







# Towards net-zero: The digital transition for sustainable manufacturing

## Background

The New Industrial Master Plan 2030 (NIMP 2030) is introduced by the Malaysian government in September 2023. It is a forward-looking policy framework aimed at bolstering the technological capabilities of Malaysia's manufacturing sector, targeted not only at large multinational corporations but also at Small and Medium Enterprises (SMEs). Its overarching goal is to align the sector with the nation's ambitious net-zero emissions target by 2050.

The plan emphasizes the adoption of smart manufacturing techniques, automation, and digitalisation within the manufacturing industry, targeting at an ambitious goal of transforming 3,000 factories into smart factories by 2030. In addition, it introduces a new set of Environmental, Social, and Governance (ESG) reporting guidelines. These guidelines align with global standards and encourage businesses to measure and disclose their sustainability performance.

In light of the NIMP 2030, the Intelligent Manufacturing Kuala Lumpur event brings together industry leaders, global institutions, key manufacturers, solution providers, and government agencies. The event aims to facilitate discussions on the latest trends and the journey of technology adoption. It underscores the importance of applying advanced technology to factories while tailoring these trends to fit the unique manufacturing capabilities of the ASEAN region.

# DIGITALISE YOUR FACTORY WITH US

## Event formats



Two-day Conference



Tech Lab\*



Product Showcases



Deep Dive

\*in depth introductions of product showcases

## Key figures from 2023



**2,299**  
visits



**243** conference attendees,  
53% from managerial level or above



**29** speakers from nine countries and regions  
(China, Germany, Japan, Malaysia, Mexico,  
Singapore, Switzerland, Taiwan and the US)



**30**  
conference sessions



**12** product showcases from six countries  
and regions (China, Germany, Japan, Malaysia,  
Singapore and the US)



CONFERENCE DAY 1, 10 JULY 2024 (WEDNESDAY)

09:15 - 09:30    Opening Remark

The Digital Transition to Smart and Sustainable Manufacturing

- 09:30 - 10:00

**Navigating the Digital Shift Towards a Smart and Sustainable Factory**  
Martin will focus on the digital transformation in a manufacturing environment with the objective to drive a twin transformation, achieving with digitization a higher performance and as well improving the sustainability.

Martin Schiesser,  
Senior Partner at Detecon (Schweiz) AG,  
Head Manufacturing Industries
- 10:00 - 10:30

**The Sustainability Blueprint: Start, Scale, and Sustain Your Net-Zero (SME) / ESG (MNC) Journey**  
Raimund will share on the status and future outlook of smart factories around the world, focusing on digital innovation and efficiency.

Raimund Klein,  
Founder and Chief Executive Officer,  
International Centre for Industrial  
Transformation (INCIT)
- 10:30 - 11:00

**Malaysia's Journey Towards Smart Manufacturing**  
Focused on the discussion of current digital transformation status, evolution, and achievements of smart factories in Malaysia, highlighting local insights and advancements towards intelligent manufacturing.

To be announced

~ COFFEE BREAK ~

- 11:15 - 11:45

**Navigating Global ESG Regulations: Impact and Strategies for Manufacturers**  
A deep dive into how global ESG regulations impact manufacturers regardless their location, and will present strategic approaches to address these challenges effectively for business sustainability and growth.

Edison Choong,  
Head of ESG unit,  
Malaysia External Trade Development  
Corporation (MATRADE)
- 11:45 - 12:15

**Real-world Applications on Leveraging Digitalisation for Sustainable Manufacturing**  
Sharing practical examples of how digitalisation and intelligent manufacturing practices contribute towards achieving sustainable manufacturing and the goal of Net Zero.

Michael Chang,  
Founder and CEO,  
Synergies Intelligent Systems
- 12:15 - 13:00

**Panel discussion: Sustainability VS Profitability - How to implement sustainable manufacturing while maintaining ROI?**  
The coexistence of sustainability and profitability is always a hot topic for discussion when manufacturers embark on their digital transformation. During this panel session, international experts will gather to share their thoughts and tips on maintaining a delicate balance between the two.

Moderator: Prof Dr David Romero  
Speaker: Martin Schiesser, Michael Chang, Edison Choong

~ LUNCH ~

Harnessing the Power of AI, Robotics, and other Operational Technologies for Competitiveness

- 14:00 - 14:30

**Is Digital Twin Technology a Reality for Manufacturers?**  
Mr Balasubramaniam will explain how digital twin technology can be adopted in manufacturing processes, and will showcase how the fusion of digital twins, robots, and AI is driving efficiency, sustainability, and innovation in the manufacturing sector.

