

PERDANA LEADERSHIP FOUNDATION

# SME LEADERS PROGRAMME 2022

KNOWLEDGE EXCHANGE FOR  
ENTREPRENEURSHIP EXCELLENCE

DATE

**25th May 2022**

TIME

**8.30am – 5.35pm**

VENUE

**Perdana Leadership Foundation, Putrajaya**



WHO SHOULD ATTEND

**MSME\* business owners and leaders,  
& aspiring entrepreneurs.**

*\*Micro-, small-, and medium-enterprise*

**FREE ADMISSION**



*(Seats are limited so please  
register early!)*



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An enriching day of speeches, breakout sessions, and informational talks await you at the **PLF SME Leaders Programme 2022**.

Register today at:

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Featuring A Special Dialogue Session with former Prime Minister, **YABhg Tun Dr Mahathir Mohamad**

## Programme Itinerary:

TIME	AGENDA
8:30 AM	Coffee & Networking
9:00 AM	<b>Opening Session &amp; Introduction</b>
9:20 AM	<b>CEO Spotlight "Building a Successful Business for the Long-Term" with Q&amp;A</b> Speaker 1: Puan Saliza Abdullah, CEO, BG Capital Holdings Sdn Bhd Speaker 2: Mr Aizat Rahim, MD, Dropee Speaker 3: Ms See Wai Hun, Co-Founder & CEO, JurisTech
10:05 AM	<b>Time-Block A: Parallel Breakout Sessions I, II, III</b> Breakout Session I "Traits of Successful Entrepreneurship" Puan Saliza Abdullah, CEO, BG Capital Holdings Sdn Bhd Breakout Session II "Financing for Expansion" Mr Wong Kah Meng, Co-founder and CEO, Funding Societies Malaysia Breakout Session III "Nurturing Talent & Innovation for Growth" Mr Ding Hong Sing, Founder and CEO, PA Food Sdn Bhd & President of SME Association of Malaysia
10:45 AM	Coffee Break
11:00 AM	<b>Special Dialogue Session with Guest of Honour, YABhg Tun Dr Mahathir Mohamad, Former Prime Minister of Malaysia &amp; Honorary President of Perdana Leadership Foundation</b>
11:45 PM	Lunch
1:45 PM	<b>CEO Spotlight "Building Cash Reserves for Resilience"</b> Speaker 1: Mr Wong Kah Meng, Co-founder and CEO, Funding Societies Malaysia (Invited) Speaker 2: Ms Elain Lockman, CEO, Ata Plus (Invited) Speaker 3: Dato' Seri Dr Michael Tio, Group Chief Executive and Managing Director, PKT Logistics Group Sdn Bhd
2:30 PM	<b>Talk: "Funding Options &amp; Grants for MSMEs" by Mr Rizal Nainy, CEO, SME Corporation Malaysia</b>
2:50 PM	<b>Time-Block B: Parallel Breakout Sessions I, II, III</b> Breakout Session I "Traits of Successful Entrepreneurship" Mr Arthur Lai, Fellow, The Chartered Institute of Marketing (UK) Breakout Session II "Financing for Expansion" Ms Elain Lockman, CEO, Ata Plus (Invited) Breakout Session III "Nurturing Talent & Innovation for Growth" Dr Hanafiah Yussof, Founder, Board of Director and Group CEO, Robopreneur Sdn Bhd
3:30 PM	Coffee Break
3:50 PM	<b>CEO Spotlight "Challenges in Innovation" with Q&amp;A</b> Speaker 1: Mr Azlan Shah Alladin, Founder, Kelava Ice Cream Speaker 2: Dr Hanafiah Yussof, Founder, Board of Director and Group CEO, Robopreneur Sdn Bhd Speaker 3: Ms Melissa Sim, CEO, AdEasy (Invited)
4.35 PM	<b>Talk: "Digitalisation: How-To for MSMEs" by Mr Mohd Redzuan Affandi bin Abdul Rahim, Director, Digital Adoption Department, Digital Economy Ecosystem Division, MDeC</b>
4.55 PM	<b>Time-Block C: Parallel Breakout Sessions I, II, III</b> Breakout Session I "Traits of Successful Entrepreneurship" Puan Azrina Tumar, Director, Jacaranda (M) Sdn Bhd Breakout Session II "Financing for Expansion" Breakout Session III "Nurturing Talent & Innovation for Growth" Ms Melissa Sim, CEO, AdEasy (Invited)
5:35 PM	Refreshments & End

Please note the programme is subject to change at the organiser's discretion.