



DESIGNING THE FUTURE OF THE DIGITAL ECONOMY

A PART OF MGBF'S EXCLUSIVE ROUNDTABLE SERIES: "THE EVOLVING THREAT MATRIX IN THE DIGITAL ECONOMY"

Tuesday, 21 March 2023 | 09:00am - 01:00pm | Common Ground Damansara Heights

Contact us at admin@malaysiaglobalbusinessforum.com for further information. For updates on key developments of the event, scan the QR code!

Host:



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EVENT DESCRIPTION

Governments and corporations are in a digital arms race; it is just that many do not realise it. A new breed of mercenaries looking to exploit gaps in cyber security coupled with weaponised communications designed to bring companies to their knees is just the starting point of this discussion. Having digital arms, in this case, is not enough. The government and organisations need leaders who understand how to use these assets within the new rapidly evolving strategic landscape. The question is how are businesses and the government charting our way out of such a challenging operational environment? How does the future of the digital economy look?

The upcoming roundtable is named **'Designing the Future of the Digital Economy'**, featuring four interactive panel sessions and high-level speakers who will address these questions.

Details of the roundtable are as follows:

Date: Tuesday, 21 March 2023

Time: 09:00am - 01:00pm

Venue: Common Ground Damansara Heights, Kuala Lumpur

Dress Code: Business Attire

PARTICIPATION FEES

- | | |
|---------------------------|-------|
| • Standard Delegate Pass: | RM500 |
| • VIP Pass: | RM980 |

CRITICAL QUESTIONS

Critical questions we will confront during the discussion that will enable better-informed decisions are:

- **How to effectively manage talents in the evolving global digital economy.**
- **How to cascade effective strategy and policy into actionable projects that drive digital resilience.**
- **The interconnectedness of strategy and policy – how to tackle the gaps in organisations or frameworks that hamper future progress.**
- **How to recover from a cyber-social crisis that impacts reputation and share price.**
- **Addressing Malaysia's position in the global value chain with an emphasis on the digital economy.**
- **Addressing the vulnerability of critical digital infrastructure especially in the context of trade and investment promotion.**



Scan here to get latest updates about the event!

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EVENT PROGRAMME

08:00am Registration

09:00am Opening Session

- MGBF's Welcome Remarks
- Minister's Fireside Chat
- Photo Opportunity with MGBF Advisory Group Members

09:30am Panel Session: "The Corporate Nexus and The Total Media Ecosystem"

We have seen too often that a corporate leader has been able to effectively handle a crisis in terms of "fixing the problems" but ultimately has been seen as ineffective as they have not managed the media and social media fallout correctly. This is especially apparent in public listed companies and government-linked corporations. C-Suites must now operate in the vortex-like ecosystem that is dynamic global supply chains that often come under the scrutiny of the public and media alike.

10:15am Panel Session: "Addressing Cyber Threats to Develop an Investor-Friendly Country"

The concept of sovereign risk was once limited to geographical and political concerns faced in a given jurisdiction. Businesses have evolved, and so too the threat matrix. It now includes the need to actively manage the cyberspace in which businesses and their supply chains operate. An inability to manage these threats will increase sovereign risk and reduce the investment attractiveness of a country, state, or city.

11:00am Economic Advisor's Session

The promise of growth and investment will mean nothing if it does not contribute to the equitable future of every citizen in the country. What does this mean for government expenditure and strategic planning? How will the corporate sector contribute through community development projects and job creation?

11:45am Panel Session: "Strategic Opportunities in the Data-Driven Digital Economy"

The newly minted government administration in Malaysia has boldly stated that it will aggressively shift Malaysia into the global digital economy, bringing with it high-paying jobs and business opportunities that will reinvigorate the Malaysian economy. There are, however, considerable gaps to address in the policy, regulatory, infrastructure and human capital realities. These gaps represent the low-hanging opportunities for entrepreneurs and knowledge workers.

12:30pm Member of Parliament's Special Session

01:00pm Lunch and Event Ends

SPEAKERS

- YB Syerleena Abdul Rashid, Member of Parliament (Bukit Bendera)
- Dato' Professor Ulung Dr Rajah Rasiah, Professor of Economics, University of Malaya
- Dato' Ahirudin Attan a.k.a Rocky Bru, President, National Press Club
- Murugason R. Thangaratnam, Chief Executive Officer, Novem CS Sdn Bhd
- Sheriza Zakaria, Chief Executive Officer, Big Dataworks Sdn Bhd
- Chris Seto, Executive Board Member, Dataxet Malaysia Sdn Bhd
- Matthew Barsing, Chief Commercial Officer, EPS Consultants
- Bobby Varanasi, Top 25 Globalisation Leaders and Founder of Matryzel Consulting
- Rizal Kamaruzzaman, Deputy Chairman, MGBF
- Ruzanna Muhammad, Editor-at-Large, News Hub Asia
- Gerard Ratnam, Producer, Bernama TV
- Jessy Chahal, TV Host, Bernama TV
- Nordin Abdullah, Founding Chairman, MGBF

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REGISTRATION FORM

Name:

**Will appear on delegate tag*

Designation:

**Will appear on delegate tag*

Company:

**Will appear on delegate tag*

Address:

Telephone:

Mobile:

Email:

Dietary Restrictions (please state if any):

DELEGATE PACKAGES:

☐ Standard Delegate Pass: RM500

☐ VIP Pass: RM980

PAYMENT:

Payments can be made via cheque or bank transfer. Please send proof of payment to admin@malaysiaglobalbusinessforum.com.

☐ For cheques, please make all cheques payable to: **GLENREAGH SDN. BHD.**

☐ For bank transfers, please credit **GLENREAGH SDN. BHD.** Account no. 2-64272-0000561-6 at RHB Islamic Bank Berhad.

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