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The Institution of Engineers, Malaysia

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Engineering Tomorrow: Leading the Charge in Sustainability, Innovation, and Global Competitiveness

A Session with

Prof. Datin Lorela Chia

Founding President
Malaysia Association of
Sustainable Supply Chain
& Innovation (MASSCI)



Moderated by

Ir. Prof. Dr. Tan Chee Fai

Deputy Vice-Chancellor
Infrastructure University
Kuala Lumpur | IU KL



LIVE WEBINAR

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23-Jan 2025 (Thu)

5:30 - 6:30 PM

Zoom

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BEM Approved CPD/PDP Hours: 1

Ref No: IEM25/HQ/016/T(w)



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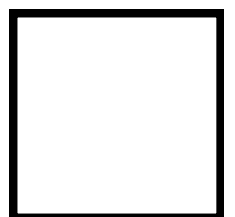


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Seats are limited!
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Knowledge-Sharing

A sharing of insights and actionable strategies for engineers to drive global competitiveness and sustainability.

Fire-Side Chat

A relaxed conversation with the moderator, delving deeper into key topics and practical implementation of sustainability and innovation in leadership.

Q&A Session

An interactive session to ask questions, seek advice and clarification.

Synopsis

As industries face increasing pressure to adopt sustainable practices, the role of leadership in engineering and innovation has never been more crucial. Join Prof. Datin Lorela Chia, Founding President of the Malaysia Association of Sustainable Supply Chain and Innovation (MASSCI), for an insightful session on how sustainable leadership and engineering innovation can drive long-term competitiveness.

In this session, Prof. Datin Lorela will share actionable insights on leveraging sustainability to create a competitive advantage in today's rapidly evolving global market. Drawing from her expertise in sustainable leadership and supply chain innovation, she will explore how engineers and business leaders can tackle environmental challenges while positioning their organizations for success.

During the fireside chat, Prof. Datin Lorela will engage in a relaxed yet informative conversation with Ir. Prof. Dr. Tan Chee Fai, delving deeper into the topic and discussing practical strategies. The session will conclude with an interactive Q&A, making it a must-attend for anyone looking to lead in the green economy.

The Speaker

Prof. Datin Lorela Chia is the Founding President of the Malaysia Association of Sustainable Supply Chain and Innovation (MASSCI), with over 30 years of experience leading successful projects that bridge the gap between businesses and global markets. She has fostered cross-border trade, market expansion, and SME development, helping organizations thrive in the evolving global landscape.

Her expertise spans a diverse range of sectors, including sustainability, innovation, digitalization, and the Halal economy. Prof. Datin Lorela's commitment to creating long-term value is evident in her work with government bodies, NGOs, and multinational corporations, where she has played a pivotal role in developing impactful business platforms and facilitating sustainable supply chains.

A recognized thought leader, Prof. Datin Lorela is passionate about integrating sustainability into every aspect of business and leadership. She focuses on helping organizations grow sustainably, innovate for the future, and adapt to the evolving demands of the global market. As an advocate for diversity, inclusive growth, and positive societal impact, Prof. Datin Lorela continues to lead change at the forefront of the sustainability movement.

For more details please contact: