



MEDIA ADVISORY

YB DATO' SRI MUSTAPA MOHAMED WILL SPEAK ON THE MALAYSIAN ECONOMY AT THE VIRTUAL PERDANA LEADERSHIP FOUNDATION CEO FORUM 2021

PUTRAJAYA, October 18, 2021 - YB Dato' Sri Mustapa Mohamed, Minister in the Prime Minister's Department (Economy), will be delivering a keynote address on "Shifting the Malaysian Economy Into Higher Gear: Assessment, Strategy, and Action" at the online Perdana Leadership Foundation CEO Forum 2021 taking place on 20th and 21st October.

He will be one of the four keynote speakers at the event. **Datuk Dr Hishamshah Mohd Ibrahim**, Deputy Director-General of the Ministry of Health will speak on "Lessons Learned from Malaysia's Battle Against Covid-19", **Tan Sri Dr Jemilah Mahmood**, Executive Director of Sunway's Centre for Planetary Health, will speak on "The Environmental Imperative and What It Means for Business" and former Prime Minister, **Tun Dr Mahathir Mohamad** will deliver the Closing Keynote Address "Malaysia: Top Priorities for An Improved Future".

The event will also host more than 30 speakers over 11 Plenary, Keynote, and Concurrent Sessions on "Business in the New Normal", covering industry-specific and nationwide issues related to the post-pandemic challenges faced by business and government.

Sponsored by **CIMB (Platinum), Bina Puri, DRB-HICOM, Iris Corp, KLK, and Westports (Gold)**, and **Ambank, EY, Invisight, and Maybank (Silver)**, the event is the eighth CEO Forum organised by Perdana Leadership Foundation, and its first online edition.

The media is respectfully invited to cover the event. Registration for the media is via this link: www.eventbrite.com/e/172437434007/?discount=MEDIA-CEO2021

(Please note that the unique event access link will be e-mailed from our event platform Airmeet.com following registration. Please click on the link to complete registration).

Members of the media are invited to cover the whole Forum. Interviews with specific speakers can be arranged with sufficient notice through our representatives. Information on the event's programme and speakers is attached.

Event details:

Date: 20th & 21st October 2021 (Wednesday & Thursday)

Time: 8.45am - 1.30pm

Venue: Online (via Airmeeet)

Website: <https://www.perdanaceoforum.com>

Please click [here](#) for the list of speakers.

For Media Enquiries & Interview Requests, please contact:

Name: Nurul Humaira Kamarulzaman

Designation: Executive, Events and Publications

Tel: 03-88858960

Email: humaira@perdana.org.my, nhkperdana@gmail.com

Name: Mohammad Faridzuan Abd Rahman

Designation: Executive, Communications and Publications

Tel: 03-88858953

Email: faridzuan@perdana.org.my, faridzuanrahman@gmail.com,

PERDANA LEADERSHIP FOUNDATION CEO FORUM 2021

20th OCTOBER 2021 – 21STOCTOBER 2021

PROGRAMME:

Day 1 – 20thOctober 2021

Time Agenda

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

Day 2 – 21stOctober 2021

Time Agenda

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

PROGRAMME ITINERARY

8:30:00 AM Registration

8:40:00 AM Welcome Remarks

9:00:00 AM **Plenary Session: “The New Paradigms for Business & The Malaysian Economy”**

The Covid Pandemic has given the world an economic shock akin to that of a world war. In 2020, the world experienced an economic contraction of 6.2%*, the deepest since World War II, and twice as deep as the contraction of 2008-2009. While there are “green shoots of spring” in the more advanced economies of the world in 2021, Malaysia has yet to experience a rebound in economic and business activities. What is the way forward and what does the new equilibrium look like for Malaysia? This session will explore the macro view of the nation’s economy, the new paradigms of business, and the key strategies to pursue to ensure a sustainable rebound of the Malaysian economy.

*Global per capita GDP growth, World Bank

MODERATOR:

Dr Hezri Adnan, Executive Director, Malaysian Institute of Economic Research

PANELLISTS:

- Emeritus Prof Datuk Norma Mansor, President, Malaysian Economic Association
- Prof Dr Jomo Kwame Sundaram, Research Advisor Khazanah Research Institute
- Tan Sri Dato’ Dr Lin See Yan, Executive Chairman, Zeta Advisory
- YM Raja Teh Maimunah Raja Abdul Aziz, Managing Director, Wholesale Banking AmBank Group

10:15:00 AM Networking Break

10:30:00 AM **Keynote Speech: “Lessons Learned from Malaysia's Battle against Covid19.”**

MODERATOR:

Datuk Dr Kuljit Singh, President, The Association of Private Hospitals of Malaysia.

