

# MSIA SME CONFERENCE 2024

INNOVATION : THE PATHWAY TO GROWTH

Tuesday, 5 March 2024 | EQ Kuala Lumpur, Malaysia.

SPONSORSHIP KIT

# About MSIA SME CONFERENCE 2024

This **inaugural conference** is organized by the **Malaysia Semiconductor Industry Association**. This conference aims to provide a platform for SME players in Malaysia to **connect, learn, and grow**. Given the importance of SMEs to Malaysia's economy.

SMEs need to innovate to navigate the evolving business landscape, capitalize on emerging opportunities, address market challenges, meet customer expectations, and achieve sustainable growth.

The **E&E industry has been a cornerstone of Malaysia's economic development**, significantly contributing to Gross Domestic Product (GDP) growth, investments, export earnings, and employment. Over the past 51 years, Malaysia has positioned itself as an important global E&E hub, attracting multinational companies (MNCs) and fostering the participation of Malaysian firms including SMEs in the global value chain.

**MSIA is the collective voice of the semiconductor and electronics industry in Malaysia** and we have **more than 250 member companies** across **Malaysia** including multinationals from **US, Europe and North Asia**.

## Overview

- Full Day Conference
- Guest of Honour - Minister of Science, Technology and Innovations (MOSTI), Malaysia
- 5 Panel Discussion
- Economic Outlook Presentation
- Prominent International and Local Speakers

## Breaks

- Breakfast Break
- Lunch
- Afternoon Coffee Break
- Post conference networking

## Post Conference

- MSIA SME Innovation Networking Session

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## What To Expect

### Strategies For SMEs To Compete Globally

Innovation is the pathway to growth for SMEs. Learn the strategies to move forward and be a global player.

### How To Access Resources For Innovation

For SME to thrive in a competitive industry like E&E, SMEs need to keep apace with business and technology developments. Learn and discover the necessary and critical resources every SME needs.

### Strategies To Be A Successful MNC Supplier

Learn what the strategies are for becoming a successful supplier to the MNCs from the MNCs themselves.

### Unlocking Financial Strategies for Business Growth

Access to funding is critical for business success especially in the E&E industry. Learn the financial strategies for business growth.

30+

International & Local  
Speakers

5

Discussion Panels

350

Expected Attendees

250+

MNCs and SMEs  
Expected Companies  
in attendance

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# MSIA INNOVATION NETWORKING SESSION

Networking with Captains of Industry & C-Suite Executives

EQ Kuala Lumpur | 5:45pm - 6:30pm

## Showcase Your Company

Elevate your business presence and forge valuable connections at our exclusive corporate networking session, where industry leaders converge for unparalleled opportunities and strategic collaborations.

## Magnify Your Audience & Brand

Maximize your company's visibility and strengthen brand equity by becoming a strategic partner in our sponsorship program, designed to elevate your presence and amplify brand building opportunities across diverse audiences

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# Who Will Be Attending

Semiconductor companies including

- MSIA Members
- SME Companies
- Startup Companies
- Existing players in Malaysia (Multi-Nationals, Malaysian)
- Hi-Tech Firms & Innovation Players
- Potential investors into Malaysia
- Service Providers (including Investment Analysts, Consultants, Banks)
- Foreign Chambers of Commerce
- Investment promotion Agencies
- Other relevant industry associations
- Government Agencies
- Members of the public
- Press members

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# Engaging Program

## Welcoming Speech

**Co-Chairman of Organizing Committee**

MSIA SME Conference Committee

## Opening Speech

**Dato Seri Wong Siew Hai**

President, Malaysia Semiconductor Industry Association (MSIA)

## Keynote Speech

**YB Tuan Chang Lih Kang**

Minister of Science, Technology and Innovation (MOSTI)



**GUEST OF HONOR**

**YB Tuan Chang Lih Kang**

Minister of Science, Technology and Innovation (MOSTI)

## Panel Discussion 1

## Rising to the Innovation Challenge: Strategies for SMEs to compete globally

### **Moderator:**

Solomon Lorthu, Vice President, Motorola Solutions

### **Panelists:**

Johnson Chiang, Industrialization Director, Industrial Technology Research Institute (ITRI)

Ang Wee Seng, Executive Director, Singapore Semiconductor Industry Association (SSIA)

