



ASIA HUMAN CAPITAL DEVELOPMENT CONFERENCE 2020

Organized by:
ATCEN

BE THE BIG, AGILE, DISRUPTIVE (BAD) ORGANIZATION
Develop Your Corporate Entrepreneurs for IR4.0

9th July 2020, Thursday
Hotel Istana Kuala Lumpur City Centre, Malaysia
8:00 a.m. – 5:00 p.m.



3 KEY TAKEAWAYS

- Organizational growth and innovation in a disruptive environment
- Increasing the productivity and agility of employees in the organization
- Seizing untapped business opportunities by creating corporate entrepreneurs in your organization (Intrapreneurs)

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Asia Human Capital Development Conference



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CONFERENCE OVERVIEW

The Asia Human Capital Development Conference 2020 (ASIA HCDC 2020) is a gathering of Human Capital Leaders sharing the latest knowledge and best practices of their organisation. For this highly targeted conference, we welcome over 300 leading HR industry experts, practitioners and business leaders.

The 2020 event, themed “**Be The Big, Agile, Disruptive (BAD) Organization**” focuses on today’s diverse and complex business environment. This year’s Asia Human Capital Development Conference explores how leading organizations are being disrupted, how innovators have increased their edge, and why companies need to rethink how they deliver their products and services.

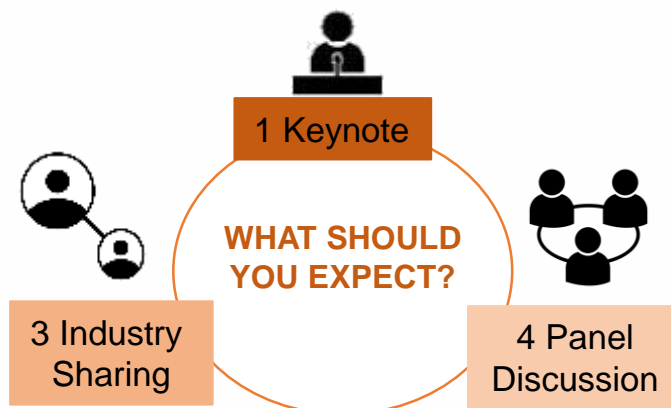
We explore the roots of going back to corporate entrepreneurship in organizations – INTRAPRENEURS and examine how we develop our people to meet all these challenges.



REASONS WHY YOU SHOULD NOT MISS THIS?

Here’s what you can expect during your conference experience from our Subject Matter Experts and HR Practitioners. They will be presenting on:

- ✓ **Foster the Speed, Agility and Adaptability to Thrive Amidst Disruptive Forces**
- ✓ **Creating Business Viability and Innovative Products & Services From Within**
- ✓ **Creating the “Entrepreneurial Ecosystem” to Innovate and Ensure the Survival of New Revolutionary Ideas**
- ✓ **From Stable Growth to Start Up and Intrapreneur, Human Capital New Roles**



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ITINERARY PROGRAM



ASIA
HUMAN CAPITAL
DEVELOPMENT
CONFERENCE 2020

BE THE BIG, AGILE, DISRUPTIVE (BAD) ORGANIZATION 9th July 2020 | Hotel Istana Kuala Lumpur City Centre, Malaysia

8:00 a.m.	Registration
9:00 a.m.	Welcome Speech by Emcee
9:05 a.m.	Opening Speech by Organising Chairman Ken Ng, CEO, ATCEN
9:20 a.m.	Keynote Address Elanjelian Venugopal, Chief Executive, Human Resources Development Fund (HRDF)
10:05 a.m.	Presentation of Certificates of Appreciation & Signing Ceremony
10:15 a.m.	Panel Discussion 1: Foster the Speed, Agility and Adaptability to Thrive Amidst Disruptive Forces <ul style="list-style-type: none"> Develop a team-wide understanding of the disruptive forces facing your organization Ways to increase strategic foresight in the organization Build an organizational culture that thrives in disruption Moderator: Jeremy Lee, Principal Consultant, ATCEN Panelists: Adzhar Ibrahim, Strategic Advisor & Investor, Recite Lab Gaurav Sharma, Human Resource Director, Coca-Cola Low Choy Huat, Malaysia People Advisory Services Leader, Ernst & Young Advisory Services Sdn Bhd (EY)
11:15 a.m.	<i>Morning Tea Break</i>
11:35 a.m.	Wise 15: Infusing New Ideas and Innovation with Each Merger and Acquisition Dato' Dr. Chua Hock Hoo, Executive Chairman, CC International Berhad
11:50 a.m.	Sponsor Message
11:55 a.m.	Panel Discussion 2: Creating Business Viability and Innovative Products & Services From Within <ul style="list-style-type: none"> De-mystifying the myth of the innovative employee Empowering the people, process, system and play Developing talents that are adaptable and agile Moderator: John Lau, Managing Director, Hann Consulting (Asia) Panelists: Liew Choon Lian, Group Chairman & CEO, MDT Innovations Sdn Bhd Praveen Rajan, Chief Digital Officer, Digi
12:55 p.m.	Sponsor Message
1:00 p.m.	<i>Lunch</i>
2:00 p.m.	Wise 15: From Ideas to Market in The Shortest Possible Time
2:15 p.m.	Panel Discussion 3: Creating the "Entrepreneurial Ecosystem" to Innovate and Ensure the Survival of New Revolutionary Ideas <ul style="list-style-type: none"> The new management mindset on opportunities and risk Intrapreneurs or entrepreneurs, the infusion of innovation Measuring the success of our entrepreneurial ecosystem Moderator: Ken Ng, CEO, ATCEN Panelists: Felicia Tan, General Manager Human Resources, Fuji Xerox Asia Pacific (Malaysia) Peter Law, Senior General Manager & Head, Talent Management & Development, Mah Sing Group Berhad Zenas Kok, Head of Human Capital, Fraser & Neave Holdings Berhad
3:15 p.m.	Wise 15: Adapting and Preparing For More Disruptive Forces
3:30 p.m.	Sponsor Message
3:35 p.m.	<i>Afternoon Tea Break</i>
3:55 p.m.	Panel Discussion 4: From Stable Growth to Start Up and Intrapreneur, Human Capital New Roles <ul style="list-style-type: none"> Increasing volatility and uncertainty needs a need human capital direction Multi-task, multi-disciplinary, the end of specialisation? What is next? Developing talents for the highly unknown future Moderator: Shu-Tze Tan, Organisation and People Strategist, Alignz Associates Panelists: Edward Chryslo Abraham, Director of Human Capital & Development, Parkroyal Kuala Lumpur Subash Ganapathy, Head of Human Resources, BMW Group Malaysia Reza Zainudin, Head - Group Human Capital Division, UDA Holdings Berhad
4:55 p.m.	Conference Overview by Organiser
5:00 p.m.	Networking Session & End

*Itinerary subject to change

SPEAKERS & PANELISTS



ASIA HUMAN CAPITAL DEVELOPMENT CONFERENCE 2020

BE THE BIG, AGILE, DISRUPTIVE (BAD) ORGANIZATION

Keynote Speaker



Elanjelian Venugopal
Chief Executive
HRDF



Ken Ng
CEO
ATCEN



Jeremy Lee
Principal Consultant
ATCEN



Adzhar Ibrahim
Strategic Advisor
& Investor
Recite Lab



**Dato' Dr. Chua
Hock Hoo**
Executive Chairman
CC International
Berhad



**Edward
Chryso Abraham**
Director of Human
Capital & Development
Parkroyal Kuala Lumpur



Felicia Tan
General Manager
Human Resources
Fuji Xerox Asia
Pacific (Malaysia)



Gaurav Sharma
Human Resource
Director
Coca-Cola



John Lau
Managing Director
Hann Consulting
(Asia)



Liew Choon Lian
Group CEO
MDT Innovations



Low Choy Huat
Malaysia People Advisory
Services Leader
EY



Peter Law
Senior General Manager
& Head, Talent Management
& Development
Mah Sing
Group Berhad



Praveen Rajan
Chief Digital Officer
Digi



Reza Zainudin
Head - Group
Human Capital Division
UDA Holdings Berhad



Shu-Tze Tan
Organisation and
People Strategist
Alignz Associates



Subash Ganapathy
Head of
Human Capital
BMW Group
Malaysia



Zenas Kok
Head of Human Capital
Fraser & Neave
Holdings Berhad

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Asia Human Capital Development Conference 2019

The Asia Human Capital Development Conference's key focus is always on action that all companies can take home after the session. We bring together the experts and practitioners to share their industrial insights to ensure our talents continue to be Future Ready Now.



