



THEME: E.V.O.L.V.E. - ELEVATE. VISION. OPTIMIZE. LEVERAGE. VERSATILE. EMPOWER.

"Prepare to propel your Malaysian Global Business Services (GBS) operations to the top of the regional and global game. The GBS Summit 2024 themed E.V.O.L.V.E. is designed to be your launchpad, offering the most critical insights shaping the future of GBS in Malaysia.

This event will bring together industry leaders, innovators, and practitioners to explore a comprehensive framework. We'll delve into elevating standards and strategies for regional expansion, embracing a visionary approach to digital transformation, and optimizing processes through automation. Additionally, we'll explore leveraging Generation AI for innovative solutions and developing versatile solutions to meet the diverse needs of regional markets. The conference fosters collaboration, empowering partnerships and ecosystems to drive collective growth and innovation. Join the GBS Summit and unlock the tools, strategies, and partnerships you need to elevate your GBS operations and become a leader in the dynamic Malaysian market. This is your chance to E.V.O.L.V.E. your future!"

Morning Session	
8:00am – 8:45am	Registration & Breakfast Networking
8:45am – 9:00am	Arrival of VIP & Guest of Honor
9:00am – 9:10am	Welcome Address <i>Anthony Raja Devadoss, GBS Malaysia Chair Managing Director, Senior Client Partner, Korn Ferry</i>
9:10am – 9:20am	Opening Address <i>Ong Chin Seong, PIKOM Chairman Managing Director, Powerware Systems Sdn Bhd</i>
9:20am – 9:30am	Setting the Stage: <i>Jusri Ong, Organizing Chairperson, GBS Summit 2024 Chief Executive Officer, Telecontinent Sdn Bhd</i>

9:30am – 10:15am	Panel Session 1 Empowering Women in GBS Leadership Roles Overcoming Challenges Inspiring Change	
	Moderator	<i>Dato' Dr. Munirah Looi, Strategic Advisor, Brandt Business Services / Board Member, MyDigital Corporation</i>
	Panelist	<i>Sandy Woo, Country Director, eCloudvalley</i>
		<i>Yuki Aizawa, Women in Tech® – Global movement Malaysia Chapter, Country Director</i>
		<i>Cally Yau, CEO, PEOPLElogy Group</i>
	<i>Carol Wang, Country Director – Sales, Equinix Asia-Pacific</i>	
<p><i>Malaysia is a multi-ethnic and multicultural country with a rich diversity of languages, religions, and cultures. While progress has been made in promoting diversity and inclusivity, there are still significant challenges to overcome. Explore the unique challenges and opportunities faced by women in leadership roles within the GBS industry. The discussion will provide insights into strategies for overcoming barriers, fostering diversity and inclusion, and inspiring the next generation of female leaders. Gather insights to empower women, create a more equitable workplace, and drive the digital transformation of the GBS sector.</i></p>		
10:15am – 11:00am	Panel Session 2 Unleashing the GBS Potential with the Johor-Singapore Special Economic Zone, a Catalyst for ASEAN 2025	
	Moderator	<i>Zulfiqar Zainuddin, Executive Director, Deloitte Consulting Southeast Asia</i>
	Panelists	<i>Ellina Bt Roslan, Senior Director, MYCentre4IR, MyDigital Corporation</i> <i>David Chin, CEO, Spark</i>
<p><i>Explore how the Johor-Singapore Special Economic Zone (SEZ) can serve as a pivotal catalyst in achieving ASEAN's 2025 goals. With Malaysia assuming the ASEAN chairmanship in 2025, the conference will explore how the SEZ can contribute to the region's economic integration, competitiveness, and innovation. Key discussions will revolve around leveraging the GBS industry to drive growth, create jobs, and foster a skilled workforce.</i></p>		
11:00am – 11:15am	Coffee Break	
11:15am – 12:00pm	Keynote 1 Malaysia, The Catalyst for GBS Growth in Southeast Asia	
	Speaker	<i>Raymond Siva, Head of Digital Investment Office, Malaysia Digital Economy Corporation (MDEC)</i>
	<p><i>Discover the untapped potential of GBS in Malaysia, a hidden gem in Southeast Asia. Network with industry leaders, explore government initiatives and support programs, and learn how Malaysia's unique blend of strategic location, skilled talent, and cost-effectiveness can drive your GBS success. Join us to unlock the opportunities and build a thriving GBS operation in Southeast Asia.</i></p>	

