





# ASEAN

# ARTIFICIAL INTELLIGENCE FORUM 2024

18 Sept 2024 | KL Convention Centre  
10:00 AM - 2:00 PM (MYT) | HYBRID MODE

## Event Overview

The ASEAN AI Forum 2024, themed "Power Up with AI: Practical Applications for Industry Growth," is set to bring together industry leaders, AI visionaries, and key stakeholders to explore the transformative power of artificial intelligence in driving industry growth.

In an era where AI technologies are reshaping industries and economies, the ASEAN AI Forum 2024 will highlight innovative solutions and best practices that leverage AI for sustainable development. The forum will provide a dynamic platform for thought-provoking discussions, expert keynote presentations, and interactive sessions, all focused on AI's potential to revolutionise business processes, optimise resource management, and foster sustainable business models. Participants will gain insights into practical applications of AI, network with industry peers, and explore collaborative opportunities to harness AI for a brighter, more sustainable future.



BEM  
Approved  
CPD: 4  
(IEM24/HQ/360/F)



CPD Activity  
Category:  
**A2**

Disclaimer:  
The programme is subject to change without any prior  
notification

Held Concurrently With:



18 - 21 SEPT 2024  
KL CONVENTION CENTRE, MALAYSIA



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# ARTIFICIAL INTELLIGENCE FORUM 2024

18 SEPT 2024 | KL CONVENTION CENTRE

## Objectives:

### 1. Promote AI Awareness and Adoption:

Enhance understanding of AI technologies and their practical applications across various industries within the ASEAN region, fostering appreciation for AI's potential to drive efficiency, innovation, and competitive advantage.

### 2. Foster Innovation and Collaboration:

Create a platform for industry leaders, technologists, policymakers, and stakeholders to share insights, collaborate, and innovate. Encourage cross-industry collaboration and idea exchange to spur advancements in AI technologies and applications.

### 3. Highlight Success Stories:

Showcase real-world success stories and case studies demonstrating AI's impact on industry growth and transformation. Provide examples of effective AI implementation achieving significant business outcomes and operational improvements.

### 4. Facilitate Networking:

Provide opportunities for attendees to network, form partnerships, and engage in knowledge exchange. Serve as a meeting point for professionals to build relationships, share expertise, and explore potential collaborations.

### 5. Support Sustainable Development:

Explore AI's role in promoting sustainable practices and solutions within the industrial sector. Focus discussions on leveraging AI to enhance resource efficiency, reduce environmental impact, and support sustainable business models.

An Event of



CONSULTING ENGINEERING SPECIAL INTEREST GROUP

@ASEANEDXSERIES2024



# PRELIMINARY PROGRAMME

18 SEPT 2024 | 10:30AM - 2:00PM (MYT) | KL CONVENTION CENTRE

## 10:00 AM

Registrations + Networking

## 10:30 AM

Opening Ceremony

Welcome Inspired Minds  
Ir. Ts. Prof. Dr Tan Chee Fai  
Organising Chair

## 10:35 AM

Opening Ceremony

Welcome Address  
Ir. Tejinder Singh  
Chair CESIG

## 10:40 AM

Opening Ceremony

Welcome Address  
Ir. Prof. Dr. Jeffrey Chiang,  
IEM President

## 10:45 AM

Opening Ceremony

Congratulate Address  
Prof. Shahbaz Khan,  
Director, UNESCO Regional  
Office for East Asia

## 10:50 AM

Opening Ceremony  
(TBC)

Guest of Honour's  
Officiating Address

**YB Steven  
Sim Chee Keong,**  
Minister of Human  
Resources (KESUMA)

## 11:00 AM

Interactive Panel:  
Powering Up Industries  
with AI: Practical  
Insights

**Dato' Dr. Ahmad Sabirin Arshad,**  
President and CEO of SIRIM  
- Special Address: "AI Transforming  
Industries"

**Dr. James Ong,** Founder of AI  
International Institute (Alii)  
- Special Address: "ASEAN AI  
Strategy: Sustainable AI is a  
Collective Responsibility"

**Dr Shin Liang Chin,** Director of Data  
Science and AI, EY

- Special Address: "Collaboration  
and Innovation: The Way Forward"

**Datin Anna Amalina Imam Baweh,**  
Senior Director at Intel Malaysia  
- Special Address: "Strategic AI  
Implementations for Industry  
Growth"

Moderator: **Prof Datin Lorela Chia,**  
President of MASSCI

## 12:00 PM

Headliner Session:  
The Future of AI: Trends  
and Innovations

**YBrs. Encik Zahid Ismail,**  
Director General, Malaysia  
Productivity Corporation  
(MPC)

## 12:15 PM

Headliner Session:  
Innovative AI  
Applications

**Ir. Ts. Prof. Dr Tan Chee Fai**  
Chair  
ASEAN Engineering  
Inspectorate for Manufacturing

## 12:45 PM

Quick Panel:  
AI and Talent  
Transformation

**Ir. Chin Lee Tuck,** President,  
Institute of Engineer, PUJA Brunei  
**Dr. Phongthon Tharachai,** Chief  
Executive Officer at Project  
Planning Services PCL (PPS),  
Thailand

Moderator: **Ir. Prof. Dr. David Chuah  
Joon Huang,** President & CEO,  
Southern University College

## 1:15 PM

Fireside Chat:  
The Future of AI in  
Sustainable Business  
Models

**Ir Abdul Razak Yakob,** Head  
of Strategic Growth,  
FAAZMIAR Technology  
**Ir. Habibie Razak,** Executive  
Director - The Institution of  
Engineers Indonesia (PII)  
Moderator: **Ir. Dr Bernard Lim,**  
Chief Operating Officer,  
Appscard Global AS

## 1:45 PM

Grand Headliner:  
Key Insights and Future  
Direction

**Academician Dato' Ir. (Dr) Lee  
Yee Cheong**  
President, The Academy of  
Engineering & Technology for  
the Developing World  
(AETDEW)

## 2:00 PM

END



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