ASIA HUMAN CAPITAL DEVELOPMENT CONFERENCE 2019
"DEVELOPING THE FUTURE 'NOW' TALENTS"
 12th March 2019 (Tuesday) | 8:00 A.M. - 5:00 P.M.
 Top Happiness Grand Ballroom, Mines 2,
 Kuala Lumpur (South), Malaysia This is HRDF Claimable event.

KEYNOTE SPEAKER:

TAN SRI DR. LIM WEE CHAI
 Top Glove Corporation Berhad

ORGANISING CHAIRMAN:

ERNIE CHEN
 ATCEN Education Group & PORTMAN Education Group

MODERATORS:

JEREMY LEE
 ATCEN Sdn Bhd


KEN NG
 ATCEN Sdn Bhd


RAJA AHMAD MUZAMIR
 Robert Walters Malaysia


SARAH HIDAYAH MUBARAK
 Wills Towers Watson

SPEAKER:

Cariff Rizal Corneel
 Chatbot Malaysia

WISE 15 SPEAKERS:

PATRICIA EE
 Danone Asia Pte Ltd


CINDY LEONG
 Relationship Studio

SEVERAL FEATURED PANEILLISTS:


GRACE CHAN
 Bericap Corporation Berhad


SHAZMI ALI
 Shell Malaysia Limited


SHALINA GOPALAN
 Zeeq Pharma Sdn Bhd


SAM HAGGAG
 ManpowerGroup


LIM AI CHEN
 MMC-Garuda KVMRT (PDP SSP) Sdn Bhd


LOKE KEAN MUN
 Top Glove Corporation Berhad


RAJA ISKANDAR
 Gai Malaysia Berhad


SARALA J MARIMUTHU
 Finance Accreditation Agency


KOH SHU FEN
 SWIFT Asia Pacific


ZAHRAH ZAID
 Danone Asia Pte Ltd


EVELYNE KOSHY
 AIG Shared Services


JUSEMANWATY OSMAN
 Schneider Electric


SUMITRA NAIR
 Malaysia Digital Economy Corporation (MDEC) Sdn Bhd


SHARIFATUL HANIFAH
 Securities Industry Development Corporation

Organiser: **ATCEN**

Platinum Sponsors: **ManpowerGroup**, **pikoje**

Gold Sponsors: **KALTURA**, **Dynamic X**, **SPH HEALTHCARE UNIVERSITY COLLEGE**, **CIMA**, **PORTMAN COLLEGE**, **dreamtalents**

