

DIGITAL ECONOMY FORUM 3.0

CATALYSING MALAYSIAN ECONOMY
THROUGH INTERNET-BASED INNOVATION

10 AUGUST – 11 AUGUST 2017
SUNWAY PUTRA HOTEL,
KUALA LUMPUR

FEATURING
2-DAY FORUM & WORKSHOP
LUNCHEON & COCKTAIL & MOVIE BUFF

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CHRIS DANIEL WONG

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ORGANISING CHAIRMAN



We are here to celebrate the third edition of the Digital Economy Forum 3.0. I would like to thank the organising committee and our sponsors for supporting such an awesome initiative for the third time in 2 years. A big thank you to the ministry and government agencies, and business organisation that supported us too.

Digital Economy Forum is an important event in the digital economy industry. The 2-day forum will explore the future of the system of Digital Economy and Society, comprising the following elements: - The impact of the digital economy in global growth - The increasing gaps in affordability and accessibility to digital tools - The growing impact of cyber threats - The rules around data usage - The digital transformation of industries – DFTZ – Exporting via Digital Platform.

With digitalization comes increased opportunities for both Malaysia and the rest of the world to reach new customers and suppliers. It is projected that online spending could rise 6.5 times to \$200 billion by 2025, fueled by consumption of electronics, clothing, household goods and groceries, and by increased travel within the region.

SMEs especially stand to benefit from increased connectivity, access to digital tools, and rising online consumer demand. To understand how to go about this new cycle of Industrial Revolution 4.0 that is why we conceptualise Digital Economy Forum with the intention to help participants at large to understand this new economy.

We hope the delegates will enjoy themselves in the forum and will learn much in scaling up their business in this new way of Digital Economy.



JOSHUA SEW
PRESIDENT
MALAYSIA DIGITAL
CHAMBER OF COMMERCE

It is a pleasure for me to be here today at such a large gathering. One cannot help but feel we are at the beginning of something truly great as Malaysia from all walk of life work together to develop the digital economy for our nation expansion into the world.

Malaysia is the first to join eWTP and initiative by Jack Ma, Founder of Alibaba where he dream of using the internet to bring small businesses around the world into global trade via e-commerce. Malaysia now forms an integral part of the eWTP success driven primarily by DFTZ.

Malaysia Prime Minister Najib Razak has made development of the digital economy one of Malaysia's top priorities, highlighting the emphasis on the digital economy as a model of the next engine of growth for the country. We applaud that focus.

The Digital Economy Forum 3.0 today serves as a framework for cooperation on the digital economy to discuss industry growth. We saw In the field of digital trade and investment, we work to expand e-commerce cooperation and create a favorable policy and regulatory environment for digital innovation.

With respect to start-ups, the overarching goal is to better integrate the start-up eco-systems in our economies. MDCC do this through outreach to start-up entrepreneurs on working with co-working space available in the country, and by encouraging active participation in today such forum.

With some of the most powerful home grown speakers that we featured in the next 2 days forum, we envisage the participants has much to ponder and carry back home to further increase their business productivity and innovation.

I hope the forum will help our digital economies to grow bigger. Let's face it, when you look at the world today it is clear digital industries are the real growth engines of the global economy. It is up to all of us in this room to identify how we can work together so that we can make the world a "smarter" place!

Thank you.



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14. Eldrick Koh - Council Member
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15. Jasmine Chan Kit Mun- Youth Chairman
(Global Pandora)

AGENDA DAY 1

- 08.30 am – 09.30 am: Registration and morning coffee
- 09.30 am – 09.45 am: **Keynote 1 Forum Opening Ceremony by YB. Datuk Wira Dr. Abu Bakar Mohamad Diah, Deputy Minister Ministry of Science Technology & Innovation.**
- 09.45 am – 10.00 am: Launch of Jocom & MPay Mastercard Prepaid
- 10.00 am – 10.45 am: **Panel 1, Industry revolution 4.0: Turning Malaysia into a Digital Hub**
Moderator: Dennis Siah, MDCC Council Member
Speaker 1: Neil Foo, CEO of Secretariat of the advancement of the Malaysia Entrepreneur (SAME)
Speaker 2: Ian Ho, Regional Managing Director of Shopee
Speaker 3: Paranee Damodaran, Head of Market Access & Corporate Support, Growth Ecosystem MDEC
Speaker 4: Marc Woo, Google Malaysia Industry Head
- 10.45 am – 11.30 am: **Panel 2, The Importance of Innovation & Integration – How can DFTZ help or de-help?**
Moderator: Chris Daniel Wong, MDCC Council Member
Speaker 1 Mr. Song Hock Koon, Director of Ecommerce Enablement Division for MDeC
Speaker 2: Mr Zaky Moh, Senior Director of Business Development & Entrepreneurship Division of SME Corps. Malaysia
- 11.30 am – 11.45 am: Morning Break
- 11.45 pm – 12.00 pm: Presentation by Mr. Wayne Lim, CEO of MALAYSIASME
- 12.00 pm – 12.15 pm: Presentation by Mellissa Lee, Head of GetResponse Malaysia

