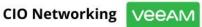# ABOUT PIKOM LEADERSHIP SUMMIT – 21 NOVEMBER 2023

C-level thought leadership event, specially designed to cover the industry's **latest thought leadership**, **trends** and **insights** to spur **innovation** and **adoption** of new **technologies** and new **business models** to drive **ICT growth** in **Malaysia**. It is a platform to showcase the industry's **best practices** and **successes** in using **ICT** for **business growth, transformation** and **nation building**.

It will provide an opportunity to showcase the diversity of the **ICT industry** around **talents** and **potential** on how new **technologies** are changing the **business landscape** and driving **growth**. It is also a meeting place for **industry leaders** to **network** and discuss **opportunities**, **challenges**, share **views** and **advice** on how to stay **relevant** in the industry that's **transforming continuously**.

DECLARATION OF RIDE MADANI

Initiation of the Malaysian Digital Innovation Zone:
We pledge to establish Malaysia as a premier demonstration zone for digital innovation, with an aim to further expand this initiative to the RCEP member countries and other willing participants to contribute towards setting up a digital economy policy center.

Cultivation of MADANI Talent:
We are committed to nurturing a generation of MADANI talent — individuals who are agile, imbued with a wholesome human essence, driven by a growth mindset, and are fully equipped with both technical expertise and human competencies, ready to embrace the challenges and opportunities of the future.

Shared Vision for a Civilized Digital Future:
Our ambition transcends boundaries. We aspire to co-craft a shared future with RCEP member countries and other participants, ensuring a digital age that is civilized, inclusive, and beneficial for all.

ABOUT RIDE MADANI & MALAYSIA-RCEP DIGITAL CHAMPION ROUNDTABLE

RCEP Innovation and Digital Ecosystem (RIDE) MADANI is designed to boost the regional digital economy, serving as the RCEP Digital Economy "test bed" in Malaysia, China, and other participating countries.

Our goal is to encourage digital enterprises and ecosystems to establish their regional headquarters in Malaysia. We aim to attract investments, stimulate production, promote test-bedding, develop supply chains, facilitate training, and provide services beneficial to RCEP and its member nations.

This initiative is fully aligned with the Malaysia Digital Investment Strategy proposed by MDEC, with the aim of ringing RM100 Billion to Malaysia over the course of 5 years.

Objective: To facilitate an engaging and productive discussion among industry leaders, policymakers, and innovators on the current state, challenges, and prospects of the Digital Economy, Technology, Investment, and Prosperity within the RCEP region, with a special focus on Malaysia's role and opportunities.

Outcome: The roundtable aims to produce actionable insights, potential policy recommendations, and identify areas for collaboration, both within Malaysia and among RCEP member nations.

REGIONAL COMPREHENSIVE ECONOMIC PARTNERSHIP (RCEP)

EVENT OVERVIEW

Date / Day	21 November 2023 (Tuesday)
Organised by	PIKOM (National Tech Association of Malaysia)
Co-Organised by	MCDC (Malaysia China Digital Cooperation Council)
Strategic Partner	MDEC
Supported by	China Embassy Malaysia Comcom International Sdn Bhd China Silk Road Group
Venue	Kuala Lumpur Convention Centre
Theme	Unleashing Tech: Shaping the Future Together
Participants	CEOs, CIOs, CTOs, ICT Leaders of Local Companies and MNCs Senior Government Officials Academics from Institutions of Higher Learning
Targeted No. of Participants	400 (300 Local Industry Players + 100 China Delegates)