Mahadevan Balasubramaniam,  
Head of Business Development &  
Government Affairs, CEO Office,  
Siemens Malaysia
- 14:30 - 15:00

**Optimum Condition Matrix for Manufacturing**  
Mr Sakthivel will introduce the optimum condition matrix that applies in manufacturing industry, how does it achieve optimum production line and hence sustainable manufacturing. He will also share some practical examples that this matrix applied.

Sakthivel Narayanasamy,  
Chief Executive Officer,  
Quantum Computing (M) Sdn Bhd
- 15:00 - 15:30

**The Role of Generative AI in Shaping Industry 4.0 Workforces**  
This session will describe how generative AI is setting the stage for a new era in factory digitalisation and workforce development, detailing its practical applications and benefits based on real-world examples in manufacturing industries.

Rodrigo Nader,  
Founder and CEO, Langflow

~ COFFEE BREAK ~

- 15:45 - 16:10

**Humanoid Horizons: The Future of Cobotic Integration in Switzerland's Production Sectors**  
Dr Gorecky will provide a visionary exploration of how humanoid robots and humans can collaborate more closely in production sectors, enhancing efficiency and innovation through cobotic integration.

Dr Ing Dominic Gorecky,  
Head of Swiss Smart Factory & Swiss Health  
Tech Center, Partner, Executive Board  
Member, Switzerland, Innovation Park  
Biel/Bienne AG
- 16:10 - 16:35

**Navigating the Digital Transformation Journey: The Timber Industry Voyage**  
The session will share the voyage of the Finesse Moulding's digital transformation journey, covering crucial aspects like minimising disruption, managing complexity, optimising resources, and emphasising employee training for sustainable progress.

See Siou Bin,  
General Manager, Finesse Moulding
- 16:35 - 17:20

**Panel Discussion: Collaborative Intelligence and Workplace Transformation - How Organizations Can Achieve a Harmonious Balance Between AI, Robots, and Human Workers?**  
Designing the factory of the future requires investigating different scenarios where AI, robots, and human workers collaborate to achieve more efficient work. During this panel session, international experts will analyse and discuss the role of AI and robots as augmenting and collaborative technologies supporting humans to do better and more man capabilities, the need for ongoing training, and the ethical considerations of deploying collaborative systems

Moderator: Dr Dominic Gorecky  
Speakers: Rodrigo Nader, Racheal Choo, Dr Chua Wen-Shyan
- 17:20 - 17:30

Closing remark



CONFERENCE DAY 2, 11 JULY 2024 (THURSDAY)

Smartifying the ASEAN Industrial Base: Success Stories

09:30 - 10:00	<p><b>The Unified Namespace (UNS) to enable low-code digitalisation</b></p> <p>The Unified Namespace (UNS) simplifies automation by bridging the gap between various devices and applications. It offers a standardized way to access data, eliminating the need for complex protocol translations. Engineers can then utilize low-code platforms like Node-RED to visually design automation flows, easily connecting different components within the UNS. This streamlined approach allows engineers to quickly experiment, prototype, and implement automation solutions without extensive coding knowledge, saving time and resources.</p>	<p><b>Zeger-Jan van de Weg,</b> CEO, Flowfuse</p>
10:00 - 10:30	<p><b>Digitalisation as a means to eliminate unplanned manufacturing downtime</b></p> <p>As we herald the new age of digitalisation and industry 4.0, companies are increasingly harnessing the power of such technological innovations to eliminate costly unplanned downtime in their manufacturing plants. In this session, Schaeffler will share how digitalisation and remote monitoring solutions can help factories run more efficiently, which ultimately also result in reduced carbon footprint.</p>	<p><b>Kelvin Chong,</b> Country Manager, Schaeffler Malaysia</p>
10:30 - 11:00	<p><b>Leveraging Data Analytics, Artificial Intelligence and the Cloud for Manufacturing Excellence</b></p> <p>In the era of Industry 4.0, cloud computing, data analytics, and artificial intelligence are revolutionising manufacturing. This presentation will explore how digital transformation enables seamless data integration and scalability, while advanced data analytics and AI unlocks valuable insights from operational data. We will also delve into the transformative potential of generative AI in automating tasks and driving innovation. By harnessing the combined power of these technologies, manufacturers can unlock unprecedented levels of efficiency, productivity, and competitiveness.</p>	<p><b>Dr Bala Amavasai,</b> Chief Technology Officer – Industry, Celebal Technologies</p>
~ COFFEE BREAK ~		
11:15 - 11:45	<p><b>Digitalisation Odyssey: A Roadmap to Smart and Sustainable Manufacturing</b></p> <p>Sharing from Steelcase Malaysia on how they started the Smart Manufacturing journey through the Digital Transformation Roadmap. It all began with a passion for operational excellence, and the introduction and application of emerging technologies and tools in the company. By adapting the concept of Training to Implement and focusing on talent development, the speaker will be sharing on various applications in Steelcase Malaysia from simple electronic forms to IIoT application, that forge a pathway in the transformation while overcoming challenges to maintain business growth in the plant.</p>	<p><b>Vincent Chong,</b> Plant Manager, Steelcase Manufacturing (Malaysia) Sdn Bhd</p>
11:45 - 12:15	<p><b>Transformation to digitalisation with sustainability to serve and grow at manufacturing industry</b></p> <p>This session will cover the pivotal steps that Dunia Polymer took in their digital transformation journey, sharing the essential managerial strategies and practices to achieve digital success.</p>	<p><b>Jenny Lee, Marketing Manager and Chua Yun Chin, Automation Manager,</b> Dunia Polymer Extrusion Sdn Bhd</p>
12:15 - 13:00	<p><b>Panel discussion: Decoding Digital Success - What Constitutes a Successful Digital Transformation?</b></p> <p>Designing a path to digital success requires learning from the best practices and common mistakes of those early technology adopters known as "Digital Pioneers". During this panel session, technology vendors and technology users will reflect on their digital transformation journeys.</p>	<p>Moderator: <b>Dr Chua Wen-Shyan</b> Speaker: <b>Vincent Chong, Kasey Leong, Kelvin Chong</b></p>

