

**THE FUTURE OF SUPPLY CHAINS FORUM:
OPTIMIZING, PLANNING, AND AUTOMATING FOR SUCCESS**
16 January 2025
Perdana Hall, MIDA Sentral, Kuala Lumpur
(Participant Program)

TIME	PROGRAMME
0900 – 0935 hrs	: Registration of participants (MIDA Lobby) <i>*Light breakfast is provided</i>
0935- 1430 hrs	: THE FUTURE OF SUPPLY CHAINS FORUM: OPTIMIZING, PLANNING, AND AUTOMATING FOR SUCCESS.
	Venue : Perdana Hall, Level 10
	Agenda
0945 –0950 hrs	: Opening Speech by Emcee
0955 – 1000 hrs	: Welcoming remarks by Puan Zalina Zainol Deputy Chief Executive Officer (DCEO) Investment Development, MIDA
1005 - 1020 hrs	: Keynote address & presentation by Mr. Charlie Chang Chief Executive Officer (CEO) Ally Logistic Property
1035 - 1055 hrs	Presentation by Malaysian Investment Development Authority (MIDA) Title of Presentation: Facilitation and Incentives Programmes Offered by MIDA In the Logistics Industry Speaker: Puan Habibah Enok Director, Oil & Gas, Maritime and Logistics Services Division
1100 - 1150 hrs	Panel Session 1: Supply Chain Optimization and Planning Moderated by: Mr. Yap Keng Teck, Managing Consultant, BIZSPHERE Brand & Marketing Group Panelist 1 – Mr. Au-Yeong Shong Kwong, Chief Executive Officer, Xin Hwa Holdings Berhad

		<p>Panelist 2 – Mr. Lee Sun Cheah, Director of SPX Express</p> <p>Panelist 3 – Mr. Lin Zheng, Country Head, Ninja Van</p>
		<p>Area of discussion:</p> <ul style="list-style-type: none"> ● Key challenges in supply chain optimization and strategic planning ● Enhancing efficiency through warehouse management systems (WMS), inventory, and order management ● Insights and best practices from warehouse planning experiences ● Strategic approaches to expansion, managing overflow, and adapting to economic changes. ● Future directions in ESG (environmental, social, and governance) for supply chain management
	1200 - 1250 hrs	<p>: Panel Session 2: Integration and Automation in Supply Chain</p> <p>Moderated by: Mr. Buddy Chou Executive Vice President, Taiwan, APAC, Ally Logistic Property</p> <p>Panelist 1 – Mr. Aaron Ng, Finance Director, 7-Eleven Malaysia</p> <p>Panelist 2 – Mr. Bill Lim, Regional Sales Director, Quicktron</p> <p>Panelist 3 – Mr. Ricky Lin, General Manager, Ally Transport</p>
		<p>Area of Discussion:</p> <ul style="list-style-type: none"> ● Key drivers behind the shift to automation (ROI, labor shortages, COVID-19 impact) ● The importance of upskilling talents to manage automation solutions. ● Identifying pain points before and after implementing automation solutions. ● Evaluating the right timing for business and operational transformation.
	1300 - 1430 hrs	<p>Networking Lunch Venue: Banquet Hall, Level 10</p>
EVENT ENDS		

Note: The information Counter will be at MIDA's Lobby.