














# PROGRAMME

TIME	<p>MAIN THEATRE - <b>Digital Transformation</b></p> <p>Brought to you by Diamond Sponsor:</p>  <p><small>gpp Acumatica PwC Financio</small></p>	<p>2<sup>ND</sup> THEATRE - <b>Technology in Practice (Silent Conference)</b></p>	<p>3<sup>RD</sup> THEATRE - <b>Strategic Leadership</b></p>
<p><b>2:00 PM - 2.30 PM</b></p>	<p><b>Navigating the Digital Frontier: Journey in Transforming Financial Operations</b> Speaker: <b>Mohd Azman Mohamad Zaid</b>, General Manager Group Finance, SIRIM</p> <p>Brought to you by:</p>  <p><small>gpp Acumatica PwC Financio</small></p>	<p><b>Extending Malaysia e-Invoice digitalization with Business Process Automation (BPA)</b> Speaker: <b>Ether Loh</b>, Senior Solution Architect Manager, SL Information Solutions Sdn Bhd</p> <p>Brought to you by:</p> 	<p><b>What's Next After the E-invoicing Mandate in Malaysia?</b> Speaker: <b>Charlie Cheah</b>, Managing Director - Esker Asia</p> <p>Brought to you by:</p> 
<p><b>2:30 PM - 3.00 PM</b></p>	<p><b>From Bits to Bucks: How Technology Transforms Treasury to Drive Your Organisation.</b> Speaker: <b>William Lim</b>, CEO, Triaset</p> <p>Brought to you by:</p> 	<p><b>Beyond Compliance: Turning LHDN e-Invoice Implementation into a Revenue-Generating Opportunity for Accountants</b> Speaker: <b>Engku Zaidah</b>, Head of Business Development, QNE Optimum Sdn. Bhd.</p> <p>Brought to you by:</p> 	<p><b>How WebAccountPlus Works4You! (Part II)</b> Speakers: <b>Roland Stähli</b>, Founder, WebAccountPlus <b>René Heusser</b>, Partner, WebAccountPlus</p> <p>Brought to you by:</p>  <p><small>www.webaccountplus.swiss</small></p>
<p><b>3:00 PM - 3.30 PM</b></p>	<p><b>Robotic Process Automation (RPA): The Key to Your Digital Transformation Journey</b> Speaker: <b>Lim Teng Ciap</b>, Director of Bizbott Solution Sdn Bhd</p> <p>Brought to you by:</p> 	<p><b>Strategic Partnerships and Alliances: Leveraging Collaborative Opportunities for Growth</b> Speaker: <b>Shine Mathew</b>, Senior Partner Manager, Acumatica</p> <p>Brought to you by:</p>  <p><small>gpp Acumatica PwC Financio</small></p>	<p><b>Enhancing Cybersecurity Resilience - The Strategic Role of CFO</b></p> <p>Moderator: <b>Chari TVT</b>, Member of Working Group of DTIC, MIA</p> <p>Panel Speaker: <b>Hasniza Mohamed</b>, Director - Digital &amp; Technology Innovation, UEM Sunrise Berhad <b>Abid Adam</b>, Group Chief Risk &amp; Compliance Officer, Axiata <b>Baljit Singh</b>, Head, Cybersecurity Strategy Planning and Governance, Digital National Berhad</p>
<p><b>3:30 PM - 4.00 PM</b></p>	<p><b>Small Steps, Big Impact: The Power of Incremental Transformation</b> Speaker: <b>Jacyntha Foo</b>, Sr. Regional Key Accounts Managers, Grab For Business Malaysia</p> <p>Brought to you by:</p> 		
<p><b>4:00 PM - 4.30 PM</b></p>	<p><b>Improve Business Transparency with AI &amp; Data Analytics</b> Speaker: <b>Shawn Leong</b>, Chief Commercial Officer, Handshakes</p> <p>Brought to you by:</p> 		
<p><b>4:30 PM - 5.00 PM</b></p>	<p>Lucky Draw &amp; End of show</p>		

## PROGRAMME SYNOPSIS

### MAIN THEATRE - DIGITAL TRANSFORMATION

## How Money Thinks4You! (Part I)

Intelligent Money envisions a future where money that thinks for us will be embedded, smart, invisible and everywhere. WHO cares about the money of the future? WHY should I care about the money of the future? Intelligent Money answers these questions, focusing on HOW money will become intelligent, both digitally and artificially, and its impacts on our life and business.



