

AGENDA

**FORUM ON SME DEVELOPMENT IN THE M&E SUPPLY CHAIN IN THE NORTHERN REGION
IN CONJUNCTION WITH MALAYSIA'S INTERNATIONAL TRADE FAIR ON INTRALOGISTICS
AND SUPPLY CHAIN MANAGEMENT**

8-10 NOVEMBER 2023, WEDNESDAY – FRIDAY

10.00am – 5.00pm

SETIA SPICE ARENA, BAYAN LEPAS, PULAU PINANG

8/11/2023	Wednesday
10.00am – 5.00pm	<p>MPC Booth</p> <ul style="list-style-type: none"> • Machinery and Equipment Productivity Nexus (MEPN) • Logistics Productivity Nexus (LPN)
11.00am – 1.00pm	<p>Collaborative Meeting on M&E SME Development in the Northern Region: MPC, NCIA, and MSIA</p> <p>Venue: Function Room 2, Level 2, Setia Spice Arena</p>
3.00pm – 5.00pm	<p>Company Visit to Lam Research International Sdn Bhd, Bayan Lepas (TBC) (MPC-NCIA-MSIA)</p> <p><u>Objective:</u> Gaining Insight into Lam Research's Supplier Scalability Assessment Process and Supply Chain</p>
9/11/2023	Thursday
10.00am – 5.00pm	<p>MPC Booth</p> <ul style="list-style-type: none"> • Machinery and Equipment Productivity Nexus (MEPN) • Logistic Productivity Nexus (LPN)
10.30am	Registration
10.45am	<p>Opening Remarks</p> <p>By YBhg. Datin Lorela Chia President, The Malaysian Association of Sustainable Supply Chains and Innovation (MASSCI)</p>
10.50am	<p>Keynote Address</p> <p>By YBrs. Mr. Zahid Ismail Director General, Malaysia Productivity Corporation (MPC)</p>
SESSION 1	<p>FORUM</p> <p>Moderator: YBhg. Datin Lorela Chia</p>
11.00am	<p>Enabler: INTEL, Mr. Ong Boon Leong</p> <p>Discussion:</p> <ul style="list-style-type: none"> • As a key enabler, to offer insights into technological advancements and AI solutions that empower supply chain processes. • Focusing on both hardware and software aspects, Intel's perspective will illuminate the role of cutting-edge technologies in boosting efficiency and innovation within the supply chain.

11.10am	<p>Tech application: Aramex, Mr Syahrul Azmir Zaki</p> <p>Discussion:</p> <ul style="list-style-type: none"> • Representing the logistics sector, will provide a practical viewpoint on how AI is applied in real-world logistics scenarios. • Discussions on route optimisation, demand forecasting, and the integration of AI-driven technologies to streamline the movement of goods • Sharing on Aramex's investments in cutting-edge technologies, automation of warehouses and hubs, and expansion plans for warehousing capabilities and value-added services to foster seamless operations and enhanced customer experiences • Contribute to understanding the operational aspects of AI in logistics.
11.20am	<p>Facilitator / Grant: NCIA</p> <p>Discussion:</p> <ul style="list-style-type: none"> • Perspective of Tech and Grant. With a regional focus, will shed light on the role of facilitation support and digitalisation grants in supporting SMEs within the supply chain. • Provide valuable insights into how local initiatives and support mechanisms contribute to the adoption of AI, with particular attention to how regional businesses leverage technology for enhanced productivity and sustainability • Shared vision of excellence and burgeoning opportunities to further fuel economic growth.
11.30am	Q&A Session
SESSION 2	ROUND TABLE DISCUSSION (RTD)
11.50am	Unlocking Efficiency and Transparency: Insights from the M&E Supply Chain Survey By YBhg. Datin Lorela Chia
12.00pm	RTD on M&E SME Development in the Northern Region <ul style="list-style-type: none"> • MPC-MEPN-NCIA
1.00pm	Networking Refreshment
SESSION 3	Company Visit (MPC-NCIA-MSIA)
2.30pm – 5.00pm	<p>Company Visit to Orionplex, Bayan Lepas</p> <p><u>Objective:</u> Gaining Insight into Custom Design, Automation, and Cutting-Edge Technologies</p>
10/11/2023	Friday
10.00am – 5.00pm	<p>MPC Booth</p> <ul style="list-style-type: none"> • Machinery and Equipment Productivity Nexus (MEPN) • Logistic Productivity Nexus (LPN)
9.30am – 12.30	<p>Company Visit to Aramex, George Town (TBD)</p> <p>(MPC-NCIA-MSIA)</p> <p><u>Objective:</u> Exploring AI Applications in Real-World Logistics Scenarios</p>
5.00pm	End of Program