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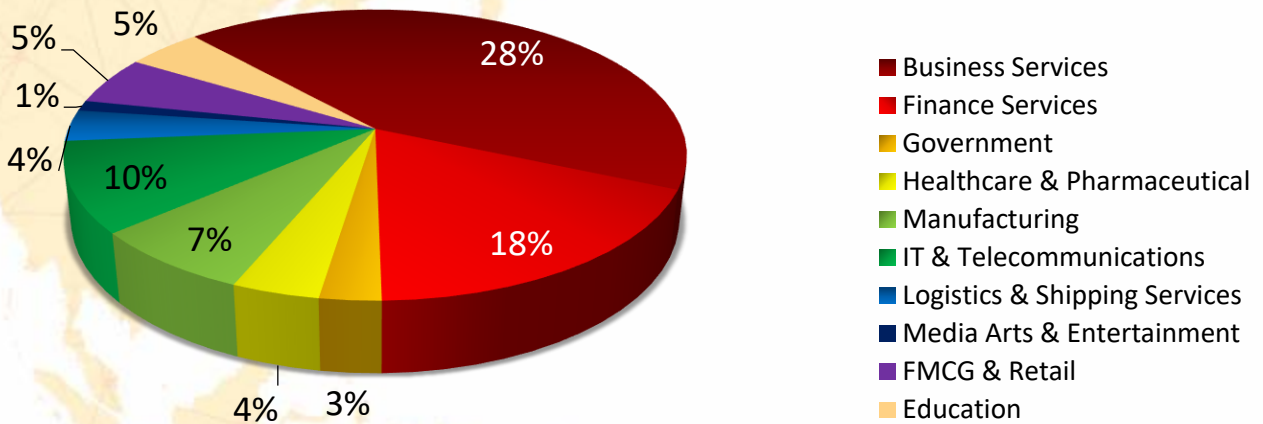
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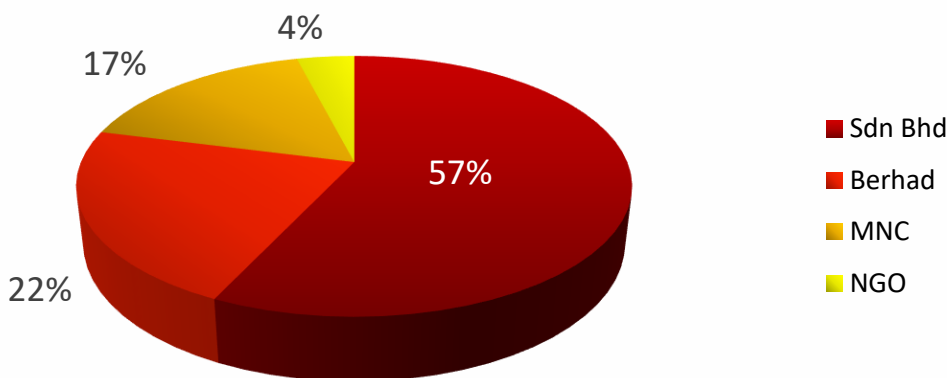


Asia Human Capital Development Conference 2019

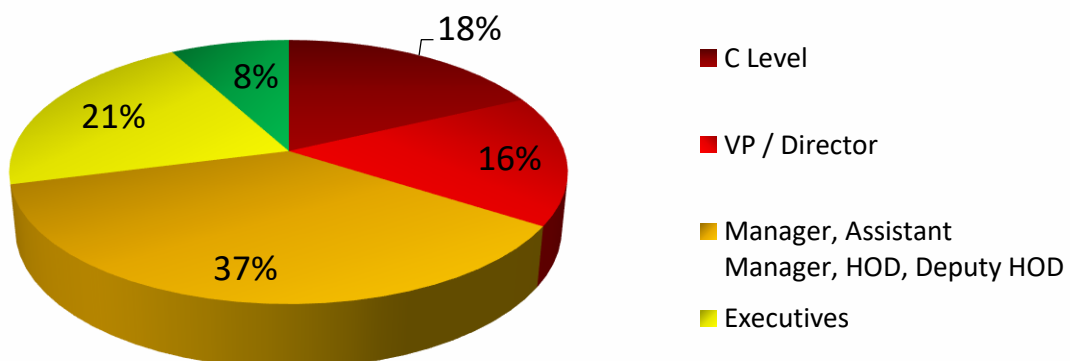
Attendance by Industries



Attendance by Types of Companies



Attendance by Job Roles



Asia Human Capital Development Conference 2018

The Human Capital Development Conference is a congregation of Business Leaders and Human Resource Practitioners from leading Multinational Companies, Government-Linked Companies, Government Agencies and Small & Medium Enterprise companies sharing and learning towards advancement in knowledge and skills in the field of Human Capital Development.



**ASIA
HUMAN CAPITAL
DEVELOPMENT
CONFERENCE 2018**

**Making Learning
The Heart of Your Organisation**



Date : 21 March 2018, Wednesday
 Time : 9.00am – 5.00pm
 Venue : Connexion@Nexus, Kuala Lumpur, Malaysia

