

**DAY 1**

*Thursday*  
**25 JULY 2024**

Venue: IKA Stage, Hall 5, Ground Floor

Industri Kreatif ASEAN (IKA) Mini Showcase

10.00 - 6.00 pm

Venue: Stage Hall 5, Ground Floor

Registration and Refreshments

9.00 am – 10.00 am

Opening Ceremony

Officiating Address

**YAB Dato' Seri Amirudin Bin Shari**

Dato' Menteri Besar Selangor (Chief Minister of Selangor)

10.05 am – 10.15 am

Keynote Address

**YB Senator Tengku Datuk Seri Utama Zafrul Tengku Abdul Aziz**

Minister of Investment, Trade & Industry (Malaysia)

10.15 am – 10.25 am

Special Address

**Mr. Oudet Souvannavong**

President, Lao National Chamber of Commerce and Industry (LNCCI) / Chair,  
ASEAN Business Advisory Council Laos (ASEAN-BAC Laos)

10.25 am – 10.35 am

Presentation of Mementoes and Photography

10.35 am – 10.45 am

Networking Break

10.45 am – 11.15 am

Setting The Stage

**YBhg. Dato' Hasan Azhari Bin Hj. Idris**

Chief Executive Officer, Invest Selangor Berhad

11.20 am – 11.30 am

Pitch by Vietnam

Topic:

**Vietnam's Manufacturing Momentum: Navigating Growth and Challenges in ASEAN**

Speaker:

**YBhg. Dato' Theng Bee Han**

President, Malaysia Business Chamber Vietnam (MBC) & Chairman and Assurance Partner  
PwC Vietnam

11.35 am – 11.55 am

Pitch by Indonesia

Topic:

**Indonesia Economy Outlook & Investment Opportunities**

Speaker:

**Mr. Hotman Wangi**

President, Indonesia Trade Association (ITA) Malaysia

12.00 pm – 12.20 pm

Networking Luncheon

12.30 pm – 2.00 pm

**DAY 1**

*Thursday*  
**25 JULY 2024**

**Venue: Stage Hall 5, Ground Floor**

Panel 1:

**Redefining ASEAN's Trade Landscape: Insights into Emerging Global Partnerships**

2.00 pm – 3.15 pm

Speakers:

**Mr. Chris Humphrey**

Executive Director, EU-ASEAN Business Council (EU-ABC)

**Ms. Josephine Romero**

Senior Adviser, ASEAN Business Advisory Council Philippines (ASEAN-BAC Philippines)

**YM Raja Badrulnizam Raja Kamalzaman**

Senior Director (Strategic Planning Division), Malaysia External Trade Development Corp (MATRADE)

**Mr Kelvin Kee**

Executive Director (International Business), Singapore Business Federation (SBF)

Moderator:

**Ms. Jukhee Hong**

Executive Director, ASEAN Business Advisory Council Malaysia (ASEAN-BAC Malaysia)

Panel 2:

**Selangor, Gateway to ASEAN: Shaping the Regional Economic Landscape**

Speakers:

**YBrs. Ts. Saipolyazan M Yusop**

Group Chief Executive Officer, Menteri Besar Selangor (Incorporated) (MBI Selangor)

**Mr. Leo Chen**

Executive Vice President, Chery Malaysia

3.30 pm – 4.45 pm

**Mr. Koay Tze Siang**

Managing Director, Dell Technologies Malaysia

Moderator:

**Ms. Yuki Aizawa**

APAC Director & Malaysia Country Director, Women In Tech Global Movement

**Networking at Selangor ASEAN Business Conference (SABC) Sponsored by JLL**

In Conversation with

**YB Nik Nazmi Nik Ahmad**

Minister of Natural Resources and Environmental Sustainability of Malaysia

5.00 pm - 7.00 pm

On "Investment and Sustainable Development in Malaysia"