*AGENDA – PIKOM LEADERSHIP SUMMIT - 21 NOVEMBER 2023

Time	Itinerary (Main Conference)	Breakout Session (Invited Guests Only)
8.00am	Arrival of Delegates and Morning Refreshments	
8.55am	Welcome Greetings	
9.00am	Keynote 1 – Strategic Advantage of Private 5G Network	
9.20am	Keynote 2 – The Rise of Computing and AI Centre	
9.40am	Welcome Remarks/Addresses	
10.00am	Speech by Guest of Honour	
10.10am	Launch Ceremony and Partners Recognition	
10.30am	Tea Break and Partners Showcase Walkabout	
10.45am	Keynote 3 - Helping Businesses To Transform with 5G	
11.05am	Keynote 4 – Generative AI in the Age of Disruption	
11.25am	Panel Discussion 1 – Elevating IT Service with Generative AI	
12.25pm	Lunch	VIP Luncheon
2.00pm	Panel Discussion 2 – Securing the Enterprise: A Pipe Dream?	Malaysia-RCEP Digital Champion Roundtable
3.00pm	Panel Discussion 3 – What's Keeping CIOs Awake At Night?	
4.00pm	Keynote 5 – Digitally Multiplying Customer and Revenue	
4.20pm	Closing Keynote – What's Next After AI?	
4.50pm	Closing Remarks	
5.00pm	Networking Reception and CIO Meeting	
6.00pm		Digital Champion Dinner

Draft programme as of 14Nov 2023

Organised by **PIKOM** Co-organiser **MCDC** MALAYSIA-CHINA DIGITAL COOPERATION COUNCIL 马中数字经济合作委员会 Strategic Partner **MDEC**™

PARTNERSHIP PACKAGES

LIMITED SPONSORSHIP SLOTS AVAILABLE

Sponsorship Category	Pinnacle	Platinum	Content (Taken)	CIO Networking/ VIP Luncheon (Taken)	Lanyard/ Bag (Taken)	Supporting	Exhibition
Price (RM)	100,000	50,000	30,000	20,000	10,000	8,000	5,000
Total Available Slots	Exclusive 1 only	2	3	2	2	5	8
Speaking slot	Prime Keynote	Keynote	Panel	⊗	⊗	⊗	⊗
Sponsor Promotion Materials in Conference Bag	✅	✅	✅	✅	✅	⊗	⊗
Company Logo* / Sponsor Recognition on all Marketing Collaterals during pre-event and on conference day	✅	✅	✅	✅	✅	✅	⊗
Logo appearance in Website & company profile in Program Book	✅	✅	✅	✅	✅	✅	✅
Advertisement Page in Program Book	1 X Outside Back Cover	1 X Inside Back Cover	1 X ROP	1 X ROP	1 X ROP	1 X ROP	⊗
Access to Press Conference Room	✅	✅	✅	⊗	⊗	⊗	⊗
Exhibition Kiosk / Event Table	X 2	X2	X 1	X 1	X 1	X 1	X 1
Hospitality Area (near the Kiosk)	✅	⊗	⊗	⊗	⊗	⊗	⊗
Access to delegates list*	✅	✅	✅	✅	✅	⊗	⊗
VIP Lounge Access	5	3	2	1	⊗	⊗	⊗
Delegate tickets	30	20	15	10	5	5	2

* Subject to PDPA rules

EVENT VENUE
- KUALA LUMPUR CONVENTION CENTRE

The Kuala Lumpur Convention Centre (the Centre) is Malaysia's premier award-winning venue, owned by KLCC (Holdings) Sdn Bhd, a subsidiary of Petroliam Nasional Berhad (PETRONAS) and is proudly managed by Convex Malaysia Sdn Bhd, a joint-venture between KLCC (Holdings) Sdn Bhd and ASM Global.

Located right in the heart of the country's capital city and part of the integrated Kuala Lumpur City Centre (KLCC) precinct, the Centre is ideal for large, high-profile congregations to intimate private functions.

The Centre maintains its world-class status through strict compliance to international quality standards and accreditation requirements

With great accessibility, the five-level purpose-built facility encompasses a total of 33,659 sqm, featuring a wide range of customisable multi-purpose function space including, two auditoria; a Grand Ballroom, Banquet Hall, three Conference Halls, eight Exhibition Halls and 23 meeting rooms. The Centre also has supporting facilities such as Hospitality Suites, VVIP Lounges, F&B Outlets, Medical Room, and more

CONNECT WITH US

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