

Date: 22nd October, 2024

Dear Sir/Madam,

Subject: Invitation to participate in Business Delegation to Kuala Lumpur, Malaysia, 19th – 21st November 2024

Greetings from SEPC!

We are pleased to announce that SEPC in collaboration with NASSCOM is mounting business delegation to Malaysia's largest Leadership Summit—'PIKOM LEAD 2024' from 19th November to 21st November 2024 in Kuala Lumpur.

PIKOM LEAD is a premier C-level thought leadership event focused on latest trends, insights and thought leadership in the industry, aimed at fostering trade, innovation, and adoption of new technologies. The summit will bring together CEOs, CIOs, CTOs, ICT leaders from local and multinational companies, as well as senior government officials and academics from leading institutions.

This year, the Malaysian tech industry is particularly focused on the Indian market, making this event an ideal gateway for Indian companies looking to expand their global footprint in Malaysia and the surrounding ASEAN region. In addition to valuable networking opportunities with top executives and government representatives, attendees will gain insights into Malaysia's best practices, emerging technologies, and the overall business landscape.

Reason for participation:

- Authentic business leads
- Dedicated B2B meetings
- Gain latest insights on key sectors in Malaysia
- Enhance your brand visibility at PIKOM LEAD
- Market intelligence and due diligence
- Connect with key industry peers and government officials under one roof
- To grab the opportunity to enter into the leading Southeast Asian tech market

Inclusions in the program:

<u>Inclusions</u>	<u>Cost of Participation per person</u>
<ul style="list-style-type: none"> • Full access to PIKOM LEAD 	Participation Fees – 75000 per delegate *Max 2 people per company. Above cost is for per person.
<ul style="list-style-type: none"> • B2B Business matching 	SEPC and NASSCOM would be organising focussed B2B. Every participant will be having 8-10 one-to-one meeting in a dedicated area. *

<ul style="list-style-type: none"> • Access to all sessions at the conference 	
<ul style="list-style-type: none"> • Multiple networking Opportunities 	

*We will be having the complete support of Indian High Commission, local Chambers and PIKOM

Please Note:

- **Limited Seats:** Allocation subject to payment within 3 working days of written confirmation. The participation will be confirmed on FCFS.
- **Visa:** To be obtained by participants. SEPC will provide all necessary support.
- **Accommodation & Travel:** Accommodation and travel to be arranged by participants. SEPC will share the proposed itinerary and recommend hotel/s.
- **No Refund:** No refunds are available on this program, only changes in nomination will be accepted instead of last-minute cancellations.
- **Feedback:** By participating, a company agrees to share the outcomes of the visit when requested by SEPC.

If the program interests you, please register at: <https://forms.gle/KtBkqkuro29hGYK2A>
 For any further query, please write to saumya.gupta@servicesepc.org
 or laveesha.chawla@servicesepc.org

With best regards



Karan Rathore
 Chairman

PIKOM

#PIKOMLEAD

PIKOM LEAD

INNOVATE ● TRANSFORM

20 NOVEMBER 2024 | CCEC THE VERTICAL, BANGSAR SOUTH

ABOUT PIKOM LEAD 2024

An exclusive **C-level event**, crafted to **spotlight cutting-edge innovations, trends, and insights** in digital technology and the digital economy. This summit serves as a **strategic platform** to foster thought leadership and explore transformative business models that accelerate Malaysia's digital growth.

Featuring best practices, success stories and cross-trade insights, the event will highlight how digital technologies are driving business transformation, enhancing competitiveness, and contributing to nation-building.

Leaders will engage in discussions on how emerging technologies are reshaping industries and creating new opportunities within the digital economy.