~ LUNCH ~

\*Updated as of 21 Jun 2024. The conference schedule and speaker is subject to changes.







CONFERENCE DAY 2, 11 JULY 2024 (THURSDAY)

New Manufacturing Business Models

14:00 - 14:30	<b>WMF &amp; IMKL Agreement Signing &amp; New Business Models for the Manufacturing of the Future</b> Prof Dr Romero will share how in response to the dynamic economic landscape, the manufacturing sector should actively adopt novel business models to enhance its resilience and sustainability to thrive on a global scale.	<b>Prof Dr David Romero,</b> Scientific Vice-Chairman, World Manufacturing Foundation and Professor of Advanced Manufacturing, Tecnológico de Monterrey, Mexico
14:30 - 15:00	<b>The Digital Alchemy of Smart Factories: Transforming Production Data into Competitive Advantage</b> In this session, MPDV will discuss how intelligent information management within the smart factory ecosystem can serve as a pivotal competitive advantage for manufacturing organisations. By exploring the integration of smart factory elements, this talk aims to illuminate pathways for manufacturers seeking to enhance operational efficiency and market responsiveness.	<b>Daniel Ong,</b> Chief Sales Officer, MPDV Malaysia Sdn Bhd
15:00 - 15:30	<b>Digital Supply Chains &amp; Their Suppliers 4.0 in Today's Smart Manufacturing Landscape</b> This session will explore the need for the seamless digital integration of supply chains, highlighting the importance of collaboration between suppliers and original equipment manufacturers as their supply chains embark on their digital transformation journeys to develop digital and analytical capabilities for competitiveness.	<b>Dr Chua Wen-Shyan</b> Head of Malaysian Smart Factory 4.0, Selangor Human Resource Development Centre (SHRDC)
~ COFFEE BREAK ~		
15:45 - 16:10	<b>Digital Transformation Towards a Smart Factory: KPIs and Metrics to Track the Journey</b> Raimund will offer a set of tools to measure progress, ensure traceability, and guide strategic decision-making in a digital transformation journey towards smart factory development.	<b>Raimund Klein,</b> Founder and Chief Executive Officer, International Centre for Industrial Transformation (INCIT)
16:10 - 16:30	<b>Innovative Product Development and Digitalisation for Business Model Innovation</b> Mr Leong will present the success story of Markaids' business model innovation through new product development and digital operations strategies, leading the company to thrive in addressing the emerging market demands.	<b>Kasey Leong,</b> Chief Operating Officer (CEO), Markaids (Malaysia) Sdn Bhd
16:30 - 17:15	<b>Panel Discussion: Intelligent Manufacturing - Where We Stand and What Lies Ahead?</b> This closing panel session will invite eminent speakers to share their perspectives on the current state of the ASEAN manufacturing sector's digital transformation and its forthcoming challenges, offering a forward-looking view on how to overcome obstacles and leverage opportunities for those emerging smart factories contributing to the competitiveness of the region.	<b>Moderator: Dr Ong Kian-Ming</b> <b>Speakers: Prof Dr David Romero, Raimund Klein, Dr Ing Dominic Gorecky, Dr Chua Wen-Shyan</b>
17:15 - 17:20	Closing remark	

\*Updated as of 21 Jun 2024. The conference schedule and speaker is subject to changes.