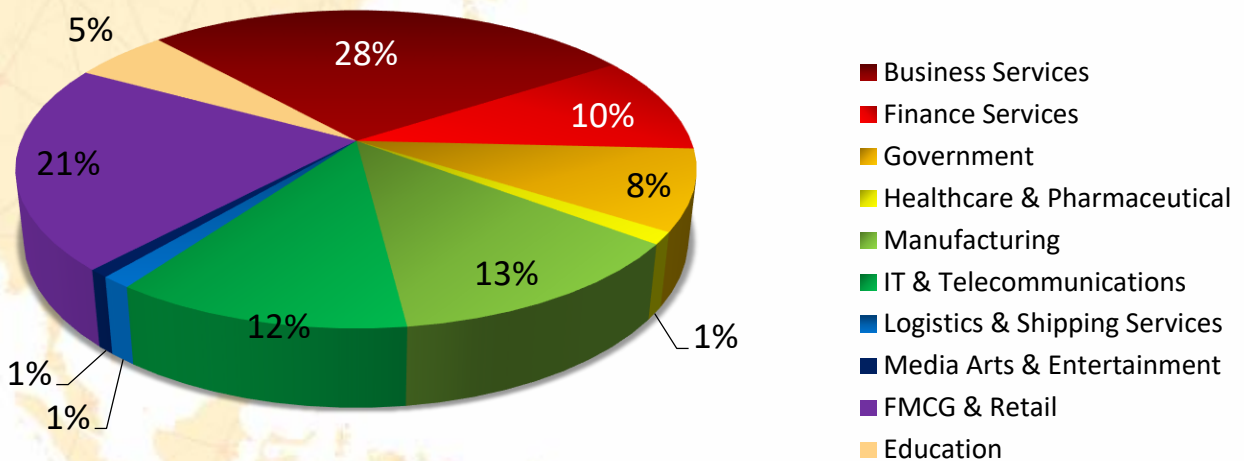
FEATURED PANELISTS AND SPEAKERS
Total 16 Speakers and Panelists, Over 100 Companies

 Zohrab A.S Chong Strategic Learning Director Maybank Group	 Wan Nor Ailani Wan Ibrahim Sr Vice President / Head HR Siemens Malaysia Sdn Bhd	 Koljit Singh Organization & Culture Excellence, BASF PETRONAS Chemicals Sdn Bhd
 Tan Shu-Tze Founder, Alignz Associates	 Anthony Raja Devadoss Managing Director & Regional Head PERSOLKELLY Consulting, Asia Pacific	 David Mayo CMO, Ogilvy & Mather Asia Pacific CEO Ogilvy & Mather Malaysia
 Kenny Ong Managing Director (MY, SG, Indochina) Universal Music Group	 Fahiyah Binti Yahaya HR and Admin Manager Fibertex Personal Care Sdn Bhd	 Dr Mohamad Ashraf Iqbal Non-Independent Director, HSBC Amanah Director MindSpring Sdn Bhd
 Byron J. Fernandez Country Director, Teledirect Telecommerce	 Zacharias Rajagopal Director of Human Resource Hard Rock Hotel Desaru Coast	 Nadia Nishaa Binti Shamsuri Head of L&D MAXIS Berhad
 Ernie Chen Group CEO of ATCEN Education Group President of PORTMAN College	 Jeremy Lee CEO ATCEN Sdn Bhd	 Ken Ng CEO PORTMAN College

