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5TH SELANGOR
ASEAN BUSINESS
CONFERENCE 2021



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FEATURED CONTENT

- SABC 2021 Opening Ceremony
- COVID-19 Prevention: Infection Control & Vaccines
- R&D Competition Uncovers Promising Ideas from Youth
- High-Quality Food & Creative Packaging
- Click2Health
- Hewlett Packard Enterprise
- MayAir
- MHNexus
- Affin Bank
- Green Packet

SATURDAY
20 NOV 2021

DAY 03





SELANGOR ASEAN BUSINESS CONFERENCE 2021

Innovation Sustaining

The 5th Selangor ASEAN Business Conference 2021 (SABC), organised in conjunction with the ongoing Selangor International Business Summit kicked off on Day 2 of SIBS 2021. For the first time, the SABC 2021 was organised as a Webinar Series and Full Day Hybrid Conference, amidst the COVID-19 pandemic.

“This is the first time that SABC is being held in a hybrid format. This allows all participants to get the best of both worlds – the energy and human connection of a live event, and the accessibility and convenience of a virtual event,” said YAB Dato’ Seri Amirudin Bin Shari, Dato’ Menteri Besar Selangor, in his opening address.

SABC 2021 opened with an Ambassadorial Panel Session with the theme “Innovation in Sustaining Growth in ASEAN”. The panellists comprised representatives of embassies in Malaysia discussed how most countries are considering ideas to boost investment and economic growth, resume trade, turn to novel ideas to revive the service-based economy, and foster digital initiatives to transform.

The conference kickstarted its session by discussing the road towards recovery for ASEAN economies when it comes to tackling the challenges and setbacks faced during the new norm as a result of the pandemic crisis, the utilisation of technology for the growth

of businesses, and fostering unity among the ASEAN Economic Community (AEC).

The next session focused on “INNOVATE Business-Virtual is Real”, which sees panellists talk about opportunities created through the Digital Economy that enable cross-border transactions. They also talked about monetising new business models, market access, and business expansion into ASEAN.

Additionally, other highlighted topics discussed were the future of manufacturing, how the utilisation of smart technologies can benefit businesses in the long term via digitalisation, and how today’s SMEs can blend with the latest technology. Finally, the session ended with a discussion on real-life scenarios of how businesses could tap into various opportunities like the IR 4.0 just by changing their business model.

“As the saying goes, “Knowledge is Power”. All the webinars and panel sessions featured in SABC uncover valuable insights on how companies can leverage technology to future-proof their business. Participants also got a glimpse of what the future of work looks like, and how SMEs and entrepreneurs can seize untapped opportunities to become successful,” said YB Dato’ Teng Chang Kim, Selangor State Executive Councillor for Industry and Trade said in his welcome speech.

SELANGOR INTERNATIONAL HEALTHCARE CONFERENCE 2021



COVID-19 Prevention: Infection Control & Vaccines



In November 2021, almost two years into the pandemic, global COVID-19 deaths have hit 5 million, taking a staggering toll on the world population (CNBC, 1 November 2021). Datuk Dr. Christopher Lee Kwok Choong, who is an infectious disease specialist, said that as of 18 November, there have been 2,569,533 total confirmed COVID-19 cases in Malaysia and 29,892 deaths.

In his keynote address at the Selangor International Healthcare Conference 2021 (Infection & Vaccination), Datuk Dr. Christopher Lee Kwok Choong, who is also the president of the Malaysian AIDS Council, said that infection control and vaccination are two pillars of prevention in the fight against the virus. He spoke on layering of interventions.

“The layering of interventions can reduce the risk of infection. In essence, infection prevention and control isn’t just one measure, such as wearing personal protective equipment (PPE), but many practices and strategies taken all together. Each layer is imperfect, but plays a role in reducing the risk,” said Datuk Dr. Christopher.

Datuk Dr. Christopher also discussed presenteeism in the workplace, where the boss frequently checks whether all the employees have come to work. The unsaid

expectation puts pressure on employees to be present and perform in their jobs. As a result, many will come to work even when they are sick.

“Presenteeism is also prevalent in Malaysia. Many people with COVID-19 are asymptomatic. So, staying home when sick can be especially challenging with this work culture,” he said.

