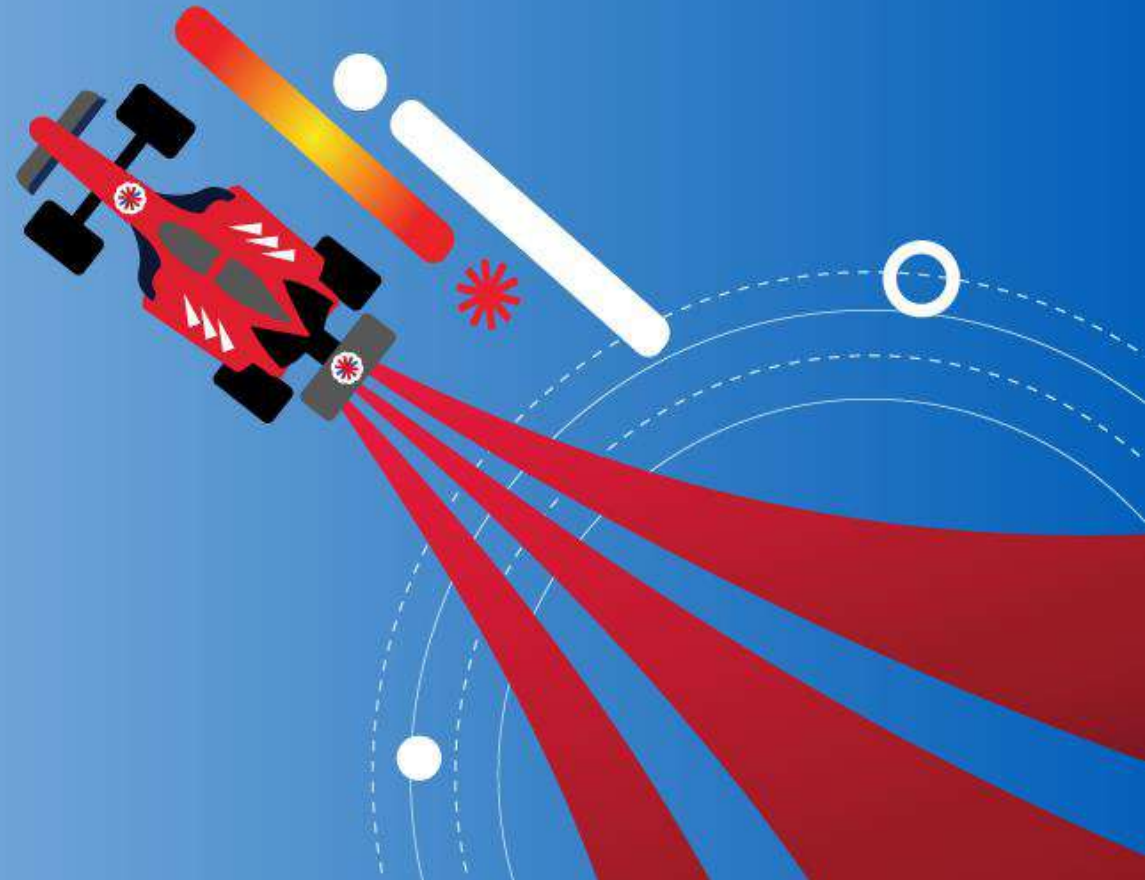




Forging the Future



Jom Transform Programme Digitalisation 2023



Theme

Forging The Future

Venue

Multipurpose Hall, Level M, UOB Plaza 1 Kuala Lumpur

Date and Time

1st, 7th & 8th June 2023
(10:00am till 4:30pm)

Format

Physical - Venue stated above, on **first come first serve basis up to 150 pax**. Confirmation of attendance to be provided **via email**.

Online - Zoom link to be provided for Online RSVPs

Calling all SMEs to join us in our annual Jom Transform Programme - Digitalisation

Core Focus Areas

Online marketing channels to promote brands to connect with potential customers using various forms of digital communication.

Services to **administer and manage all network devices**.

Business Application/system function to **improve business efficiency, productivity and decision making**.