**Dr Bala Amavasai**

Chief Technology Officer – Industry,  
Celebal Technologies



**Dr Chua Wen-Shyan**

Head of Malaysian Smart Factory 4.0,  
Selangor Human Resource  
Development Centre (SHRDC)



**Chua Yun Chin**

Automation Manager,  
Dunia Polymer Extrusion Sdn Bhd



**Daniel Ong**

Chief Sales Officer,  
MPDV Malaysia Sdn Bhd



**Prof Dr David Romero**

Scientific Vice-Chairman,  
World Manufacturing Foundation and  
Professor of Advanced Manufacturing,  
Tecnológico de Monterrey, Mexico



**Edison Choong**

Head of ESG unit,  
Malaysia External Trade Development  
Corporation (MATRADE)



**Dr Ing Dominic Gorecky**

Head of Swiss Smart Factory &  
Swiss Health Tech Center, Partner,  
Executive Board Member, Switzerland,  
Innovation Park Biel/Bienne AG



**Jenny Lee**

Marketing Manager,  
Dunia Polymer Extrusion Sdn Bhd



**Kasey Leong**

Chief Eating Officer (CEO),  
Markaids (Malaysia) Sdn Bhd



**Kelvin Chong**

Country Manager,  
Schaeffler Malaysia



**Mahadevan Balasubramaniam**

Head of Business Development &  
Government Affairs, CEO Office,  
Siemens Malaysia



**Martin Schiesser**

Senior Partner at Detecon  
(Schweiz) AG, Head  
Manufacturing Industries



Scan for  
speakers profile

# Meet our speakers



**SYNERGIES**  
Intelligent Systems

**Dr Michael Chang**

Founder and CEO,  
Synergies Intelligent Systems, Inc.



**TAYLOR'S  
UNIVERSITY**  
Wisdom • Integrity • Excellence

**Prof Dr Ong Kian Ming**

Pro Vice-Chancellor of External  
Engagement, Taylor's University



**R** | **ROLL ROBOTICS**

**Racheal Choo**

Founder,  
Roll Robotics Sdn Bhd



**INCIT**

**Raimund Klein**

Founder and CEO  
International Centre for Industrial  
Transformation (INCIT)



**Langflow**

**Rodrigo Nader**

Founder and CEO,  
Langflow



**QUANTUM  
COMPUTING**

**Sakthivel Narayanasamy**

Chief Executive Officer,  
Quantum Computing (M) Sdn Bhd



**"NESSE MOULDING"**

**See Siou Bin**

General Manager,  
Finesse Moulding



**FlowFuse**

**Zeger-Jan van de Weg**

CEO,  
Flowfuse



**Steelcase**

**Vincent Chong**

Plant Manager, Steelcase  
Manufacturing (Malaysia) Sdn Bhd



Scan for  
speakers profile



## TECH LAB DAY 1, 10 JULY 2024 (WEDNESDAY)

10:00 - 11:00	Technology know-how and sharing from Quantum Computing	<b>TBC</b> Quantum Computing (M) Sdn Bhd
11:00 - 12:00	Topic to be update	<b>Ang See Kai,</b> Head of Vertical Sales, Siemens Malaysia
12:00 - 13:00	Technology know-how and sharing from Turck Banner	<b>TBC,</b> Turck Banner Malaysia Sdn Bhd

~ LUNCH ~

14:00 - 15:00	MES HYDRA X – Intelligent Shop Floor Execution, Machine Connectivity, Reporting & Control	<b>Kyle Ong,</b> Sales Manager, MPDV Malaysia Sdn Bhd
15:00 - 16:00	Smart Factory and Digital Twin Environment	<b>Racheal Choo,</b> Founder, Roll Robotics Sdn Bhd
16:00 - 17:00	Technology know-how and sharing from sponsor	<b>TBC</b>

## TECH LAB DAY 2, 11 JULY 2024 (THURSDAY)

10:00 - 11:00	Discover the Potential of Raspberry Pi CM4 for IR4.0	<b>Kong Wai Weng,</b> Principal Engineer, Cytron Technologies Sdn Bhd
11:00 - 12:00	APS FEDRA – Intelligent Production Scheduling & Finite Capacity Planning with AI	<b>Kyle Ong,</b> Sales Manager, MPDV Malaysia Sdn Bhd
12:00 - 13:00	Technology know-how and sharing from Advantech	<b>TBC</b> Advantech Co Malaysia Sdn Bhd