12.15 pm – 1.00 pm:	Official Launching by Guest of Honour Dato' Sri Ong Ka Chuan, Minister of Ministry of International Trade and Industry II
1.00 pm – 2.00 pm:	Lunch Networking
2.00 pm – 2.10 pm:	Keynote 2 – Mr Satoji Ichiki, Managing Director of Sato Auto-ID Malaysia-SATO Integrates.
2.10 pm – 2.55 pm:	Panel 3, Entrepreneurship Success Story Showcase Moderator: John Lim, MDCC Council Member Speaker 1: Fione Tan President & CEO of eOneNet.com Speaker 2: Sharon Goh Founder & CEO of ITomp Speaker 3: Carmen Soo, Aladdin Street Speaker 4: Julia Koh, Executive Director of Brand 360 Degree
2.55 pm – 3.40 pm:	Panel 4, How Far Have We Gone into Exporting into Cross border Moderator: Samuel Quek, MDCC Council Member Speaker 1: Mr. Abu Bakar Bin Koyakutty, Senior Director, Market Access & International Partnership Division, Matrade Speaker 2: Mr. Chan Kok Long, Co-Founder & Executive Director of iPay88 Speaker 3: Mr Brian Lim, Tiong Nam Ebiz
3.40 pm – 4.00 pm:	Keynote 3 - YB Khairul Azwan Harun, Member of Senate Parliament Malaysia
4.00 pm – 4.45 pm:	Panel 5, Sharing Economy: Innovating Business Landscape in Malaysia Moderator: Danial Aizat, Senior Associate of KPMG Speaker 1: Mark Koh, CEO & CO- Founder of Supahands Speaker 2: Mohd Izzairi Yamin, CEO of ZpeptoExpress.com Speaker 3: Francesca Chia is the Co-Founder and CEO of GoGet
4.45 pm – 5.00 pm:	Forum Closing by Mr. Song Hock Koon, Director of Ecommerce Enablement Division for MDeC and presentation of awards and new members certificate of MDCC
5.00 pm – 7.00 pm:	Cocktail & Networking Session

AGENDA DAY 2

Day 2 Programme

9.30 am – 10.00 am: Registration and morning coffee

Workshop 1

10.00 am – 11.00 am: **Moving Offline to Online While Maintaining Offline Presence**

Speaker 1: Mr. Ang Kok Gei, Managing Director of ATKC e-Commerce Warehouse

Speaker 2: Mr Sunny Ooi, Co-Founder & Managing Director ClickAsia.my

Workshop 2

11.00 am – 1.00 pm: **The Myth Of Magical Crowdfunding - And What Actually Works**

Speaker 1: Mr. Sam Shafie, Co-Founder of pitchIN

Speaker 2: Mr. Dennis Seah, Executive VP/CEO of IBB International Holdings

Speaker 3: Mr. Max Shangkar, CEO of Max Capital Management

Speaker 4: Mr. Leong Sheng Yik, Associate of Crowdo Malaysia

Speaker 5: Mr. Tony Ooi, Business Development Manager CrowdPlus.asia

1.00pm – 2.00 pm: End

NEIL FOO

CEO of Secretariat
of The Advancement
of The Malaysia
Entrepreneur (SAME)



Neil Foo, embraces Internet + & Capital Market + to help the SMEs to outreach to the world , graduated from Australia, has 22 years of international and domestic business experiences in more than 30 markets, started the career from rank to file as corporate leaders in several Japanese and European multinational companies (MNC) before successfully venturing into his own global base entrepreneurship. As a corporate leader, Mr Foo has helped his companies weather several global economic crises, especially the 1998 Asian Financial Crisis and 2009 Global Financial Crisis.