Online channels for sales and servicing & sales management.



Digital Marketing & Social Media



Technology & Network Management



Operational Process



Digital Sales & Servicing

Market Trends for SME Business Growth

By ASEAN Transformation Study 2022

BE RESILIENT

SMEs STRATEGY FOR BUSINESS GROWTH

1 Business Sentiment



50% of businesses expressed optimism about the economic outlook as we transition into living with COVID-19, despite facing global challenges like the rising costs of goods



42% feel the need to transform their business, particularly in the areas of digitalisation and sustainability

2 Digitalisation and Technology



63% companies plan to continue digitalisation and tapping digital economy opportunities

59%

expect to spend more on technology across four areas:



Digital marketing and social media



Technology and network management



Operational processes



Digital sales and servicing

3 Sustainability



65% indicated that sustainability is currently an area of importance and concern, due to customers' beliefs and perceptions



35% SMEs remain in experimental mode where they introduce limited changes to their business:



54% Developing new business models, products and services



51% Improving energy, water and resource efficiency

4 Growth and Expansion Goals



73% SMEs showed healthy appetite for expanding overseas, to tap new opportunities across ASEAN



BE RESILIENT

SMEs STRATEGY FOR BUSINESS GROWTH

5 Manpower and Employment

Top three measures SMEs took to equip talents include:



67% Reskilling and redeploying workforce



60% Enrolling employees for immersion programmes to develop digital skill sets



57% Implementing new training programmes

6 Support from financial, governmental and ecosystem partners



53% indicated that their existing cash flow can sustain their operations for less than six months



72% SMEs want to be connected to a strong network of partners that provide other business services, beyond financing

ASEAN SMEs consider the following services offered by banks to be the most important:



82%
Payments and collections



80%
Current accounts and deposits



78%
Cash management

Agenda & Speakers' Profile

Jom Transform Programme - Digitalisation



JTP – Launch Day One (1st June 2023)



1st June - Launch Day One

Launch of JTP Digitalisation

Topics covering
UOB's commitment
to SMEs' ambition in
their digitalization
journey and regional
expansion

Schedule

Welcome Address
(10:00am – 10:10am)

Janet Young, Group Head of Channels & Digitalisation

UOB's commitment to SMEs in the ASEAN region from the digitalization front

Keynote Speaker
(10:10am – 10:30am)

Ho Hui Ming, Country Head of Business Banking

SMEs sentiments and UOB's commitment to driving SMEs' business growth and regional expansion with the supporting stats from ASEAN Transformation Study 2022

Panel Session
(10:30am – 11:00am)

Moderated by Felix Tan
Panelists: Ho Hui Ming, SMECorp, MDEC,
1 SME customer

- Digital Transformation for SMEs: What Has Changed Since 2020?
- Empowering SMEs through Digitalisation & Expansion: How can Ecosystem Players (Banks, Gov agency, Tech) support SMEs in the driving innovation and capabilities
- Building a Digital-Ready Workforce: Strategies for SMEs.

Closing Address
(11:00am – 11:10am)

Yap Kok Tee, Country Head of Channels & Digitalisation

Bistro Tour @ L18 + Lunch Break (12:15pm – 1:30pm)

Business Model Canvas
(1:30pm – 4.30pm)

Felix Tan, FINLAB In-house Mentor

Speaker Lineups

Day 1

UOB

Opening Address

Janet Young
Managing Director,
Head of Group Channels &
Digitalisation

UOB



Keynote Speaker

Ho Hui Ming
Executive Director, Country
Function Head of Business
Banking

UOB



Closing Address

Yap Kok Tee
Executive Director, Country
Function Head of Channels &
Digitalisation

UOB



Panel Discussion



YBhg Datuk Fadzli Abdul Wahit
Head of Digital Industrial Development

MDEC



Zare Lee
Co-Founder of TRAPO Malaysia

TRAPO



Ho Hui Ming
Executive Director, Country Function Head of
Business Banking

UOB

Moderated by:



Felix Tan
FINLAB In-House Mentor

FINLAB
MALAYSIA
Powered by UOB



7th June – Day Two

Schedule

Market Outlook

Keynote Speaker
(10:00am – 10:45am)

