



Technical Visit to Maxis Business Innovation Centre (MBIC) on 28th August 2024 (Wednesday), Time : 9.00am – 12.00pm



**Venue : Menara Maxis
Ground Floor, Kuala Lumpur City Centre
Off Jalan Ampang
50088 Kuala Lumpur
(Transport not provided)**

Synopsis

The Maxis Business Innovation Centre (MBIC) is the newest business experience center in Malaysia, designed to serve as a hub to foster innovation among SMEs, large companies, MNCs etc. This is where they bring together their various offerings and demonstrate the power of digitalisation so businesses can learn, discuss, and visualise digital transformation, and reimagine what's possible.

What should I expect?

An immersive experience of how a connected ecosystem can inspire you to reimagine and turning your visions to actual outcomes.

What should I prepare?

Leave this to us and come with an open mind. We look forward to exploring what's possible for you and with you

Agenda of the day:

9:30 – 10:00am	Arrival & Registration
10:00 – 10:10am	Welcome & Opening By Jennifer Tan, Channel Manager
10:10 – 11:00am	Digitalization to provide mobility to Engineers By Frederick Lim, Head of SMB Central
11:00 – 11:45am	Maxis Business Innovation Center Introduction & Tour By Caleb Tan, MBIC
11:45 – 12:00pm	Q & A Session

- ✓ Interested participants are to register and pay online at www.myiem.org.my or register by returning the appended registration form **before 20th August 2024** together with the payment.
- ✓ Cheques are to be made payable to **The Institution of Engineers, Malaysia**.
- ✓ Please note that the commitment fee must be settled prior to the visit. Payment on the day of the visit is not acceptable.
- ✓ After this closing date, IEM reserves the right to allocate seats on first come first pay basis.
- ✓ Members are also reminded that if a place is reserved, IEM *may* cancel the reservation if payment is not received.

BEM Approved CPD/PDP Hours: 2 | Ref No: IEM24/HQ/316/V

**Organised By :
Electrical Engineering
Technical Division
(EETD)**

**Limit to : 40 participant only
Registration Fees
Non-refundable & non-transferable
IEM Member: RM 30
Non-IEM Member: RM 50**