In October 2014, Mr Foo was appointed to head the Secretariat for the Advancement of Malaysian Entrepreneurs (SAME), a unit under the Prime Minister's Department to complement Government efforts in helping SMEs of all levels. Under his helm, SAME mitigates SMEs' challenges and difficulties and carves new opportunities in improving the public policies and introducing alternative financial funds from the global capital market.

Mr Foo has also published three books based on his views on the social issues in Malaysia - 'A Different Chinese' (Chinese Version 2003 & English Version 2007), and 'You're Not Fired '(2009).



IAN HO

Regional Managing
Director of Shopee

Ian Ho is the Regional Managing Director for Shopee. Ian has more than 7 years of experience in the technology sector from both investment and operational capacity in Asia. Prior to Shopee, Ian was Director of Corporate Development of Lotaris, a mobile technology company with operations in US, Switzerland and Singapore where he spearheaded their growth and fund raising activities in Asia. Before that, Ian spent 4 years in Shanghai and Beijing with Vickers Venture Partners, a Venture Capital fund, investing in more than 10 deals across the technology, media and telecommunications industry. During the stint, he was also seconded to run the operations of one of the top eCommerce sites in China. Ian graduated with Magna Cum Laude from Singapore Management University, School of Business.

PARANEE DAMODARAN

Head of Market Access
& Corporate Support,
Growth Ecosystem MDEC



Paranee is a business development professional with 19 years of work experience under his belt. He is an entrepreneur at heart, itching to kickstart his next business idea. He currently leads the Market Access and Corporate Support department in MDEC, supporting tech startups in growing their business within the ASEAN region. Paranee aims to breakdown cultural, language and political barriers within the ASEAN region for business communities in order to ease expansion beyond borders.



MARC WOO

Google Malaysia
Industry Head

Marc leads the ecommerce, travel and finance verticals at Google.

His previous ventures include building a digital agency in Singapore, consulting in Tech in London and designing websites for the World Cyber Games.

Marc graduated with first class honors in Actuarial Science from the LSE, obtained full distinctions at Raffles Junior College in Singapore under the ASEAN scholarship program and more recently completed Duke University Leadership Program.

SONG HOCK KOON

Director of
Ecommerce Enablement
Division for MDeC



Mr. Song currently heads the MDeC eCommerce & DFTZ Division where he is responsible to galvanize eCommerce as a critical enabler to accelerate the growth of the Malaysian Digital Economy via the formulation and implementation of the National eCommerce Strategic Roadmap.

For the past 30 years, he worked in companies that serve the small and medium businesses (SMBs). Work on various aspects of SMB's business processes including improving their productivity (factory automation, logistic & warehousing) and to growing their business via marketing campaign (traditional Print Media and Digital marketing).

Mr. Song graduated with a Bachelor's Degree (Hons.) in Engineering from the University Malaya majoring in Electrical and Electronic Engineering.



ZAKY MOH

Senior Director of
Business Development &
Entrepreneurship Division of
SME Corps. Malaysia

As a Senior Director of Business Development and Entrepreneurship Division, Zaky is responsible for the planning and implementation of capacity building development programmes for SMEs in the areas of certification, branding, innovation, ICT adoption by SMEs, market access through linkages and provide assistance to high growth companies to promote homegrown champion in meeting international standard. Zaky is also responsible in the entrepreneur development programmes via mentoring and internship activities with local universities and involved in other SMEs development programmes for SMEs for the past 19 years.

FIONE TAN President & CEO of eOneNet.com



At the age of 21, Fione Tan quit her job and in 2000, started her journey as a pioneer of Internet Marketing in Asia. Today, she is the President & CEO of eOneNet.com, Asia's leading internet marketing company with offices in Malaysia, Hong Kong and China. eOneNet clients include Fortune 500 corporations and local SMEs. Fione is ranked the World's Top Internet Marketing Coach in top search engines. Her company offers Web 3.0 eCommerce Portal website design software, Internet Marketing consultancy, guaranteed SEO, search engines optimization, email marketing services, social media marketing, website business marketing training as well as internet marketing coaching. Kosmo newspaper calls her No.1 Internet Marketing Coach, while NTV7 gave her the title Internet Marketing Queen. Being an international internet marketing speaker, Fione Tan has presented in many international events in China, Hong Kong, Korea, Taiwan, Singapore, Pakistan, Iran, UAE and more. In 2002, she was also invited as an Internet Business expert in the World Economic Forum. Her full profile can be viewed at www.FioneTan.com. Business owners, MNCs and manufacturers have hired Fione Tan to consult on internet marketing projects for B2B and B2C.