Julia Goh, Senior Economist, Global Economics & Market Research, UOB Malaysia

Rising to the Challenge: Uncovering Key Market Insights and Trends

Operational Process

Speaker
(10:45am – 11:30am)

Teh Miaw Yun, AutoCount Malaysia

Mastering Your Business Finances: Maximising Your Performance and Growth in Your Business

Speaker
(11:30am – 12:15pm)

Khoo Siew Ling, MyWave

Streamlining Your People: Unlock The Full Potential of Your Talents with Technology

Lunch Break (12:15pm – 1:30pm)

Technology & Network Management

Speaker
(1:30pm – 2:15pm)

Benjamin See, ESET

Building Cyber Resilience to Safeguard Your Business Progress

Speaker
(2:15pm – 3:00pm)

Calvin Gan, F-Secure

Threat evolution and individual effects in 2023

Speaker Lineups



Day 2



Benjamin See
SMB Business Lead -
APAC



Calvin Gan
Senior Manager,
Tactical Defence Unit



Technology & Network Management

Keynote Speaker



Julia Goh
Senior Economist, Global
Economics & Market
Research



Khoo Siew Ling
Co-Founder and CEO



Teh Miaw Yun
Assistant Manager of
Sales & Admin



Operational Excellence

JTP – Day Three (8th June 2023)



8th June – Day Three

Schedule

Market Expansion

Keynote Speaker
(10:00am – 10:45am)

**Jason Lim, Head of Foreign Direct Investment,
UOB Malaysia**

Beyond Borders: Expanding Your Business Across the ASEAN Market

Digital Sales and Servicing

Speaker
(10:45am – 11:30am)

Nadia Amir, EasyStore

The Next Frontier of Business: How E-Commerce and O2O are Reshaping the Business World

Speaker
(11:30am – 12:15pm)

Ooi Poh Yan, Exabytes

Achieving Sales Excellence in the Digital Age

Lunch Break (12:15pm – 1:30pm)

Digital Marketing & Social Media

Speaker
(1:30pm – 2:15pm)

Martin Tang, Exabytes

Unleashing the Power of AI: Leveraging ChatGPT as part of your Digital Marketing strategy

Speaker
(2:15pm – 3:00pm)

Nur Azre, TikTok Shop Malaysia

Driving Long-Term Business Impact with Shoppertainment

Speaker
(3:00pm – 3:45pm)

Jan Wong, OpenMinds

Maximising Your Online Presence: Strategic Guide to Promoting Your Business in the Digital Age

Closing & Teaser

Speaker
(3:45pm – 4:00pm)

William Heng, Head of Fintech Ecosystem & Innovation

Concluding Jom Transform Programme – Digitalisation and sharing of Sustainability Innovation Programme as a “What’s Next” teaser

Speaker Lineups

Day 3

UOB

Keynote Speaker

Jason Lim
Head of Foreign Direct
Investment Unit

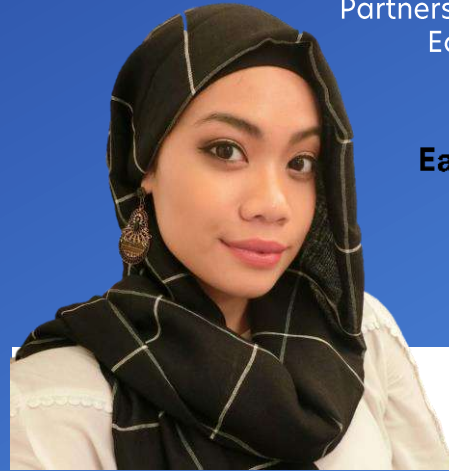
UOB



Nadia Amir
Partnerships Manager,
EasyStore



EasyStore



Ooi Poh Yan
VP of Business
Development



Digital Sales & Servicing

Jan Wong
Founder & Online
Strategist



Nur Azre
Partnerships Lead



Martin Tang
Digital Marketing
Manager



Digital Marketing &
Social Media



Right By You