**Chris Skinner,**  
Advisory Board,  
WebAccountPlus

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www.webaccountplus.swiss

**Ts. Nagendran Perumal,** Group  
Chief Technology  
Officer, Censof



### MAIN THEATRE - DIGITAL TRANSFORMATION

## Digital Transformation Strategies for Malaysian Accounting Firms

Digital transformation strategies are no longer nice-to-have but a must-have for today's organisations. This session explores how accounting firms in Malaysia can adopt digital technologies such as cloud computing, data analytics, and automation to streamline their processes, enhance client service delivery, and stay competitive in the digital age.both digitally and artificially, and its impacts on our life and business.

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group Acumatica pwc Financio

### MAIN THEATRE - DIGITAL TRANSFORMATION

## Empowering the Future - Bridging Education & Technology

As Malaysia hungers for skilled talents, Yayasan Peneraju is embarking on a digital transformation to profile and nurture its talents as professional, business or community leaders. Discover how its strategic digital-oriented approach harnesses three key capitals - economic, social and human - to develop dynamic leaders who are adept and resilient in addressing the changing demands of society.



**Ibrahim Sani,**  
CEO, Yayasan  
Peneraju

Brought to you by **YAYASAN PENERAJU**

**Hussein Hasan,** Sr.  
Manager, Financial  
Planning & Analysis,  
Alteryx APJ & EMEA



### MAIN THEATRE - DIGITAL TRANSFORMATION

## Streamlining Financial Processes: The Impact of Alteryx on Efficiency and Productivity

Speed and efficiency are essential in business. Based on real life examples of Alteryx use cases in accounting and finance, see how Alteryx can transform your organisations, finance functions and roles to quickly achieve automation, advanced analytics, and system integration without sacrificing quality, auditability, and transparency.

Brought to you by **ORtech:**  
ANALYTICS • DATA SCIENCE • DATA CLOUD

### MAIN THEATRE - DIGITAL TRANSFORMATION

## Embrace The Power of Hyperautomation: Redefining Efficiency, Elevating Performance

Robotic process automation (RPA), artificial intelligence (AI), machine learning (ML), and other tools are converging to form hyperautomation, which redefines efficiency, elevates performance and augments human capabilities. Drawing on case studies and success stories, this discussion unpacks common barriers to implementing hyperautomation, lays out strategies for successful adoption, and predicts the evolving role of humans in a hyperautomated world.



**Grace Liew,**  
Head of Sales,  
Cyclone Robotics  
Malaysia

Brought to you by 

**Mohd Azman  
Mohamad  
Zaid,** General  
Manager Group  
Finance, SIRIM



### MAIN THEATRE - DIGITAL TRANSFORMATION

## Navigating the Digital Frontier: Journey in Transforming Financial Operations

How can we navigate the digital frontier and drive innovation while ensuring the stability and security of financial operations? SIRIM has entrusted Mohd Azman, Group Finance General Manager, with leading the organisation through the complexities of digital transformation. From leveraging advanced analytics for data-driven decision-making to implementing cutting-edge fintech solutions, this session will share insights, challenges and lessons learned along SIRIM's road to digital transformation.

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### MAIN THEATRE - DIGITAL TRANSFORMATION

## From Bits to Bucks: How Technology Transforms Treasury to Drive Your Organisation.

Treasury and corporate finance teams are playing an increasingly visible role in digital transformation, yet plenty of potential value remains to be unlocked. This session maps out how digital innovation is driving treasury's transformation, therefore empowering your organization for sustainable growth. Get practical insights into how technology is revolutionising treasury operations to propel your organization forward from the digital realm to substantial financial growth.



**William Lim,**  
CEO, Triaset

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## PROGRAMME SYNOPSIS

**Lim Teng Giap**, Director of Bizbott Solution Sdn Bhd



### MAIN THEATRE - DIGITAL TRANSFORMATION

## Robotic Process Automation (RPA): The Key to Your Digital Transformation Journey

Immerse yourself in Robotic Process Automation (RPA) and its tremendous benefits in this session that incorporates helpful examples of RPA use cases in the real environment. At the end of the discussion, attendees will have a good grasp of why RPA is critical and how and where RPA can be implemented to drive organisational and finance function performance.

Brought to you by 

### MAIN THEATRE - DIGITAL TRANSFORMATION

## Small Steps, Big Impact: The Power of Incremental Transformation

Embracing small, quick-win transformations is key in adapting to today's dynamic landscapes, with finance teams playing crucial roles in steering organisations to success. Backed by insightful case studies and testimonials showcasing real life impact, this session will demonstrate how GFB's tailored solutions can help unlock the potential for incremental change within your organization's digital transformation journey.