Fione Tan is an award winning internet marketing entrepreneur and businesswomen: * 2012 Business Women of the Year Award "Puteri Kesatria Perniagaan" (award presented by Malaysia Prime Minister, YAB Dato Sri' Najib Tun Razak) * 2012 Jessica's Most Successful Women Malaysia * 2011 Top 10 Creative Young Entrepreneur Award winners by JCI Malaysia * 2011 Distinguished Enterprise Marketing Award 2011 (Hong Kong Society of Computer and Metro Radio Hong Kong) * 2010 Malaysia Her World's Top 50 Most Inspiring Women * 2009 Hong Kong Distinguished Brand awards * 2008 SMECorp Top 10 Women Entrepreneurs (award presented by Queen of Malaysia) * 2006 ZDNET Asia's Top 50 IT companies



JULIA KOH

Executive Director of
Brand 360 Degree

Julia is the Executive Director of Brand 360 Degree Sdn Bhd, a consultancy firm on brand and marketing matters for multinationals and innovative Malaysian companies. She is also a Chartered Marketer and a member of Chartered Institute of Marketing, UK.

She has over 13 years of experience in the branding and marketing field, honing her craft at both local companies and multinational corporations. She co-founded Brand 360 Degree to expand on her passion for delivering strategy-driven brand results. She has worked with leading multinationals including Barry Callebaut AG, London Speaker Bureau, Rockwool Asia, Wonda Coffee, Mead Johnson and Acer Malaysia. She has also advised local corporations including Ngan Yin Groundnuts, Clayton Group of Companies and Sazarice, a subsidiary of Bernas.

Julia is also active in the startup ecosystem through Google Business Group PJ, leading a community of business professionals to provide advice and guidance to startups and entrepreneurs. She is also a committee member of Gorgeous Geeks, a non profit organisation that seeks to empower women through technology.

She holds a Bachelor of Business in Marketing from RMIT University, Australia and a Master in Business Systems from Monash University, Australia. Julia is also a certified trainer with Pembangunan Sumber Manusia Berhad (PSMB) and has conducted several brand and marketing workshops.

SHARON GOH

Founder & CEO of IT Comp
Sales & Services Sdn Bhd



Backed by 19 years of Technopreneur experience , successfully transformed a small scale Sole Proprietor company into an established Private Limited IT Company with 40 over headcount generating multi-million-dollars turnover business annually .

Managed to lead the company in multiple IT Business from Retail Chain , E-Commerce to Corporate Solutions Provider , IT Comp is now much considered as an end-to-end IT Solution House .

Being a risk taker , Classic & Traditional ways of leading the company is a crime , non-stop improving , moving inline with trend & blending the company into lifestyle is part of key of success .

A strong believer of “ Things That Doesn’t Kill Us Makes Us Stronger”



ABU BAKAR BIN KOYAKUTTY

Senior Director, Market
Access & International
Partnership Division,
MATRADE

Joined ministry of international trade and industry as an administration and diplomatic officer, 1988

- Assistant director, ministry of international trade and industry (in-charge of asean matters: involved in undertaking policies matter and asean's negotiations in asean cept and afta (1988 – 1993)
- Joined malaysia external trade and development corporation, 1993
- Assistant manager, matrade hq (1993-1994)
- Trade commissioner, matrade seoul (1994-1999)
- Manager, trade advisory bureau, matrade hq (1999-2001)
- Trade commissioner, matrade sydney (2001- 2006)
- Trade commissioner, matrade london (2006-2009)
- Director, europe section, matrade hq (2009 – 2010)
- Director, oil and gas section, matrade hq (2011 – february 2016)
- Director, electrical & electronics and ict unit, matrade hq, (march 2016 – february 2017)
- Covering healthcare, green technology & energy unit, matrade hq (april 2016 – january 2017)
- Senior director, market access & international partnership division, matrade HQ (february 2017 – current)