Studies have shown a significant shift in this culture during the pandemic. In an article published in The New Statement (UK) on 27 July 2021, it was revealed that the Chartered Institute of Personnel and Development (CIPD) survey from just before the pandemic found that 89% of respondents reported presenteeism in the workplace, while 32% of companies were addressing the issue. Fast forward to the present, and the report revealed that the proportion of organisations addressing the problem has increased to 45%. The respondents also said that their organisations were now more reactive to issues on health/well-being (increased from 27% to 41%).

“It takes a pandemic to change our work culture. Are you making the organisation unsafe by going to work when you are sick? Think about it. Do the right thing by staying home when sick,” said Datuk Dr. Christopher.

R&D Competition Uncovers Promising Ideas from Youth

The 5th Selangor International Business Summit sees the 2nd R&D Challenge being organised. A total of 22 entries were submitted by universities, colleges, schools and institutes. Grouped according to the respective clusters, nine submissions were received for Machinery and Equipment, six for Life Sciences, six for Electrical and Electronics, and one for Food and Beverage (F&B).

How are the winners selected? According to Rizal Sazali Omar, who is part of the Selangor R&D and Innovation Expo (SRIE) Secretariat, a nine-member jury will evaluate the submissions. There are six criteria in the judging process: novelty and inventiveness, applicability, commercial potential, product/system/process readiness, intellectual property, and industry/business partner.

Novelty and inventiveness refer to the creativity and innovativeness of the submission. Applicability concerns the relevance of the product to multiple industries. Moreover, commercial potential looks at whether the product has market potential. In contrast, product/system/process readiness refers to how ready it is to go to market, such as at the idea stage, prototype stage, testing stage, etc. Meanwhile, intellectual property is a crucial consideration to safeguard unique ideas.



Lastly, the jury wants to know whether the candidates had collaborated with industry/business partners in the process of developing their product until the present stage.

“This year, the submissions have been very encouraging. We have received many submissions from youth that show their creativity. The products they presented, either in the form of prototypes, simulations and charts, or live food tasting (for F&B), have commercial potential,” said Rizal, who is also a professional engineer.

“We hope there will be more participants in 2022, because there is huge potential. We are riding a wave and we have to keep up the momentum. This R&D Challenge will continue to add value to SRIE,” he added.

Nonetheless, Rizal hopes that the participants will learn how to manage their products in terms of intellectual property to safeguard their creations and innovations.



SELANGOR INTERNATIONAL CULINARY FESTIVAL FORUM



High-Quality Food & Creative Packaging



Halal beef, premium cooked prawns, and creative packaging took centre stage on the second day of the Selangor International Culinary Festival (SICF) Forum.

First, Rose Yong, Malaysia Country Representative of **Meat & Livestock Australia (MLA)**, shared about the company and how COVID-19 has affected Malaysian consumers' F&B trends.

"MLA is a producer-owned company that delivers world-class marketing, research and development services for the Australian beef, lamb and goat meat producers. Australia is renowned for producing natural, high-quality beef and lamb with very high levels of quality controls in production and animal welfare standards. When you buy Australian beef and lamb, you can be confident you are getting clean, safe and 100% guaranteed Halal meat in Malaysia," she said.

"From our research, more Malaysians are cooking at home (79%) since the pandemic began. Peace of mind (66%) was cited as the most influential reason given by Malaysian red meat shoppers," she said. She added that Australian beef and lamb are well-received due to their excellent reputation, superb

quality, and high nutrient content, which is suitable for children.

Next, Chiang Ling Feng, co-founder of **Pansuki**, talked about product packaging functionality and presented various types of creative pastry packaging the company offers, including festive packaging, fun packaging, and reusable packaging. "The importance of packaging includes protecting the product and preventing damage. Food grade packaging ensures safety by avoiding contamination," he said.

He also introduced a cost-effective creative packaging from his company - a box that comes with a middle partition to separate the main meal from the salad, thus eliminating the need to use a different container for the salad.

Established in 2017, **Advance Sincere** is a leading importer and distributor of specialty food and marine produce based in Kuala Lumpur. "We supply high quality imported and locally-sourced foods to hotels, restaurants and end-users," said Simon Ng Shih Ming, executive director of Advance Sincere Sdn. Bhd.

Sharing about their premium cooked prawns sourced from Sabah's seawaters, he said: "Cooked prawn provides consistency in quality, is easier for chefs to handle and prevents wastage, unlike raw prawn which head can easily go black. When using cooked prawn, simply defrost and you can use it immediately."

To view the entire forum, visit the Malaysia PCA Facebook page.