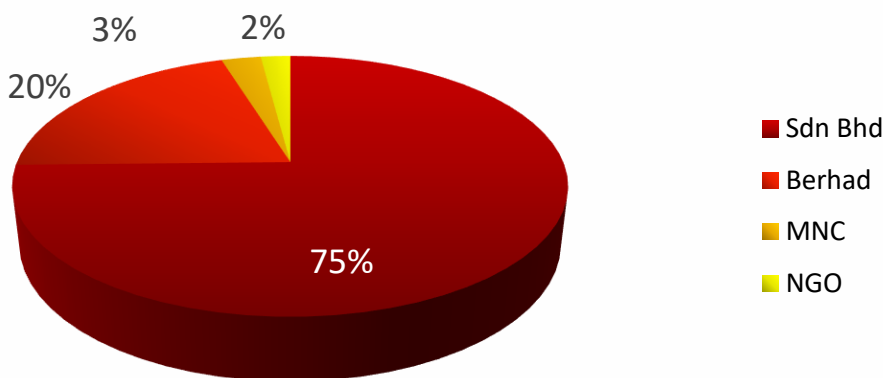


Asia Human Capital Development Conference 2018

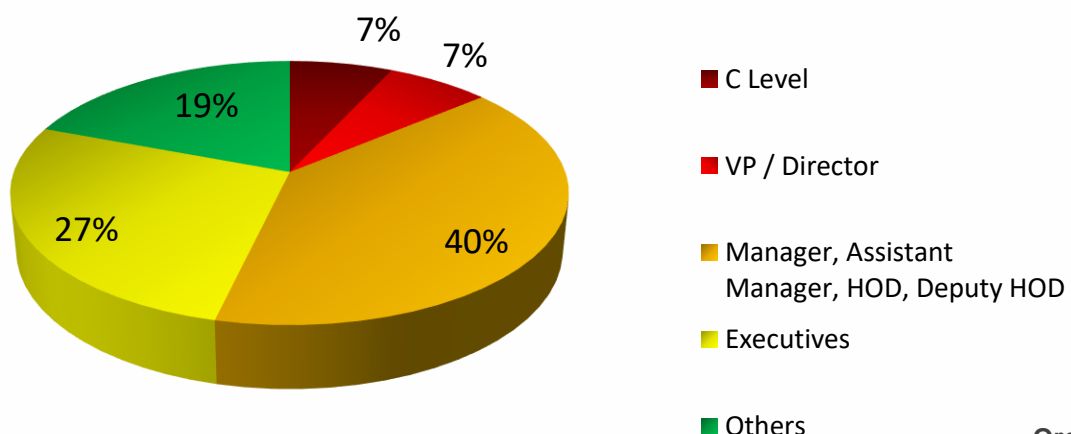
Attendance by Industries



Attendance by Types of Companies



Attendance by Job Roles



Human Capital Development Conference 2017

Human Capital Development is the biggest challenge for any organization. Many organizations are seeking for ways to develop talents that can thrive in this uncertain economy. At the same time, Human Capital practitioners are stretching their learning and development resources to meet the ever increasing demands from within the organization and external market needs.



HUMAN CAPITAL DEVELOPMENT CONFERENCE 2017

Date : 4 April 2017, Tuesday
Time : 9.00am – 5.00pm
Venue : Connexion@Nexus, Bangsar South

Transformational People Development Best Practices



KEYNOTE SPEAKER



YB Dr. Ong Kian Ming
Member of Parliament for Serdang
The Key Ingredients To Transform Leaders In The Present Organizational Structure

SPECIAL SPEAKER



Ernie Chen
Group CEO of ATCEN Education Group
President of PORTMAN College
A Cult Like Culture – Revolutionize The Workplace Culture & Mindset

SEVERAL FEATURED PANELISTS



Zohrab A.S Chong
Head, L&D & Talent Management,
AXA Affin General Ins.



Azlin Latiff
VP, Culture & Engagement,
Themed Attractions Resorts & Hotels Sdn Bhd



Noorliza Nuruddin
Head Of HC Div.,
Pembangunan Sumber Manusia Berhad (PSMB)



Tan Shu-Tze
Head Of Talent & Org. Dev.,
AIA BERHAD



Sunil Hasmukharay
VP, MAPTaC
Senior Executive
PETRONAS



Geh Thuan Hooi
COO & VP,
Malaysian Institute Of Human Resource Management (MIHRM)

Total 12 industry panelists, moderated by 3 industry experts

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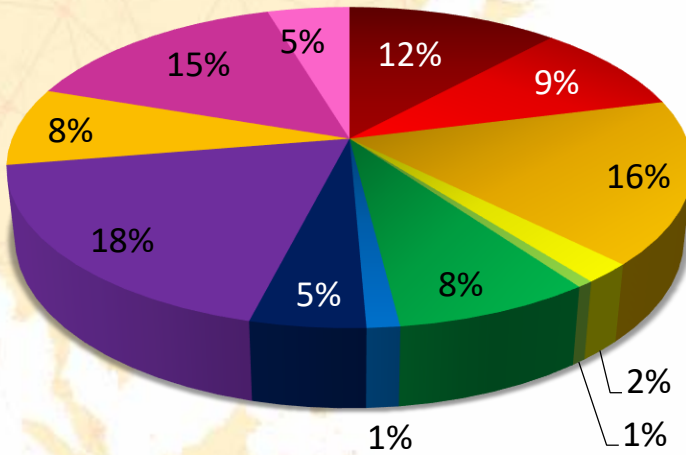
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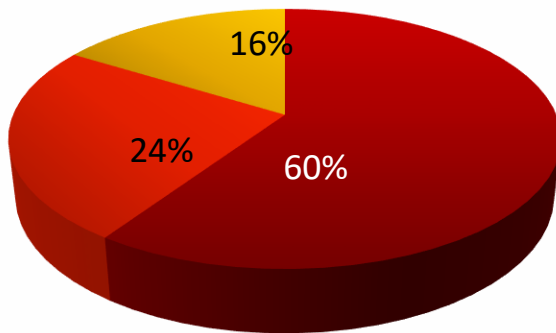
Human Capital Development Conference 2017