~ LUNCH ~

14:00 - 15:00	Technology know-how and sharing from Schaeffler Malaysia	<b>TBC</b> Schaeffler Malaysia
15:00 - 16:00	Maximizing Asset Lifecycles with Hexagon EAM: Comprehensive Solutions for Enhanced Productivity	<b>Lee Cher Hau,</b> Business Unit Head, YNY Technology Sdn Bhd
16:00 - 17:00	Dialogue on Generative AI in Manufacturing	<b>Rodrigo Nader,</b> Founder and CEO, Langflow

## TECH LAB DAY 3, 12 JULY 2024 (FRIDAY)

10:00 - 11:00	IMKL Industrial-Academia Engagement Session	<b>Hosted by: Dr Chua Wen-Shyan, Prof Dr David Romero, Dr Ing Dominic Gorecky</b>
11:00 - 12:00	ESG workshop: Demystifying the alphabet soup in ESG	<b>Dr Kevin Ho,</b> ESG Compliance Manager, ESG Compliance Department, i-Chem Solution Sdn Bhd
12:00 - 13:00	Technology know-how and sharing from IT Group Sdn Bhd	<b>TBC,</b> IT Group Sdn Bhd

~ LUNCH ~

14:00 - 15:00	Sustainability with Real-Time and Accurate Data Reporting, Monitoring & Traceability via Manufacturing Execution System (MES)	<b>KK Pang,</b> Executive Director, FSBM Mes Lite Sdn Bhd
---------------	---	--



# intelligent manufacturing

KUALA LUMPUR

10 – 12.7.2024

Kuala Lumpur Convention Centre  
(KLCC), Malaysia

# intelligent manufacturing

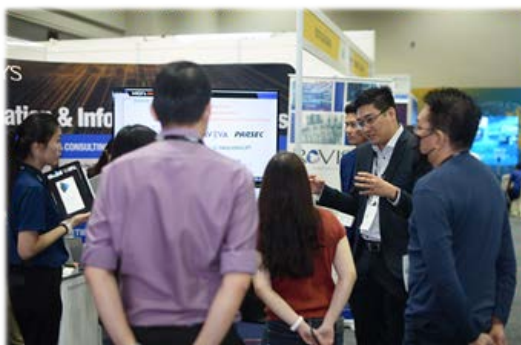
KUALA LUMPUR

## Conference participation

Delegates sponsorship	MYR 20,000	<ul style="list-style-type: none"><li>• Fifteen (15) complimentary tickets</li><li>• 30% special discount on additional conference tickets</li><li>• Access to recorded Tech Lab sessions from July to 31 December 2024</li><li>• Logo exposure on event website as supporter</li><li>• Logo exposure on event backdrop and event guide</li></ul>
Group purchase	MYR 1,350 / pax	<ul style="list-style-type: none"><li>• Min 3 tickets or above</li></ul>
Standard price	MYR 2,000 / pax	
Academia	MYR 1,000 / pax	<ul style="list-style-type: none"><li>• Supporting document is required for registration</li></ul>
Students	MYR 800 / pax	<ul style="list-style-type: none"><li>• Supporting document is required for registration</li></ul>

\*The price is subjected to local prevailing SST

\*\*This conference is HRD Corp Levy Claimable



# Event Information

**Event dates** 10 – 12.7.2024

**Opening hours** 9:30 – 18:00

**Venue** Hall 7, Kuala Lumpur Convention Centre (KLCC), Malaysia

**Conference co-organiser**



**Technical consultants**



**Advisory committee**

Dr Chua Wen-Shyan, Head of Malaysian Smart Factory 4.0, Selangor Human Resource Development Centre (SHRDC)

Dr Ing Dominic Gorecky, Head of Swiss Smart Factory & Swiss Health Tech Center, Partner, Executive Board Member, Switzerland Innovation Park Biel / Bienne AG

Prof Dr David Romero, Scientific Vice-Chairman, World Manufacturing Foundation and Professor of Advanced Manufacturing, Tecnológico de Monterrey, Mexico

**Event sponsor**



**Supporters**



Interested in becoming  
a sponsor, speaker or  
exhibitor?

**Contact us now for details!**

Messe Frankfurt (HK) Ltd  
+852 2802 7728  
[imkl@hongkong.messefrankfurt.com](mailto:imkl@hongkong.messefrankfurt.com)

Selangor Human Resource Development Centre  
(SHRDC)  
+60 3 5513 3560  
[muniswari@shrdc.org.my](mailto:muniswari@shrdc.org.my)

Stay tuned with us on



[www.myintelligentmanufacturing.com](http://www.myintelligentmanufacturing.com)