Moderator

**YBhg. Dato' Johary Bin Anuar**

Selangor Deputy State Secretary (Development) cum Director of UPEN

**DAY 2**

*Friday*  
**26 JULY 2024**

Venue: IKA Stage, Hall 5, Ground Floor

<b>Industri Kreatif ASEAN (IKA) Mini Showcase</b>	10.00 - 6.00 pm
<b>Thai Craft Talk by DITP</b>	1.15 pm - 1.45pm

Venue: Stage Hall 5, Ground Floor

<b>Registration and Refreshments</b>	9.00 am – 10.00 am
Welcome Speech <b>YB Tuan Ng Sze Han</b> Selangor State Executive Councillor for Investment, Trade & Mobility	10.00 am – 10.10 am
Special Dialogue on Malaysia's Leading Investment Destinations: <b>Leveraging Local Strengths for Regional Prosperity</b>  Speakers: <b>YAB Dato' Seri Amirudin Bin Shari</b> Dato' Menteri Besar Selangor (Chief Minister of Selangor) <b>YAB Tuan Chow Kon Yeow</b> Chief Minister of Pulau Pinang  Moderator: <b>Dr. Tricia Yeoh</b> CEO, Institute for Democracy and Economic Affairs (IDEAS)	10.00 am – 10.10 am
<b>Pitch by Brunei</b> Topic: <b>Fulfilling Wawasan Brunei 2035: Charting a New Course in O&amp;G and Economic Diversification</b>  Speaker: <b>Mr. Shazali Sulaiman</b> Chairman, Brunei Darussalam International Chambers Of Commerce And Industry / Partner, Shazali & Partners	11.20 am – 11.40 am
<b>Pitch by Cambodia</b> Topic: <b>Future-Forward Cambodia: Innovation Beyond Garments and Tourism</b>  Speaker: <b>Oknha Pech Bolen</b> President, Young Entrepreneurs Association of Cambodia (YEAC) / Council Member, ASEAN Young Entrepreneurs Council (AYEC)	11.40 am – 12.00 pm
<b>Lunch and Friday Prayer Break</b>	12.00 pm – 2.30 pm
<b>Pitch by the Philippines</b> Topic: <b>Green Revolution: Philippines Innovating from Agriculture to Green Economy</b>  Speaker: <b>Mr. Ruben J. Pascual</b> Secretary-General, Philippine Chamber of Commerce and Industry (PCCI)	2.30 pm – 2.50 pm

**DAY 2**

*Friday*  
**26 JULY 2024**

Venue: Stage Hall 5, Ground Floor

**Pitch by Timor Leste**

Topic: **Timor Leste's Path to ASEAN Integration: Opportunities and Challenges** 2.50 pm – 3.10 pm

Speaker:  
**Mr. Ezaquiel da Costa Babo**  
Director of Investment Promotion, TradeInvest Timor-Leste

Panel 3:  
**ESG & SDG Convergence in ASEAN: Zero Carbon Strategies and Socio-Economic Investment Dynamics**

Speakers:  
**Dr. Renard Siew**  
Group Head of Corporate Sustainability, Yinson

**Mr. Kiu Jia Yaw**  
Co-Chair, Malaysian CSO-SDG Alliance

**Mr Huynh Cong Thang**  
Co-Founder & CEO, Innovation Lab Company Limited (InnoLab Asia)

Moderator:  
**Mr. Amir Isyam Abdul Rahim**  
Managing Director, IM Possible Solutions

Closing Speech  
**YBhg. Dato' Hasan Azhari Bin Hj. Idris** 4.30 pm – 5.00 pm  
Chief Executive Officer, Invest Selangor Berhad

**Networking at Selangor ASEAN Business Conference (SABC)** 5.00 pm - 6.00 pm

**DAY 3**

*Saturday*  
**27 JULY 2024**

Venue: IKA Stage, Hall 5, Ground Floor

Industri Kreatif ASEAN (IKA) Mini Showcase

10.00 - 6.00 pm

Batik Colouring with KARYANEKA

12.10 pm - 1.10 pm