It also offers a valuable opportunity for top executives to network, exchange insights, and collaboratively address the challenges of remaining relevant in a rapidly evolving digital landscape



#pikomLEAD

PIKOM LEAD 2024 AGENDA IN BRIEF

B2B MEET

19 November 2024 (Tuesday)

Briefing by Indian High Commission
B2B Business matching- Indian Business Focus
Welcoming Dinner for Indian Delegates and Networking (by invitation only)

EVENT DAY

20 November 2024 (Wednesday)

Launching Ceremony by Guest of Honor YB Gobind Singh, Digital Minister of Malaysia
Keynote and Panel Sessions
Lunch
Dinner

POST-EVENT

21 November 2024 (Thursday)

Site Visits – MDEC Digital Investment Office, MY5G Portal
Free and Easy

PIKOM LEAD 2024 OVERVIEW

Date / Day**20 November 2024 (Wednesday)****Organiser**

PIKOM (National Tech Association of Malaysia)

Supported byServices Export Promotion Council (SEPC) India
National Association of Software and Service Companies (nasscom) India**Venue**

CCEC The Vertical, Bangsar South

Theme

PIKOM LEAD: Innovate.Transform

ParticipantsCEOs, CIOs, CTOs, ICT Leaders of Local Companies and MNCs
Senior Government Officials
Academics from Institutions of Higher Learning**Targeted No. of Participants**

300 Local Industry Players + 50 Indian Delegates

PIKOM Leadership Summit 2023 Facts

Theme : Unleashing Tech: Shaping the Future Together
Date : 21 November 2023
Venue : Kuala Lumpur Convention Centre
Frequency : Annual Event
Number of Speakers : 6 Keynote Speakers/ 3 Moderators/ 11 Panelists
Number of Attendees : 334 Delegates

Category	Percentage
Total End-Users	23%
- CIO/IT	- 14%
- CISO/IT Security	- 2%
- Others (CXO, Managers, etc)	- 7%
Tech Companies	28%
Partners (sponsors & exhibitors)	24%
Others (Govt, Edu, Media, Assoc etc)	11%
Foreign Delegates	14%

Organised by
PIKOM

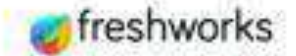
Co-organiser
 **MCDC**
Malaysia Communications and Multimedia Commission
 马来西亚通讯与多媒体委员会

Strategic Partner
 **MDEC** PART OF **NDX**

--- PLATINUM PARTNERS ---



--- CONTENT PARTNERS ---



PIKOM LEAD 2024 AGENDA

*All topics are subject to change

Time	Min	Itinerary (Main Conference)
8.00am		Registrations and Morning Refreshments
8.55am		Arrival of Guest of Honor, YB Gobind Singh , Digital Minister of Malaysia
9.00am	30	Welcome Remarks by Ms. Millie Yong, Organising Chair of LEAD2024 Speech by Mr. Ong Chin Seong, PIKOM Chairman Officiating Speech by YB Gobind Singh, Digital Minister of Malaysia
9.30am	5	Partners Recognition
9.45am	30	Fireside Chat with Minister: The Future of Digital Technology A candid conversation with a government minister on the future of digital technology in Malaysia. Discuss the government's vision for the digital economy, key policy initiatives, and challenges ahead.
10.15am	45	Panel 1 - Cross-Border Collaboration: Malaysia and India Discuss the opportunities and challenges of cross-border trade and collaboration between Malaysia, and India. Explore strategies for fostering economic growth and innovation through regional partnerships. Moderator: Panelist: SEPC, nasscom, MDEC, MATRADE, MIDA
11.00am	20	Tea Break and Partners Showcase Walkabout
11.20am	20	Keynote 1 - Forging Trust in the Digital Age Examine the factors influencing digital trust, such as data privacy, cybersecurity, and transparency. Discuss strategies for building and maintaining trust in digital ecosystems. Explore the ethical implications of AI development and deployment, including bias, transparency, and accountability.