Brought to you by 



**Jacyntha Foo**, Sr. Regional Key Accounts Managers, Grab For Business Malaysia

**Shawn Leong**, Chief Commercial Officer, Handshakes



### MAIN THEATRE - DIGITAL TRANSFORMATION

## Improve Business Transparency with AI & Data Analytics

Transparency is essential for maintaining trust and credibility, and can be enabled by technology and best practices to identify potential risks and detect anomalies in real time. Join Shawn Leong, Chief Commercial Officer at Handshakes, as he unveils innovative approaches that harness AI and data analytics to uncover indirect business connections and ultimate beneficial ownerships using official data to benefit the financial sector.

Brought to you by 

### 2<sup>ND</sup> THEATRE - TECHNOLOGY IN PRACTICE

## Simplified E-invoice - AI + Cloud Power

How can the synergy of AI and cloud technology streamline e-invoice processes? Embracing the power of AI can simplify invoice management, enhance accuracy and reduce manual effort. Harnessing the power of the cloud can centralise data, improve accessibility and ensure compliance. Join us to learn how this dynamic duo transforms e-invoice into a seamless, efficient operation.

Brought to you by 



**Shirley Choong**, Cloud Solutions - e-Invoice Specialist, QNE Optimum Sdn. Bhd.

## PROGRAMME SYNOPSIS

**Vincent Lee Hong Fay**, Chief Executive Officer (CEO) and Founder, Wavelet Solutions Sdn. Bhd.



### 2<sup>ND</sup> THEATRE - TECHNOLOGY IN PRACTICE

## E-Invoice operations needs omni-channel and data hub

Ensuring compliance with electronic invoice requirements involves various tasks, like generating and sending individual invoices electronically and requiring frequent communication between suppliers and buyers across various platforms. Integrating accounting software with these different systems can be expensive, complex, and time-consuming. Learn how utilising a Data Hub and omnichannels could streamline the routine operations associated with e-invoicing.

Brought to you by wavelet.net

### 2<sup>ND</sup> THEATRE - TECHNOLOGY IN PRACTICE

## Enhancing Audit Quality and Improving Profitability: Insights from successful firms with a sustainable practice

What differentiates a successful audit firm from the rest of the pack? This session analyses the key areas that leading audit firms are targeting to build a more sustainable, operationally efficient practice, including focusing on strategies for current workforce development, revenue growth, and the implementation of new technologies.



**Sandy Cheung**, General Manager Southeast Asia, Wolters Kluwer APAC

Brought to you by Wolters Kluwer

**Ether Loh**, Senior Solution Architect Manager, SL Information Solutions Sdn Bhd



### 2<sup>ND</sup> THEATRE - TECHNOLOGY IN PRACTICE

## Extending Malaysia e-Invoice digitalisation with Business Process Automation (BPA)

What's next after the Malaysia e-Invoice implementation? E-Invoice presents an opportunity for businesses to implement BPA, streamlining and extending e-invoice operations like Accounts Payable and Accounts Receivable Automation. With BPA, organisations will be able to optimise processes, reduce manual intervention, and embrace a modernised approach to financial management, propelling Malaysia's digital economy forward.

Brought to you by

### 2<sup>ND</sup> THEATRE - TECHNOLOGY IN PRACTICE

## Beyond Compliance: Turning LHDN e-Invoice Implementation into a Revenue-Generating Opportunity for Accountants

Discover how accountants can transform the implementation of LHDN's e-Invoice system into a game-changing opportunity using AI and cloud accounting to their advantage. Explore strategies to not only meet regulatory needs but also unlock opportunities for earning more money. Delve into the challenges and exciting prospects for accountants in this evolving landscape.



**Engku Zaidah**, Head of Business Development, QNE Optimum Sdn. Bhd.

Brought to you by

## PROGRAMME SYNOPSIS

**Michael Utama,**  
Manager, Sales  
Engineering,  
Alteryx ASIA



### 3<sup>RD</sup> THEATRE - STRATEGIC LEADERSHIP

## Modernising Your Data Stack with Alteryx for Finance Professionals

Reliance on outdated technology systems can impede key business functions such as Finance & Accounting, resulting in “tech debt” problems such as reduced efficiency, high maintenance costs, and data vulnerabilities. Find out how modernising data stacks can empower finance professionals to resolve tech debt and related business issues affecting day-to-day data and financial reporting processes for optimum business value.