KEYNOTE SPEAKER:

YBhg Datuk Dr Hishamshah Bin Mohd Ibrahim, Deputy Director General of Health Malaysia (Research & Technical Support), Ministry of Health.

11:15:00 AM Networking Break

11:30:00 AM **Concurrent Session A: “Tourism & Hospitality: A Long Journey of Recovery”**

One of the worst hit sectors of the pandemic has been the travel and hospitality. Since March 2020, the tourism and hotel industry lost over 80% of its business, while the hotel industry alone recorded a loss of over RM6.53 billion in 2020*. While there is light at the end of the tunnel with the vaccination rollout and National Recovery Plan, the sector has a long journey ahead and many players may not survive the recovery period.

This session explores the issues and needs of the industry, as well as the path ahead, including innovations and concepts that can refresh the sector and offer new opportunities for growth.

*No Total Lockdown, What’s Next?”, Malaysian Association of Hotels, 22 May 2021

MODERATOR:

Mr Nigel Wong, Honorary Secretary General, Malaysian Association of Tour and Travel Agents (MATTA))

PANELLISTS:

- Mr Denis Ong, Honourable Secretary General, The Malaysia Budget Hotel Association (MyBHA)
- Mr Francis Teo, President, Malaysian Association of Convention and Exhibition Organisers and Suppliers (MACEOS)
- Ms Mint Leong, Deputy President, Malaysian Inbound Tourism Association (MITA)
- Mr Yap Lip Seng, Chief Executive Officer, The Malaysian Association of Hotels

11:30:00 AM **Concurrent Session B: “Are We There Yet? Future-Proofing Malaysian SMEs”**

In Malaysia, 98.5% of business establishments are small and medium enterprises (SMEs) that contribute almost 40% to the country’s GDP and employ more than 7 million workers*. According to the World Bank, Malaysia’s SMEs have been underperforming in comparison to peer countries, in terms of output and productivity, even before the pandemic. Most notably, digital adoption among SMEs lag far behind with only one in three businesses implementing digital transformation strategies. The pandemic adversely impacted SMEs, and also highlighted the lack of readiness of SMEs to shift to an online environment, especially micro-businesses.

How can SMEs scale up their digitisation efforts, and what role can ministries and agencies like MITI, MEDAC, MDeC, and SME Corp play to future-proof the backbone of our economy, the SMEs? This session will explore this and other issues affecting

the digitalisation efforts of SMEs with a view towards ensuring higher resilience against future shocks.

*2019 statistics

MODERATOR:

Datuk Dr Hamzah Kassim, Co- Founder & Chief Executive Officer, The IA Group

PANELLISTS:

- Mr Adam Yee, President & Chief Executive Officer, Siemens Malaysia
- Mr George Lee, Chief Executive Officer, Innov8tif Solutions Sdn Bhd)
- Mr Mahadhir Aziz, Chief Executive Officer, MDEC
- Mr Rizal Nainy, Chief Executive Officer, SME Corp

12:30:00 PM Break

12:45:00 PM **Keynote Speech: “Shifting the Malaysian Economy into Higher Gear: Assessment, Strategy, and Action.”**

KEYNOTE SPEAKER:

- Yang Berhormat Dato' Sri Mustapa Bin Mohamed, Minister in the Prime Minister's Department (Economy).

1:30:00 PM End of Day 1

Day 2

8:30:00 AM Registration

8:45:00 AM **Concurrent Session C: “Reviving Retail: The Way Forward”**

The retail sector, including malls, is one of the worst-hit sectors during the pandemic. Due to lockdowns, the retail sector contracted 16% in 2020, its worst performance since the 1998 Asian financial crisis, with double-digit contractions for apparel, footwear, and fashion accessories. Even hypermarkets, supermarkets, and convenience stores recorded a drop in total sales due to lower footfall. Online shopping, however, has seen a substantial increase in sales, with e-commerce revenues shooting up 30% in 1Q 2021 y-o-y, after registering steady growth in 2020*.

The statistics indicate the need to migrate to e-commerce, and for shopping malls that rely on footfall, is there a way to combine the best of traditional retail and online shopping to enhance the customer experience and increase sales?