At the Forefront of Connected Seamless Care



Many families find it challenging to care for their sick loved ones properly due to their many commitments and responsibilities. This is where Petaling Jaya-based, Click2Health Sdn. Bhd. comes to the rescue.

Click2Health is a one-stop centre offering private nursing, private caregiving and aged

care services backed by a team of experienced local staff, ensuring families have peace of mind that their loved ones are well taken care of 24/7. It has thus far serviced 1,000,000 hours. It collaborates with doctors and professional care providers to plan care for each patient, allowing them to receive care and recuperate at the comfort of their own homes and regain independence.

Click2Health also operates Heritage Senior Care Centre, an aged care facility premises on an individualised approach. Residents can access a host of services such as weekly doctor visits, 24/7 nursing care, in-house physiotherapist and in-house nutritionist.

For more information, visit <https://click2health.com.my/>

HEWLETT PACKARD ENTERPRISE



Revolutionising the Global Technological Industry

With over 80 years of illustrious history, American IT giant Hewlett Packard (HP) has been revolutionising the global technology industry with its modern and cutting-edge hardware and software services provided to businesses of all magnitudes from across sectors. HP also offers an extensive range of IT products.

Today, the award-winning Hewlett Packard is one of the most sought-after Enterprise IT service providers. It counts 90% of Fortune 500 companies around the globe as its clients.

The innovative HPE has a strong technology portfolio that includes:

- The cloud that comes to you
- Software that shortens ML deployments from months to weeks
- 41 out of top 100 fastest supercomputers
- Edge networking capable of connecting 10M devices globally
- The world's most secure servers

On top of that, it has 17,000+ experts and hundreds of ecosystem partners globally capable of accelerating your company's digital transformation, helping you stay ahead.

HPE is one of the main sponsors of the Selangor International Healthcare Conference, taking place at KL Convention Centre from 19 to 21 November 2021.

For more information about the company, visit www.hpe.com.



Better Air for All

Established in 2001, MayAir Group is a manufacturer of air filtration equipment and HEPA filters for industrial cleanrooms and commercial and residential buildings. The equipment helps to maintain superior cleanliness in manufacturing and keeps the environment clean.

Over the years, MayAir has established itself as a leading air filtration manufacturer in Malaysia and China, capable of providing a full spectrum of clean air services and solutions to various business segments and multinational corporations. Some of its flagship commercial projects involved airport terminals, convention centres, subways, prominent offices, banking, and international schools.

Powered by 700 world-class engineers, MayAir is committed to meet its clients' high standards and cleanroom requirements. Its strong footprint is seen across the United States, Europe, the Middle East, China and South-East Asia as it moves forward with its research in clean air technology to improve air quality worldwide. For more info, visit www.mayair.com.my.



MHNEXUS



Connecting Malaysia's Healthcare



MHNexus (MHN) Sdn. Bhd. is a leading technology and enterprise solution provider with core expertise in healthcare information exchange-centric and other health-related domains, such as vein-to-vein blood bank information management, COVID crisis management and health information exchange solutions.

The MHN Blood Bank Information System is crafted as a cloud platform that provides full vein-to-vein coverage scopes, including unique features such as hemovigilance and

seroconversion detection. It has integrated more than 50 test instruments and keeps growing. The application supports multi-tenancy and SaaS models, creating better viability and sustainability for most system owners.

Meanwhile, the COVID Crisis Management System is a powerful and robust platform that manages the numbers and statistics related to COVID-19. This cloud-based application has managed millions of patients' turnover and handled thousands of admissions and discharges daily.

As for health information exchange, it is the core system of standardised health data movements and compilation that every healthcare provider can use in a large-scale setup. It provides instant access to electronic medical records (EMR), personal health records (PHR) and lifetime health records (LHR) for every stakeholder to achieve a better quality of care.

Premier Partner for Financial Growth & Innovative Services



Affin Bank Berhad (Affin Bank) is the financial holding company of Affin Islamic Bank Berhad, Affin Hwang Investment Bank Berhad, Affin Moneybrokers Sdn. Bhd. and AXA Affin Life Insurance Berhad. AXA Affin General Insurance Berhad is an associate company of Affin Bank Berhad.

Affin Bank provides a suite of financial products and services that caters to both retail and corporate customers. The target business segments are categorised under key business units such as Community Banking, Enterprise Banking, Corporate Banking and Treasury. As of 30 June 2021, Affin Bank has a network of 111 branches in Malaysia.