CHAN KOK LONG

Co-Founder & Executive
Director of iPay88



Mr Chan Kok Long, is one of the 3 key founders of iPay88 and he is currently the Executive Director of both iPay88 Sdn Bhd and Mobile88.com Sdn Bhd. He is a British Petroleum scholar, graduated from Universiti Kebangsaan Malaysia (UKM) with a Bachelor of Mathematics Science (2nd class upper honours) in 1990. He is a graduate member of the Chartered Institute of Marketing (CIM), United Kingdom and he also holds a Certified Diploma in Accounting and Finance from the Association of Chartered Certified Accountants, United Kingdom.

iPay88 Sdn Bhd is the leading regional Payment Gateway Provider in South East Asia. Since 2006, iPay88 has successfully provided e-commerce and online payment services to more than 10,000 merchants regionally and globally. Headquartered in Kuala Lumpur, iPay88 have presence in Indonesia, Philippines, Cambodia, Vietnam, Thailand and Singapore and currently engages over 100 professionals across its offices. iPay88 have seen rapid growth in recent years and is currently planning its expansion into Bangladesh, Middle East, Myanmar and Laos. iPay88 processed over 5 million online transactions monthly, with an annual transaction value amounting to 2 billion Ringgit Malaysia. Backed by strong partnerships with over 100 local and international financial institutions, our state-of-the-art payment solutions has assisted and built up thousands of successful entrepreneurs in the e-commerce and m-commerce space.



BRIAN LIM
General Manager of
Tiong Nam Ebiz

"I have been more than 15 years in the Logistics Industry whereby I have spent my early 8 years in Singapore attached to companies such as DHL Express (Singapore) and SingPost before returning to Malaysia. I was attached to DHL Express (Malaysia), Zuellig Pharma, DKSH, Lazada Malaysia and Lazada Express (Malaysia) before joining Tiong Nam Q4 of 2016.

Thanks to my previous companies which I was attached, understanding ecommerce logistics fundamental was faster as I believe ecommerce logistics is a mixture of Courier and Distribution company modal to support the Last Mile Delivery with Warehousing modal to support the e-fulfilment portion. The only different is e-logistics operations and business module will always improve and evolve to be leaner, better and most importantly convenient for the end customer.

And this is one of the reason Cross Border Trucking has become an option which end customer is asking for and no longer a service which was mainly running on a platform of a business company needs rather than now to an individual needs. I believe this is where Cross Border Trucking is clearly seen here to evolve due to the ecommerce industry where more Last Mile Delivery options (service) are required and needed. "

MARK KOH CEO & CO- Founder of Supahands



Mark grew up in Sydney, Australia and has worked in the financial services sector where he has gained many years of experience in Finance and Business Development. As someone with a strong love for all things business, Mark has started, scaled and successfully ran a number of businesses, with Supahands being his main venture as the Chief Executive Officer, while also being involved with Pencil Produce Sdn. Bhd. as the Director of Strategy & Finance. Mark graduated from the University of Sydney with a BCom. Finance & Economics degree and spends most of his free time diving or cycling.



MOHD IZZAIRI YAMIN

CEO of ZeptoExpress.com

A web technologist and has been developing web applications since his teenage days. That's the x-factor that has driven him to master deeply into mobile and web technologies. He graduated in Computer Science studies and started working as a full time coder and has vast experience in developing banking and insurance systems while working for a MNC company, and he then continued his career into drone technologies (Aibotix GMBH) .

He has great passion towards the mobile and web technology and he strongly believes that BIG DATA and mobile apps will be dominating the future of todays computing.

FRANCESCA CHIA

Co-Founder and
CEO of GoGet



Francesca Chia is the Co-Founder and CEO of GoGet. Her role includes managing and growing the overall business. She leads a team of 12 and has oversight on Marketing, Operations as well as GoGetter management. Francesca, age 29, is pushing boundaries in the technology industry and the traditional labour market of Malaysia. She brings with her insights on the future of work, how businesses will adjust models to suit new labour requirements and how empowerment is possible through technology innovation. Francesca graduated with a BA in Economics from Northwestern University and was inspired by social enterprises because they redefined traditional ways of doing business and running a non-profit. Prior to launching GoGet, Francesca was a Management Consultant in The Boston Consulting Group for 4 years.