Brought to you by **ORtech:**

### 3<sup>RD</sup> THEATRE - STRATEGIC LEADERSHIP

## Empowerment through Data: The Transformative Power of Data-Driven Decision Making

Data is today's strategic asset. Adopting a collaborative data-driven culture that leverages on advanced analytics, machine learning algorithms, and data visualization tools can pave the way to successfully extracting valuable insights, uncovering relevant trends and patterns, and predicting future outcomes with greater accuracy.

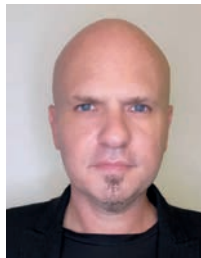


**Gooi Shiau Ying,**  
Regional Sales  
Manager, Fanruan  
(Malaysia) Sdn Bhd

Brought to you by



**Dirk Coetsee,**  
Performance  
Director of the OKR  
Institute



### 3<sup>RD</sup> THEATRE - STRATEGIC LEADERSHIP

## Lead with Agility

Agility is a popular management buzzword that is keenly associated with speed, flexibility, rapid innovation, adaptability and competitiveness. Come explore how you and your organisation can become more malleable and lead with agility, by identifying and embracing helpful change initiatives that can achieve your future vision and aspirations for your company.

Brought to you by



### 3<sup>RD</sup> THEATRE - STRATEGIC LEADERSHIP

## Unleash the Potential of Generative AI (Artificial Intelligence) in your Finance Function

While finance departments are becoming smarter, their tech capabilities have not been fully tapped. In particular, finance processes – including travel and expense (T&E) – have emerged as a key area of transformation through generative AI. Join us for an in-depth look into how SAP Concur empowers finance functions to achieve efficiency, reduce costs, and improve compliance through AI-powered T&E solutions.



**Elise Shen,**  
Senior Solutions  
Consultant, SAP  
Concur

Brought to you by **SAP Concur**

## PROGRAMME SYNOPSIS

**Ts. Faizal Poad**, Head, Enterprise Solution, AWANTEC



### 3<sup>RD</sup> THEATRE - STRATEGIC LEADERSHIP

## Unlocking the advantages of an e-Invoice solution

As businesses evolve and customers demand faster processing of goods and services, automation will become increasingly critical in invoicing to streamline processes, enhance efficiency, and reduce human error. Powered by AWANTEC, this session provides guidance on how organisations can prepare to exchange documents following Malaysian regulations with the support of e-invoicing solutions.

Brought to you by awantec

### 3<sup>RD</sup> THEATRE - STRATEGIC LEADERSHIP

## What's Next After the E-invoicing Mandate in Malaysia?

What comes next after the e-invoicing mandate? Organisations are advised to prepare to "Elevate and Innovate" their business processes to enhance regulatory compliance and efficiency, with a focus on advanced strategies for the cash collection cycle to enable effective collection as well as seamless cash application.



**Charlie Cheah**, Managing Director, Esker Asia

Brought to you by ESKER

**Roland Stähli**, Founder, WebAccountPlus



**René Heusser**, Partner, WebAccountPlus

### 3<sup>RD</sup> THEATRE - STRATEGIC LEADERSHIP

## How WebAccountPlus Works4You! (Part II)

This sequel to the earlier presentation on "how money thinks4you!" focuses on the ECO system of the future, the imperative for SMEs and accounting firms to digitise now to benefit from this revolutionary approach, as well as the transformative role played by open banking and open finance.

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[www.webaccountplus.swiss](http://www.webaccountplus.swiss)

### 3<sup>RD</sup> THEATRE - STRATEGIC LEADERSHIP

## Enhancing Cybersecurity Resilience - The Strategic Role of CFO

Cyber risk constitutes a significant threat to businesses, whereby the increasing frequency and severity of cyber-attacks and new vulnerabilities have vaulted cybersecurity to the top of the corporate agenda. As C-suite leaders, CFOs must keep abreast of cyber risks to mitigate system breaches, business interruptions, regulatory consequences and potential damage to the organisation's reputation to preserve shareholder value.

Moderator:  
**Chari TVT**  
Member of Digital Technology Implementation Committee, MIA



Panel Speaker:  
**Hasniza Mohamed**  
Director - Digital & Tehcnology Innovation, UEM Sunrise Berhad



Panel Speaker:  
**Abid Adam**  
Group Chief Risk & Compliance Officer, Axiata



Panel Speaker:  
**Baljit Singh**  
Head, Cybersecurity Strategy Planning and Governance, Digital National Berhad