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SERC Global Economic Conference 2016

2016 中总经济大会

30-5-2016 | One World Hotel, Selangor, Malaysia

地缘政治

经济

科技

新常态

Geopolitics | Economy | Technology

The New Normal

Organised by



中总
ACCCIM

马来西亚中华总商会（中总）

The Associated Chinese Chambers of Commerce
and Industry of Malaysia (ACCCIM)

Highlights of Conference Programme

0800-0900 hrs Arrival of Participants / Registration

0915-0930 hrs **Welcoming Remarks**



Datuk Ter Leong Yap

*President of the Associated Chinese Chambers of Commerce and Industry of Malaysia
Executive Chairman of Sunsuria Berhad*

0930-1100 hrs **Session I – Geopolitics**

Speakers:



Mr. Alastair Newton

*Co-Founder and Director, Alavan Business Advisory Ltd.
A former career diplomat with the British foreign service (1985-2005)
Senior Political Analyst at Nomura International plc (Oct 2008-July 2015)*

Geopolitics is back

Is the world today a more dangerous place than it was 50 years ago? The answer to this question is that, in absolute terms, it almost certainly is not. What does seem to be the case, however, is that:

- The geopolitical threats are more numerous, diverse and complicated;
- This is in part at least the result of fundamental, rapid shifts in the global socio-economic fabric which have major domestic political and geopolitical implications...
- ...the impact of which is being exacerbated by technological developments which, on the one hand, have helped boost economic growth worldwide but, on the other, have diffused power across far more governments and of non-state actors.

It is clear that the biggest challenge facing business and investors today is increased uncertainty.



YAM Tunku Zain Al-'Abidin Tuanku Muhriz

Director, Institute for Democracy and Economic Affairs (IDEAS), Malaysia

1100-1230 hrs **Session II – Positioning For The New Normal**

The “new normal” of geopolitics, economy and technology is already drastically changing the traditional business cycle, business models and talent engagement. Panel members comprising of leaders of world chambers of commerce will share their insights on how businesses could position themselves for the “new normal”, for survival, sustainability and growth.

Panelists:



Datuk Seri Saw Choo Boon

*Co-Chair of the Government's Special Task Force to Facilitate Business (Pemudah)
President of the Federation of Malaysian Manufacturers (FMM)
Director of SERC Sdn. Bhd.*



Dr. Jonathan Choi Koon-shum

*Life Honorary Chairman, The Chinese General Chamber of Commerce, Hong Kong
Chairman of Sunwah Group, Hong Kong*



Dr. Yuan Kuo Tung

*Honorary President of Korea Chinese Chamber of Commerce
Chairman of EverRich Group in Korea and Taiwan*



Mr. Chia Kim Huat

*Vice-Chairman, External Relations Committee of the Singapore Chinese Chamber of Commerce & Industry
Regional Head, Corporate & Transaction Practice, Rajah & Tann Singapore LLP*

Highlights of Conference Programme

Moderator:



Tan Sri Dato' Teo Chiang Kok

*Deputy Secretary-General I of the
Associated Chinese Chambers of
Commerce and Industry of Malaysia cum
Chairman of Organising Committee
Director of See Hoy Chan Holdings Group,
Malaysia*

1230-1330 hrs Lunch

1330-1500 hrs Session III – Economy

Amidst the global uncertainty, huge business opportunities are opening up for those who are able to identify and capitalise on the new global mega trends. The high volatility in the capital markets of currency, finance and commodity, the emergence of new global business giants and amazing new start-ups, as well as the struggles of many old establishments, are clear symptoms of the massive transformation to the “new normal”. What are the forces that are driving this mega transformation? How can one position to benefit from this “once-in-a-lifetime” transformation to the “new normal”? How businesses could tap on the opportunities in One Belt One Road, ASEAN Economic Community (AEC), Free Trade Agreements (FTA) etc.

Speakers:



Professor Hai Wen, Ph.D.

Professor in Economics

*Former Vice President of Peking University
Vice Chairman of Peking University Council
Founding Dean, HSBC Business School,
Peking University, China*



Mr. Eddy Tambato

*Senior Partner & Managing Director, Boston
Consulting Group, Jakarta, Indonesia*

Moderator:



Dato' Dr. Tan Tat Wai

Director, Southern Steel Berhad

1500-1630 hrs Session IV – Technology

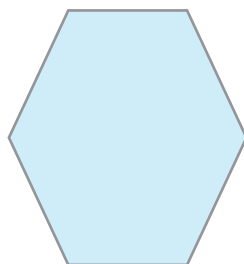
The future and impact of disruptive technology to business and the opportunities created. Borderless global economy in the age of technology and internet. The emergence of new global business giants and amazing new start-ups through technology and innovation, automation, e-commerce, medical and healthcare technology etc. are rapidly transforming the way of life that we are used to (the “old normal”), to the “new normal”.

Speakers:



Professor Cui Zhanfeng

*Donald Pollock Professor of Chemical
Engineering at the Oxford University
Director of the Oxford Centre for Tissue
Engineering and Bioprocessing of the
Oxford University, United Kingdom*



Mr. Shinsuke Sakakibara

*Senior Technical Executive, Robot
Laboratory, FANUC CORPORATION*

Moderator:



Mr. Ching-Fong (CF) Ong

*Senior Partner & Managing Director, BCG
Kuala Lumpur*

1630 hrs

End of Conference / Refreshment

*Note: The Organiser reserves the right to amend the
programme in the best interest of the Conference*

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The New Normal

Objectives and Opportunities

Opportunities. Amidst the global uncertainty, huge business opportunities are opening up for those who are able to identify and capitalise on the new global mega trends.

We are living through a very interesting period in history where geopolitics and technology are rapidly transforming the way of life that we are used to ("the old normal"). The "new normal" of geopolitics, economy and technology is already drastically changing the traditional business cycle, business models and talent engagement. The high volatility in the capital markets of currency, finance and commodity, the emergence of new global business giants (Facebook, Google, Alibaba, Tencent, etc.) and amazing new start-ups, as well as the struggles of many old establishments, are clear symptoms of the massive transformation to the "new normal".

This pace of transformation will intensify.

In this one-day, high-impact global economic conference, great thinkers in the areas of geopolitics, economy and technology will share their insights. What are the forces that are driving this mega transformation? How can one position to benefit from this "once-in-a-lifetime" transformation to the "new normal"?

About SERC

The ACCCIM had established an independent Socio-Economic Research Centre (SERC) under a separate legal entity, SERC Sdn. Bhd. in 2010 as a think-tank to carry out research on economic issues in order for ACCCIM to make concrete and strategic suggestions to the Government and effectively contribute to the development of the national economy of Malaysia.

Medium of Language

English

Who Should Attend?

This is a must-attend event for anyone who wants to position well in their businesses, policy making and careers in the coming decade. This includes business leaders, policy makers, professionals, entrepreneurs of multinational corporations and large local corporations. This event is especially beneficial to founders and senior management of SME and start-ups who are eager to tap into the opportunities from the global transformation to the new normal.

Benefits of Attending