Meanwhile, Affin Islamic Bank Berhad (Affin Islamic), a wholly-owned subsidiary of Affin Bank, commenced operations on 1 April 2006 as a full-fledged Islamic bank. It offers a complete range of Islamic Banking products and services for individuals and corporations that comply with Shariah principles and laws.

For more info, visit www.affinbank.com.my.

GREEN PACKET



Seamless Digital Experience

Green Packet Berhad operates as an internationally recognised telecommunications, media and technology company. Green Packet was founded in the heart of California's Silicon Valley in 2000 and subsequently listed on the ACE Market of Bursa Malaysia in 2005, then transferred to the Main Market of Bursa Malaysia in 2007.

It designs and produces wireless broadband devices, user-centred products, applications, and services that enable the delivery of valuable digital experiences. Green Packet Berhad serves various countries worldwide. Headquartered in Malaysia, the company has branch offices in China, Singapore, Hong Kong and Taiwan.

Green Packet's business pillars include Fintech Solutions – an online payment gateway that accepts multi-payment methods that integrate seamlessly to e-commerce websites. Another of its offerings is a global communications and data centre primarily involved in the international

wholesale of voice minutes and data bandwidth. Its business includes smart devices with high-performance 5G and 4G indoor and outdoor customer premise equipment and portable mobile Wi-Fi devices. In addition, it also offers smart city and urban tech – an all-in-one proptech innovation for property developers.

For more info, visit greenpacket.com.



21 NOV 2021

PROGRAMME

SELANGOR INTERNATIONAL EXPO (F&B)

HALL 1 - 2 | GROUND LEVEL



21 st Nov 2021 Sunday		
10.00 am	Exhibition Opens	
	Stage Programme	
11.00 am	Chef Bob Cooking in Action!	
11.30 am		
12.00 pm		
12.30 pm		
1.00 pm	MOU Signing Ceremony between MyTA and PT. Perkebunan Nusantara III (PERSERO) & witness by Indonesian Trade Attaché in Malaysia	
1.30 pm	B2B PROGRAM DAY 2 VENUE: MEZZANINE FLOOR	
2.00 pm		Suhan Biotech (Grant For SME) - Senang.la Platform
2.30 pm		Suhan Biotech (Grant For SME) - Senang.la Platform
3.00 pm		PCA AWARD CEREMONY
3.30 pm		PCA AWARD CEREMONY
4.00 pm		PCA AWARD CEREMONY
4.30 pm		PCA AWARD CEREMONY
5.00 pm		End of Day 4

SELANGOR INTERNATIONAL HEALTHCARE CONFERENCE 2021

HALL 4 | GROUND LEVEL



21 st Nov 2021 Sunday	
9.30 am	Topic 1 - Patient 360 and Application of AI in Healthcare (Virtual) Speaker : Mr Vinod Bijlani, AI & IoT Practice Leader, HPE Asia Pacific
10.00 am	Exhibition Opens
10.00 am	Keynote Address - From Vision, Mission to Realisation Speaker : Director General of Health Malaysia, Represented by Datuk Dr Hishamshah bin Mohd Ibrahim, Deputy Director General of Health (Research & Technical Support), Ministry of Health Malaysia.
10.30 am	Tea Break
11.00 am	Topic 2 - Digital Health is a Framework for Healthcare Transformation Speaker : Dr Azrin Zubir, CEO MHNexus Sdn Bhd.