She was based in out of the Southeast Asian office and had a year in the Australian system, where she was specialising in Industrial Goods, Organisation, Telco Media and Technology as well as Public Sector. Her time in The Boston Consulting Group taught her about business models and built her analytical mind. GoGet turned out to be that game changer - redefining the traditional part-time job opportunities and on-demand fulfilment with better information flow and technology innovation. Today GoGet is the leading technology platform for part-time jobs in Kuala Lumpur, by connecting businesses in the city to trusted and verified GoGetters. Since 2014, GoGet has created more than RM3 Million worth of job opportunities and works hand in hand with MDEC for the eRezeki program to uplift the nation's B40 segment to higher income brackets.

GoGet is paving the way business develop to be leaner and more ready for the future with technology. No longer to businesses have to incur full time costs of a hire, but rather they are able to say lean and be flexible with part time labour on a task by task basis. GoGet received the Certificate of Outstanding Achievement from YAB Dato' Sri Hajah Nancy Shukri for exemplary implementation of Design Thinking and commitment towards approaching problems with an innovative mindset. GoGet was also the Top 20 SMEs in the Alliance Biz Smart Academy Innovation Challenge in 2014.



ANG KOK GEI
Managing Director
of ATKC e-Commerce
Warehouse

Kok Gei graduated with a Master Degree in Information Technology (IT), Universiti Malaya & Bachelor Degree of Electrical Engineering, Universiti Teknologi Malaysia. He joined the company in 2003 as Managing Director. In 2013, he initiated the e-commerce transformation, and 2015 introduced “ecommerce2export” initiative, expanding the family business across Asia Pacific region.

Under his leadership, the company has recently awarded Golden Eagle Award 2016 – Malaysia 100 Excellent Enterprise.

SUNNY OOI

Co-Founder &
Managing Director
ClickAsia.my



Sunny Ooi is a seasoned ICT veteran with over 22 years of experience and proven track record holding key leadership role in several MNCs such as Microsoft, Intel, Lenovo and NEC. In 2015, he co-founded an E-Commerce Start-up ClickAsia which is poised to become one of the leading E-Tailer and E-Commerce Brand Agency.

ClickAsia operates over 23 online footprints in 6 major marketplaces across Malaysia and Singapore today. These includes the Strategic E-Commerce Brand partnership with Technology Brands such as Acer, Fitbit, Logitech, WD, SanDisk, Microsoft, Samsung and LG. Mostly recently, ClickAsia has ventured into Beauty Category with the appointment by L'Oreal Malaysia as eDistributor for its Luxury Division for leading franchises such as Biotherm, Clarisonic and Ralph Lauren.



SAM SHAFIE

Co-Founder of pitchIN

Sam has a law degree from UKM and has been called to the Malaysian Bar. He spent a total of 15 years as a Deputy Public Prosecutor in the AG Chambers, later with stints in the Securities Commission and in the Malaysian Communications and Multimedia Commission.

He is the Co-Founder of pitchIN, a registered market operator by the SC to offer Equity Crowdfunding and pioneer of crowdfunding in Malaysia.

He is also the Founder of WatchTower and Friends (WTF) Accelerator that invests in early stage tech startups. To date, WTF has invested in 32 startups. Sam was named in Digital News Asia's 2016 Digerati 50 as being those who will help shape Malaysia's Digital Economy over the next 2 years.

DENNIS SEAH

Executive VP/CEO of
IBB International Holdings



Hands on approach in assisting multinational companies in their risk management aspect and market capitalization. His dynamic entrepreneurship and strategic leadership, Dennis has over 16 years of international business management experience including his last tenure as Sales Director with Dun & Bradstreet Malaysia and an in-depth knowledge of the Compliance, venture capital management and corporate intelligence from his hands-on working career in the USA, China, Japan and Malaysia.

Mr. Dennis has provided strategic direction to many portfolio companies and currently serves on several boards of Anametrics, and IBB focusing on bringing the latest Impact investing Innovation to the market. IBB International Holdings Ltd consists of an international group of companies with experience in Private equity, Capital raising, Venture Capital and Corporate Advising Services. It owns and operates IBB's family of funds across several market in ASEAN and China in sectors including renewable energy, trade finance, energy efficiency and food security.

Mr. Dennis was educated in the USA, with a Master Degree in Workforce Development and Organizational structure and Bachelor of Science in International Marketing; high proficiency in English, Chinese, Malay and Japanese. Currently Dennis is raising capital for private and public companies in Asia Pacific, and consulting ultra-high net worth individuals and corporations on sustainability project in Asia and Africa.



