

BUSINESS IN THE NEW NORMAL

RECOVER. RETHINK. REBUILD

A Virtual Event | perdanaceoforum.com | 20-21 October 2021



Highlight

Closing Keynote Address by

**YABhg Tun Dr
Mahathir
Mohamad**

Former Prime Minister of Malaysia
& Honorary President, Perdana
Leadership Foundation.

“We long to return to normal, but normal led to this. To avert the future pandemics we know are coming, we MUST grapple with all the ways normal failed us. We have to build something better.”

Ed Yong, The Atlantic, August 2020

THE NEW PARADIGMS FOR BUSINESS & THE MALAYSIAN ECONOMY

The world faced an unexpected common enemy in 2020: the Covid-19 virus. The pandemic disrupted lives and economies all around the world, with governments, health professionals, and corporations scrambling to control, and adapt to, a highly volatile landscape. With the dust settling in many parts of the world, thanks to vaccines, the landscape that is emerging from the storm is a different one, necessitating changes in how we conduct business, how we work, how we live, and how we respond to future disruptions. The “new normal” is not a cliché, it is the reality that we face as the world shifts to a new equilibrium.

How best can Malaysia’s economy and business move forward?

The **Perdana Leadership Foundation CEO Forum 2021** gathers top business leaders and industry experts to exchange views and ideas on Malaysia’s post-pandemic business and economic recovery. With online plenary and concurrent sessions on macro and industry-specific topics, the Forum will be a valuable knowledge-exchange and networking event that company leaders and executives should not miss.

**Don’t Miss Out.
Reserve Your Seat Today.
Only RM200 per person.**

Register by 30th September to qualify for a 15% Early Bird discount.
Group and student discounts are available. Email us for more details.

For more information and to register

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PROGRAMME



Day 1

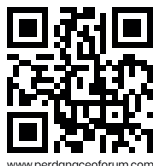
8:30 AM	Opening & Registration	
8:40 AM	Welcome Remarks	Tan Sri Azman Hashim, Chairman, Board of Trustees, Perdana Leadership Foundation
9:00 AM	Plenary Session	"The New Paradigms for Business & The Malaysian Economy"
10:15 AM	Networking Break	
10:30 AM	Keynote Speech	Lessons Learned from Malaysia's Battle against Covid-19
11:15 AM	Networking Break	
11:30 AM	Concurrent Session A Concurrent Session B	"Tourism & Hospitality: A Long Journey of Recovery" "Are We There Yet? Future-Proofing Malaysian SMEs"
12:30 PM	Break	
12:45 PM	Keynote Speech	"Shifting the Malaysian Economy into Higher Gear: Assessment, Strategy, and Action"
1:30 PM	End of Day 1	

Day 2

8:30 AM	Opening & Registration	
8:45 AM	Concurrent Session C Concurrent Session D	"Reviving Retail: The Way Forward" "Building the Factory and Supply Chain of the Future"
9:45 AM	Networking Break	
10:00 AM	Keynote Speech	The Environmental Imperative and What It Means For Business
10:35 AM	Networking Break	
10:45 AM	Concurrent Session E Concurrent Session F	"Is There A Jobs Crisis in Malaysia?" "The Y Factor: How Youth Are Impacting Business and Politics in Malaysia."
11:45 PM	Networking Break	
12:00 PM	Keynote Closing Address by YABhg Tun Dr Mahathir Mohamad, Former Prime Minister of Malaysia	"Malaysia: Top Priorities for an Improved Future"
1:30 PM	End of Forum	

*This programme is subject to change at organiser's discretion

Organised by:



www.perdanaceoforum.com

Don't Miss Out. Register Today.
Only RM200 per person.

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e-mail plfceoforum@perdana.org.my