12:00pm – 12:45pm	Panel Session 3 Powered by GBS Malaysia & CCAM: The Human + Machine Collaboration - Building a Future – Ready GBS Workforce	
	Moderator	Richard Bradshaw, Managing Director and CEO, Asia, Ethos BeathChapman
	Panelist	Chua Chai Ping, Country Site Leader & HR Director, Experian Malaysia
		Ranveer Singh, Country Head Malaysia, IGT Solutions
Jude Infant, Country Head Malaysia, Sutherland		
<p>The Malaysian GBS industry's future hinges on building a workforce that thrives alongside AI, which means open communication and engaged employees who see AI as a tool, not a threat. Upskilling ensures job security while fostering human-AI partnerships that leverage human strengths in complex thinking and emotional intelligence. Ethical considerations are paramount, with human oversight, vigilant AI review, and robust plans for system failures. By working alongside evolving regulations, the GBS industry can create a future where humans and AI work together for mutual success.</p>		
12:45pm – 1:45pm	Lunch Break	

Afternoon Session		
2:00pm – 2:40pm	Keynote 2 Going Beyond Automation by Leveraging AI and Machine Learning for Enhanced Decision-Making	
	Speaker	Indhran Indhraseghar, Co-Founder, HumAI Labs
<p>While automation and machine learning are driving efficiencies in Malaysia's GBS industry, true competitive advantage lies in going beyond. This can be achieved by leveraging AI for advanced analytics that uncover hidden patterns, predict future trends, and support complex decision-making, allowing GBS companies to move from reactive problem-solving to proactive strategy development. Gain insights into personalizing customer experiences and optimizing resource allocation, ultimately leading to smarter business decisions.</p>		
2:40pm – 3:25pm	Panel Session 4 Is the Power of Automation in Streamlining GBS Operations Unlocking Efficiency?	
	Moderator	Hew Wee Choong, Regional Director, Cyclone Robotics
	Panelist	Koay Tze Siang, Managing Director, Dell Technologies Malaysia
		Raymond Devadass, CEO & Founder, Daythree
Divya Dutta, COO, Teleperformance Malaysia		
<p>GBS industry is exploring automation to streamline tasks like payroll and data entry, potentially boosting efficiency and reducing costs. However, the road to automation success requires navigating challenges like workflow adaptation, staff training, and preserving the human touch valued in Malaysian business culture. This session explores the opportunities and hurdles of automation for Malaysian GBS companies, helping them determine if it's an efficiency unlocked or a potential roadblock</p>		

3:25pm – 4:05pm	Keynote 3 Agile Leadership: Driving Innovation and High Performance in Global Business Services	
	Speaker	Christoffer Erichsen, Founding Partner & CEO, HumanInc.
	<i>In today's dynamic global business landscape, GBS organizations in Malaysia must foster a synergistic culture of agility and innovation. This combination is essential for building high-performance teams that can navigate complex challenges, drive value creation, and adapt to rapidly changing market conditions. Explore how agile leadership principles can transform your teams, accelerate innovation, and enhance adaptability. Discover practical strategies to position your GBS organization for long-term success and competitiveness in the global marketplace.</i>	
4.05pm – 4.20pm	Tea Break	
4:20pm – 5:05pm	Panel Session 5 ESG as a Competitive Advantage towards Attracting Talent and Investors with Sustainable Practices	
	Moderator	K.C. Hong, Vice President, ESG Association of Malaysia
	Panelist	Ravi Krishnaswamy, Associate Partner, Global Leader - Sustainability Advisory, Frost & Sullivan
		Azleena Idris, Senior Director, Head of Strategy & ESG Office at Payments Network Malaysia
	YB Datuk Seri Utama Ir. Hasni Bin Mohammad, Chairman, Johor Sustainability Centre	
	<i>While ESG adoption in Malaysia is still in its early stages, forward-thinking GBS organizations can leverage it for a strategic advantage. Explore how implementing sustainable practices, from reducing energy consumption to promoting diversity and inclusion, can attract top talent seeking careers with purpose. Additionally, with investors increasingly prioritizing responsible business practices, strong ESG performance can unlock valuable resources and propel Malaysian GBS companies towards regional and global leadership.</i>	
5:05pm – 5:30pm	Lucky Draw & Closing Remarks	
5.30pm – 7.30pm	Cocktail and Networking	

**** Accurate as to date and subject to change**

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