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MODERATOR:

Mr Firdaos Rosli, Chief Economist, Malaysian Rating Corp Bhd (MARC)

PANELLISTS:

- Mr Shafie Shamsuddin, Chief Executive Officer and Managing Director, AEON Co
- Mr Fong Wai Hong, Chief Executive Officer and Co-Founder, StoreHub
- Mr Kenneth Chuah, President, Lotus Stores (Malaysia) Sdn Bhd (Lotus's Malaysia)

8:45:00 AM

Concurrent Session D: “Building the Factory and Supply Chain of the Future”

The pandemic caused disruptions in the supply chain as well as halted production across many sectors worldwide. Lockdowns necessitated closures of production facilities, while reduced demand resulted in over-capacity. At the same time, the pandemic revealed the vulnerability of global supply chains, with China temporarily closing down its economy and the rest of the world restricting flows of goods.

Manufacturing sector was badly hit in 2020 and though it is recovering in 2021, are shocks? This session explores the challenges of the manufacturing sector and its supply chains, and the need to build resilience.

MODERATOR:

Mr Sudev Bangah, Managing Director, IDC ASEAN

PANELLISTS:

- Tan Sri Dato' Soh Thian Lai, President, Federation of Malaysian Manufacturers (FMM)
- Dato' Azman Shah, Chief Executive Officer, Northport (Malaysia)
- Mr Krishnan Chelliah, Deputy President, Federation of Malaysian Freight Forwarders
- Mr Ibrahim Mohd Salleh, Chief Executive Officer, MASkargo

9:45:00 AM

Networking Break

10:00:00 AM

Keynote Speech: “The Environmental Imperative and What It Means For Businesses”

KEYNOTE SPEAKER:

- YBhg Tan Sri Dr Jemilah Mahmood, Executive Director, Sunway's Centre for Planetary Health

10:35:00 AM

Break

10:45:00 AM

Concurrent Session E: “Is There a Jobs Crisis in Malaysia?”

The COVID-19 pandemic has triggered one of the worst jobs crises since the Great Depression, and ten times more devastating than the global financial crisis. There is a real danger that the crisis will increase poverty and widen inequalities, with the impact felt for years to come. Worst hit are young job seekers, especially fresh

graduates, with youth unemployment among 15 to 24-year-olds at over 13% in Malaysia, more than five times the rate for older adults*.

Session addresses the trouble areas of employment in Malaysia, especially those that affect the nation's youth, and other employment gaps. The discussion will also cover the future jobs hotspots and what policies are needed to ensure long-term job creation in the country.

* *Department of Statistics Malaysia, January 2021

MODERATOR:

Mr Reza Ghazali, Client Partner and the Head of ASEAN & Board Services ASEAN, Pedersen & Partners.

PANELLISTS:

- Dato' Sri Dr Mohd Uzir Mahidin, Chief Statistician Malaysia, Jabatan Perangkaan Malaysia
- Mr Mohd Syukri Ahmad Sudari, Vice President, Malaysian Employers Federation (MEF)
- Mr Abd Qadir Hairi Abu Hassan, Chief Executive Officer, SOLVNEX.
- Datuk Azlin Ahmad Shaharbi, President, Association of Bumiputra Women in Business and Professions (Peniagawati) & Member of National Employment Council (NEC)

10:45:00 AM **Concurrent Session F: "The Y Factor: How Youth Are Impacting Business and Politics in Malaysia."**

With a median age of less than 30, Malaysia has a young population with around 40% aged 24 years old or younger*. This young segment of the country is exerting influence in business and politics. In business, the voice of the Millennials and Gen-Z have influenced the workplace, products and services. Youth place more importance on work-life balance and on ESG aspects of business, demanding more accountability from the companies they work for and buy from. In politics, they are becoming a force to reckon with, especially once Undi-18 is passed in Parliament.

This session discusses the various ways the youth in Malaysia are making their voices, whether in business or politics. Also, whether government and business are interacting effectively with young Malaysians, and where the youth can be more empowered to make a positive difference to the nation.

*Knoema.com & Department of Statistics Malaysia

MODERATOR:

Mr Eddin Khoo, Founder-Director, PUSAKA

PANELLISTS:

- Dr Oh Ei Sun, Principal Advisor, Pacific Research Center

- Ms Qyira Yusri, Co-Founder & Education Director, UNDI18, Persatuan Pengundi Muda
- Mr Arif Tukiman, Co-Founder and CEO, RunCloud
- Mr Vinesh Sinha, Founder, FatHopes Energy

11:45:00 PM Networking Break

12:00:00 PM **"Keynote Closing Address by YABhg Tun Dr Mahathir Mohamad, Former Prime Minister of Malaysia "Malaysia: Top Priorities for an Improved Future"**

1:30:00 PM End of Forum