Inv. Ts. Cheah Bok Eng, Organizing Chair of 2024 Malaysia Inventor and Innovator Convention (MyIIC), Exco Member of the Malaysian Invention and Design Society (MINDS)

Tatiana Didlier, Senior Economist Finance, Competitiveness & Innovation, World Bank



# Engaging Program

## Panel Discussion 2

### The Success Equation: Access to Resources for Innovation

**Moderator:**

Philip Vincent, Group Director, GSH Precision Technology

**Panelists:**

Datuk Ts. Dr. Mohd Nor Azman Bin Hassan, Deputy Secretary General (Technology Development), Ministry Of Science, Technology and Innovation

Mohamad Rizatuddin Noor Bin Mohamed Ramli, Director of Investment, Northern Corridor Implementation Authority (NCIA)

Noor Suziyanti Saad, Director of E&E Division, Malaysian Investment Development Authority (MIDA)

Azizi Mustafa, CEO, Malaysian Industrial Development Finance Berhad (MIDF)

## Special Presentation (Lunch)

### Economic Outlook of Malaysia/Asia/Global

Lee Heng Guie, Executive Director, Socio-Economic Research Centre (SERC)

## Panel Discussion 3

### The Winning Edge: Keys to Success as an MNC Supplier

**Moderator:**

CS Tan, Group Vice-President & General Manager, STMicroelectronics

**Panelists:**

Ng Sook Sern, Director, SIG Procurement, Micron Malaysia

Kok Tiong Ng, Senior Vice President and Managing Director, Infineon Kulim

Noorazidi Che Azib, Deputy Vice President, Inari Amertron Berhad

TT Tang, Sourcing Director, Plexus



# Engaging Program

## Panel Discussion 4

### Growth Catalysts: Unlocking Financing Strategies for Business Growth

**Moderator:**

Aina Zahari, Director Corporate Strategy, Bursa Malaysia

**Panelists:**

Ts. Hj. Mohammad Hazani Hj. Hassan, Malaysian Technology Development Corporation (MTDC)

Chunghee Woo (CH Woo), Managing Director Partner, Intervest Korea

Tan Cheow Han, Hanaura Partners

Janet Lee, Head of Trade Sales, Transaction Banking, UOB Malaysia

Elain Lockman, CEO, Ata Plus

## Panel Discussion 5

### Beyond Borders : Nurturing SMEs into Global Champions

**Moderator:**

Dato Seri Wong Siew Hai, President, Malaysia Semiconductor Industry Association (MSIA)

**Panelists:**

Chu Jenn Weng, CEO, ViTrox

Zalela Jaafar, Director of Electrical & Electronics, Information & Communication Technology and Machinery & Equipment Section

Alex Yeow, Group CEO, The Star Group

Datuk Phang Ah Tong, Independent Non-Executive Director, Media Prima

## Post Conference Networking Session

### MSIA SME Innovation Networking Session





# The Venue

EQ Kuala Lumpur, Diamond Ball Room.

Equatorial Plaza, Jalan Sultan Ismail, Kuala Lumpur



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# Sponsorship Opportunities - Platinum Sponsor

## Platinum Sponsor

RM **30,000**

✓ Closed Door "Meet & Greet" session with Guest of Honor

✓ Sharing Session slot during lunch

✓ Panelist or Moderator for one of the Panel Discussions

✓ 3 slots for promotional corporate video on Stage LED screen

✓ Company Logo at Digital Stage Backdrop

✓ 1 (one) Company Standing Bunting

✓ 7 Complimentary Tickets

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\* Package subject to change

# Sponsorship Opportunities - Diamond, Gold & Silver

**Gold**  
Sponsor

RM **10,000**

- ✓ Company Logo at Digital Stage Backdrop
- ✓ 1 (one) Company Standing Bunting
- ✓ 4 Complimentary Tickets

**SPONSOR**

**Diamond**  
Sponsor

RM **15,000**

- ✓ 1 slot for promotional corporate video on Stage LED screen
- ✓ Company Logo at Digital Stage Backdrop
- ✓ 1 (one) Company Standing Bunting
- ✓ 5 Complimentary Tickets

**SPONSOR**

**Silver**  
Sponsor

RM **5,000**

- ✓ Company Logo at Digital Stage Backdrop
- ✓ 1 (one) Company Standing Bunting
- ✓ 3 Complimentary Tickets

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For enquiries, you may contact :

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