PIKOM LEAD 2024 AGENDA

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Time	Min	Itinerary (Main Conference)	Side Session (Pre-registered/by invitation)
11.40am	20	Keynote 2 - Building a Sustainable Tech Ecosystem: Green Practices and Innovation Explore how technology leaders can embed ESG principles into their digital strategies while driving innovation.	
12.00am	20	Keynote 3 - Quantum Computing and 5G: A New Era of Technology Explore the potential of quantum computing and 5G to revolutionize industries and society.	
12.20am	20	Keynote 4 - Accelerating Growth & Innovation: Shifting from Consumers to Creators Explore how leaders in the digital tech industry can drive a cultural shift from users of technology to creators and innovators. Emphasizing the need to boost R&D investments and create strategic frameworks that support innovation.	
12.40pm	80	Lunch	CIO Luncheon (by invitation)
2.00pm	30	Panel 2-Safeguarding National Data Sovereignty Discuss the importance of data sovereignty and the challenges of protecting data in a globalized world. Explore strategies for ensuring data privacy, security, and control within national borders	
2.30pm	30	Panel 3 - Humanizing Tech for a Sustainable Tomorrow Discuss the critical balance between technological advancement, human-centricity, and environmental responsibility.	

PIKOM LEAD 2024 AGENDA

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Time	Min	Itinerary (Main Conference)	Side Session (Pre-registered/by invitation)
3.00pm	30	Panel 4 - Leadership for Innovation: Driving DEI in the Financial Services Tech Landscape This panel will explore how leadership can drive innovation in the financial services industry by fostering inclusion and diversity. It will highlight the business benefits of diverse teams, strategies for embedding diversity into corporate culture, and the pivotal role leaders play in creating an inclusive environment that accelerates digital transformation and innovation in the financial services tech landscape.	
3.30pm	30	Panel 5 - Building a Resilient 5G Digital Infrastructure Examine the critical role of 5G infrastructure in driving economic growth and innovation. Discuss the challenges and strategies for building a reliable and secure 5G network.	
4.00pm	20	Keynote 5 Digital Technology Business Foresight Discuss the future trends and emerging technologies that will shape the digital landscape. Explore strategies for businesses to stay ahead of the curve and capitalize on new opportunities.	
4.20pm	20	Closing Remark & Final Lucky Draw	
4.40pm – 5.00pm		Networking	

SUGGESTED ACCOMMODATION FOR FOREIGN DELEGATES



- Stay at the same venue of the Conference.
- **VE Hotel & Residence** (<https://www.vehotel.com/>)
- A 4-star property that combines modern design sensibility with distinct Asian Hospitality.
- The current rate (10/10/24) for rooms on 19 - 21 Nov 2024
- Deluxe Room for single person from RM350 per night

Price shown excluding taxes and fees (RM57.60)

Services Export Promotion Council, set up by Ministry of Commerce and Industry has been mandated to facilitate global business opportunities for India's services sector. The Council since its inception in 2006 has been instrumental in facilitating exports of services through:

TRADE

INTELLIGENCE

EXPORT

DEVELOPMENT

EXPORT

PROMOTION

ENABLING

BUSINESS ENVIRONMENT

GLOBAL OPPORTUNITIES

BUSINESS GROWTH

BUSINESS CONTINUITY

SEPC Membership: Your Gateway to Exclusive Benefits

- Pro Bono expert advisory services on GST, Income Tax, Customs Laws, and Foreign Trade Policy.
- Certification issuance for export performance or tax payments to avail bank guarantee exemptions in Advance Authorisation (AA)/DFIA/EPCG.
- Engage with industry-focused webinars designed for the service sector.
- Global exposure in international exhibitions, Reverse Buyer-Seller Meets, and promotional activities at subsidized costs.
- Enjoy partial coverage of cost of airfare under the MAI scheme in international exhibition under the SEPC pavilion.
- Access to schemes offered by the Ministry of MSME.
- Benefit from visa assistance for seamless international business travel.
- Contribute to policy formulation and the creation of a business-friendly environment.
- Access initiatives and incentives tailored to boost your business.
- Receive monthly updates on tax regulations and industry-specific insights.
- Leverage support from Indian Embassies for international business expansion.
- Showcasing the key services sector from each state to promote its distinct advantage.



visit : www.servicsepc.org