

LIVE VIRTUAL CONFERENCE

Star
MEDIA GROUP




#cXo2020



Engineering X Factor in The Age of Disruption

4 - 7 August 2020
10.15am - 12.15pm



01 Rise of Borderless Disruption Innovation

10.00am ● Registration & Conference Countdown

10.15am ● Introduction & Housekeeping

10.20am ● Opening Keynote

Malaysian Investment Development Authority (MIDA)

10.50am ● Solutions Provider Keynote

11.25am ● **CEO2CEO Chat #eastXwest: The Rise of Borderless Disruptive Innovation**

Today, innovation is rapidly expanding across the world, and success stories of tomorrow will likely incorporate lessons from both Eastern and Western ecosystems. Hear CEOs from different business backgrounds chat about bridging East and West innovation capabilities and market demands to innovate X factor in the industry.

Moderator Charles Fine, CEO, President & Dean, Asia School of Business

12.15pm ● Closing Remarks

02 CEO Agenda for the Digital Economy

"By 2022, digital economy will go mainstream with at least 50% of APAC GDP coming from digital products & services, making it imperative of organisations to have competitive differentiation through new ways of thinking in their Future Enterprise journey."

- International Data Corporation (IDC)

10.00am ● Registration & Conference Countdown

10.15am ● Introduction & Housekeeping

10.20am ● **CEO Agenda 2020 & Beyond:
Building Malaysia #futureXenterprise**

Sudev Bangah, Managing Director, IDC ASEAN

10.50am ● **Solutions Provider Keynote**

11.25am ● **Industry Panel: Realising Your Future Enterprise**

Hear from a panel of digital leaders as they share success stories and challenges in their digital journey of engineering X factor for their business.

Panelists **Zed Li**, Head of Seller Management, Shopee
Kang Yew Jin, Group Chief Technology Officer, Star Media Group
Jeevan Rajoo, Country Head, Tata Consultancy Services

12.15pm ● **Closing Remarks**

03 Disruptive Marketing in the Age of the Customer

Amplification is overrated. Today's consumers drive a market, not just a business. "79% of consumers want businesses to demonstrate that they care about them before they decide on purchasing their products."

- Kantar

10.00am ● Registration & Conference Countdown

10.15am ● Introduction & Housekeeping

10.20am ● Disrupting Market by Redesigned Customer #Xperience

Allan Cheong, Client Partner, Customer Experience, Kantar

10.50am ● Solutions Provider Keynote

11.25am ● Industry Panel: Standing Out From The Crowd

With so many choices and content out there, the only way to stand out is to disrupt the norm. Hear from a panel of industry marketers on their marketing cheat sheet in building customer trust in their brand.

Panelists Nithi Kumar, Regional Head of Customer Experience, NA SEAP, Kantar
Stephanie Caunter, Head of Marketing, ADA
Ramesh Rajandran, Chief Marketing Officer, SEEK Asia
Jasmine Lee, Chief Marketing Officer, U Mobile

12.15pm ● Closing Remarks

04 Sustainability in the Age of Disruption

For all the potential that these innovations offer in IR4.0, they are also putting greater stress on the Earth, its resources, industries and society. "While global GDP grew 3.7% in 2018, global emissions has increased by 2% & this is the fastest rise in emissions since 2011."

- PwC's Low Carbon Economy Index 2019

10.00am ● Registration & Conference Countdown

10.15am ● Introduction & Housekeeping

10.20am ● Future-Proofing Business by Balancing
#innovationXsustainability

Andrew Chan, Consulting and Sustainability & Climate Change Leader,
PwC Malaysia

10.50am ● Solutions Provider Keynote

11.25am ● Industry Panel: Our Planet, Our Business

Hear from a panel of sustainability leaders in a discussion of insights on extending business lifespan, and finding opportunities amidst the speed of industrial revolution.

Panelists **Luanne Sieh**, Head, Group Sustainability, CIMB
 Loi Tuan Ee, Founder & CEO, FarmFresh
 Rashyid Anwarudin, Head of Sustainability, Sime Darby Plantation

12.15pm ● Closing Remarks

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ADMISSION

**01 Rise of Borderless
Disruption Innovation**

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**02 CEO Agenda for the Digital Economy
03 Disruptive Marketing in the Age of the Customer
04 Sustainability in the Age of Disruption**

RM 99



"The greatest challenge for most business leaders of the 21st-century management is implementing the right structures and processes for innovation to succeed on an ongoing basis."

Forbes

Thank

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You.

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Registration & Administration

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