11.30 pm	Topic 3 - Lessons Learned on Leveraging Health Information and Technology to Address Future Pandemics Speaker : Dr Helmi Zakariah, <i>Chief Information Officer, Selangkah Ventures Sdn Bhd</i>
12.00 pm	Topic 4 - Panel Presentation and Discussion by Universiti Malaya on E-Health Applications Development and Implementation: i. Home Health Monitoring Application ii. Health Screening (Screening Man) Application Speaker : Panel members Universiti Malaya: <ul style="list-style-type: none"> • Associate Professor Dr Adina Abdullah, <i>Head of Department of Primary Care Medicine, Faculty of Medicine Universiti Malaya;</i> • Dr Teo Chin Hai, <i>Senior Lecturer, Senior Lecturer, UM eHealth Unit, Faculty of Medicine Universiti Malaya</i>
1.00 pm	Networking Lunch and Exhibition Booths Visit
2.30 pm	Topic 5 - Is Digital Health a Bonus for Medical Tourism? Speaker : Mr Mohd Daud Mohd Arif, <i>CEO Malaysian Healthcare Travel Council (MHTC)</i>
3.15 pm	Panel Discussion - Taking Stock to Accelerate: Taking a Practical Approach by Sharing Successful Case Studies That Would Promote Lessons Learned in Moving Forward Moderated by Prof. Dr Wong Chee Piau, <i>Chairman Digital Health Malaysia & Professor of Paediatrics, Consultant Paediatrician and Child Neurologist</i> Speaker : <ul style="list-style-type: none"> • Associate Prof. Dr Nasriah Zakaria, <i>Head, Health Informatics Division, Dean Office, Faculty of Medicine, Universiti Malaya.</i> • Dr Helmi Zakariah, <i>Chief Information Officer, Selangkah Ventures Sdn Bhd</i> • Dr Thirunavukarasu Rajoo, <i>Honorary General Secretary, Malaysian Medical Association.</i> • Dato' Dr Colin Lee, <i>Founder & Group Medical Director of Alpha IVF Group.</i>
5.00 pm	Tea Break
5.15 pm	Closing
6.00 pm	End of Day 4

SELANGOR INDUSTRIAL PARK EXPO (SPARK)

HALL 5 | GROUND LEVEL



21st Nov 2021 | Sunday

10.00 am	Exhibition Opens
6.00 pm	End of SPARK Exhibition

SELANGOR SMART CITY & DIGITAL ECONOMY CONVENTION (SDEC)

GRAND BALLROOM 1 | LEVEL 3



21st Nov 2021 | Sunday

9.00 am	Exhibition Opens
	Pitch@Selangor 5: Selangor Super League at Plenary Hall, Level 1
	Opening Ceremony
	20 Startup Showcase (Pitching)
6.00 pm	End of SDEC 2021

SELANGOR R&D AND INNOVATION EXPO (SRIE)

CONFERENCE HALL 1-3 | WEST WING LEVEL 3



21st Nov 2021 | Sunday

10.00 am	Exhibition Opens
10.00 am - 11.00 am	Pitching Competition Finals
11.30 am - 1.00 pm	Youth STEM Programme National STEM Association's Mini Theatre
2.30 pm - 4.30 pm	SRIE 2021 Closing Ceremony and Prize Giving Ceremony
6.00 pm	End of SRIE 2021

SELANGOR INTERNATIONAL CULINARY FESTIVAL (SICF)

HALL 1 | GROUND LEVEL



21st Nov 2021 | Sunday

9.30 am	SICF Central Arena	SICF Culinary Challenge & RTE Challenge Arena
8.00 am		Participants Setup (Out by 9.30 am)
10.00 am	SICF Chefs Forum (Virtual) - Session 17	Pulut Kuning Platter Challenge
11.00 am	Gastronomic Master Class - Chef Otto Tay	
12.00 pm	SICF Chefs Forum (Virtual) - Session 18	
1.00 pm		RTE Meal Challenge
2.00 pm	SICF Chefs Forum (Virtual) - Session 19	

3.00 pm	Gastronomic Master Class - Chef Dave Murugaya	Award Ceremony & Closing Ceremony (Stage)
4.00 pm	SICF Chefs Forum (Virtual) - Session 20	
5.00 pm	SICF Chefs Forum (Virtual) - Session 21	
6.00 pm	End of Day 4	End of Day 4

**MALAYSIA-CHINA ENTREPRENEURS CONFERENCE (MCEC)
MALAYSIA-CHINA YOUNG ENTREPRENEURS CONFERENCE (MCYEC)**



PLenary Theatre, West Wing | Level 3

21st Nov 2021 | Sunday

8.30 am	Registration
9.00 am	The 11th Malaysia-China Entrepreneurs Conference Opening Ceremony - Opening remarks by leader - Keynote Speech
10.30 am	Roundtable Discussion RCEP Key Prospect and Challenge - Trade & Investment - Logistics & Transportation - Comprehensive Healthcare & Cultural Tourism - Agrotech
12.00 pm	Luncheon
1.30 pm	Registration
2.00 pm	The 2nd Malaysia-China Young Entrepreneurs Conference Opening Ceremony - Opening remarks by leader - Thematic Speech
3.30 pm	Panel Discussion - Entrepreneurship - Digital Transformation
6.00 pm	End of Day 4



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