth of expertise in software engineering, information systems, security management, and AI for big data analytics.



**Dr Saat Shukri Embong**  
Chief Executive Officer  
MIMOS Berhad

Dr Saat Shukri Embong obtained his first degree in Bachelor of Science in Mechanical Engineering from the University of Hartford, Hartford, CT, USA, in 1994 and he was awarded a Master of Engineering in Mechatronics in 1995. He obtained his PhD in Electrical Engineering from Universiti Kebangsaan Malaysia in 2015. Throughout his tremendous career, he has successfully developed various new technologies, products and solutions as well as secured various intellectual properties in the field which qualified him to be included in the 16th Edition MARQUIS' Who's Who In The World.



**Mr Ramakrishna Damodharan**  
Founder  
Robomy Advanced Technologies  
Malaysia

Ramakrishna Damodharan is a dynamic leader at the forefront of AI. As the founder and one of the directors of Robomy Sdn. Bhd. Malaysia and Robomy Advanced Technologies Pvt. Ltd., India. Ramakrishna spearheads strategic initiatives that drive the development and implementation of cutting-edge AI solutions across diverse industries. Under his leadership, both companies have expanded their impact, contributing to advancements in AI-driven technologies in Southeast Asia, South Asia, Middle East and beyond.

## TICKET PRICE

### GENERAL ADMISSION

**RM 1,850**

Engage with peers, industry leaders, and researchers. Build relationships for future collaborations and business opportunities.

### HRDCorp CLAIMABLE SCHEME

**RM 1,750**

Participants are required to submit your application separately to HRDCorp with this information:

Training Provider: **Asian Transformation Academy PLT**

CoID: **202004002226**

Course Serial No: **10001469849**

Course Title: **AI REVOLUTION Transformative Impacts and Opportunities**

For more information about this scheme, go to  
[ <https://hrdcorp.gov.my/hrdcorp-claimable-courses> ]

### VIRTUAL ACCESS

**RM 500**

# REGISTRATION

We look forward to welcoming you to the AI Business Conference!

Don't miss this opportunity to learn about the latest AI trends and how to leverage them for your business. Secure your seat now!

<https://aibc2024.ata-hrd.com/>



For further enquiries please contact:

Email: [asiantransformationlouis@gmail.com](mailto:asiantransformationlouis@gmail.com)

Tel: +6017 248 7416