MAX SHANGKAR

CEO of Max Capital
Management

Adj. Prof. Maxshangkar (FGBC) graduated with B.Sc. in Computer Science (1st Class Honours) from University Technology of Malaysia (UTM). After graduated, he was offered a job as network engineer, despite accepting the job that was offered with a lucrative salary, he rejected the offer and ventured into network marketing business for 4 years. There is where he built his valuable sales and marketing skills, leadership and global networks. This led him to his destined path to venture into international commodity trading business where he jointly inked a single supply contract of close to USD2 billion and other supply contracts to few countries in South East Asia region.

In 2011, he established collaboration and partnership with a few renowned property experts to promote local Malaysian property projects, especially projects in Klang Valley, Johor Iskandar and Penang to foreign investors.

With his vast experience in global real estate investment, he managed to established trusted relationship with developers across the globe like Hong Kong, Germany, Canada, USA, UK, New Zealand, Australia, Indonesia and etc. He has advised many prominent developers on corporate branding, public relationship and business strategies to establish their presences in oversea.

As the founder of the Property Investment Life Cycle (PILC), he had followed the cycle to provide reliable investment platforms for Global Investment Club (GIC) Members such as Land Acquisition projects in Hong Kong, Developments projects in Malaysia, Management projects in Indonesia, Renovation projects in USA, Refurbishment projects in Germany and Redevelopment projects in New Zealand. He had successfully walk the talk and proved.

LEONG SHENG YIK

Associate of Crowdo Malaysia



Philip Leong is the Associate of Crowdo, a Fintech Startup offering a full portfolio of Equity Crowdfunding and P2P Lending solutions. Crowdo is one of SE. Asia largest and longest running Crowdfunding operators with close to 28,000 members with offices in Jakarta, Singapore and Kuala Lumpur. In mid-2015, Crowdo became one of the first companies in the region to be licensed by a regulator (Securities Commission Malaysia) to offer Equity Crowdfunding, and launched its ECF platform in beginning 2016. Prior to joining Crowdo, Philip is an experienced professional with track record in the areas of corporate banking and management consulting across multinational companies. Philip is an ardent believer of financial technology and committed to create value to the Capital Market. He has spoken at events, including the recent Global Symposium on Microfinance organized by World Bank with Bank Negara Malaysia.

Philip is currently a CFA Level III candidate and has obtained his Masters of Financial Analysis from University of New South Wales, Sydney.



TONY OOI

Business
Development Manager
for CrowdPlus.asia

Business Development Manager for CrowdPlus.asia, one of the six Security Commission licensed equity crowdfunding operators in Malaysia. Equipped with prolific experience in the finance industry, he has previously worked in a public listed company, evaluating investment risk and return. During his time as an Analyst in Netrove Ventures Group, he handled various corporate advisory work in the realm of Mergers & Acquisitions, venture capital investments, and business incubation, just to name a few.

One of his remarkable achievements features a successful fund raising campaign for a travel startup which was subsequently acquired by AirAsia. Besides, he took an active role in assisting multinational companies with their fund-raising campaigns as well as Mergers & Acquisition transactions.

Tony holds a Bachelor in Applied Finance from the University of South Australia.



BUSINESS CONFERENCE TO ADVOCATE UN SUSTAINABLE DEVELOPMENT GOALS (SDGs) AMONG BUSINESSES

24 August 2017 | 9.00am – 4.00pm

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**His Excellency Stefan Priesner, Resident Coordinator of
United Nations for Malaysia, Singapore and Brunei**



**The Honourable Mr. Neil Foo,
CEO of Secretariat for the Advancement of
Malaysia Entrepreneur**



**Tan Sri Mohd Shukor Mahtar, Former Ceu/Director
General of Inland Revenue Board of Malaysia**



**Tuan Hj Mohd Fadzli Mustafa,
Yang DiPertua DPMN Negeri Selangor**

**Wayne Lim,
CEO of MalaysiaSME**



**Chan Kok Long,
Co-Founder and Executive Director of iPay88**



**Datuk Yogeeswaran Kumaraguru,
Deputy Director General (Macro)**



**Chris Daniel Wong,
Organising Chairman and Vice President of
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