Attendance by Industries



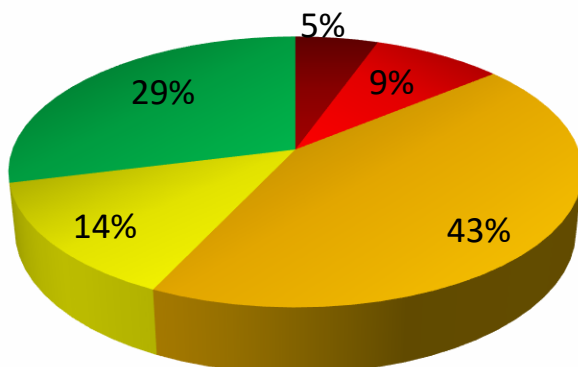
- Business Services
- Finance Services
- Government
- Healthcare & Pharmaceutical
- Manufacturing
- IT & Telecommunications
- Logistics & Shipping Services
- Media Arts & Entertainment
- FMCG & Retail
- Real Estate & Construction
- Education
- Agriculture, Chemicals & Energy

Attendance by Types of Companies



- Sdn Bhd
- Berhad
- MNC

Attendance by Job Roles



- C Level
- VP / Director
- Manager, Assistant Manager, HOD, Deputy HOD
- Executives
- Others

PAST SPEAKERS, MODERATORS & PANELISTS SINCE 2017



- **Anthony Raja Devadoss**, Managing Director & Regional Head, **Persolkelly Consulting Asia Pacific**
- **Azlin Latiff**, Vice President, Culture & Engagement, **Themed Attractions Resorts & Hotels Sdn Bhd**
- **Byron J. Fernandez**, Country Director, **Teledirect Telecommerce Sdn Bhd**
- **Chloe Gan**, HR Director, **Arvato Systems**
- **Chris Tan**, Founder, **Chur Associates**
- **Cindy Leong**, Enneagram Personality Trainer and Relationship Coach, **Relationship Studios**
- **Datin Dr. Wendy Liow**, VP and Dean of ELM Graduate School, **HELP University**
- **David Mayo**, CEO, **Ogilvy & Mather Malaysia**
- **Dr. Mageswari Kunasegaran**, Consultant (Talent), **Humanology Sdn Bhd**
- **Dr. Mohamed Ashraf Iqbal**, Director, **MindSpring Sdn Bhd**
- **ET Khor**, Culture Transformation Expert, **APAC Consultancy**
- **Evelyne Koshy**, Head of HR Shared Services APAC & ENEA, **AIG Shared Services**
- **Fahiyah Binti Yahaya**, HR & Admin Manager, **Fibertex Personal Care Sdn Bhd**
- **Geh Thuan Hooi**, COO & Vice President, **Malaysian Institute of Human Resource Management**
- **Grace Chan**, Senior General Manager of Group HR and Admin, **Berjaya Corporation Berhad**
- **Jusnemanwaty Osman**, Senior Manager of Global Learning Solutions/ Global HR, **Schneider Electric**
- **Kenny Ong**, Managing Director, **Universal Music Group Sdn Bhd**
- **Koh Shu Fen**, Head of Human Resources, **SWIFT Asia Pacific**
- **Koljit Singh**, Organization and Culture Excellence, **BASF Petronas Chemicals Sdn Bhd**
- **Lim Ai Chen**, Talent Development Manager, **MMC-Gamuda KVMRT (PDP SSP) Sdn Bhd**
- **Loke Kean Mun**, Head of Human Resources, **Top Glove Corporation Berhad**
- **Nadia Nishaa Binti Shamsuri**, Head of Learning and Development, **Maxis Berhad**
- **Noorliza Nuruddin**, Head of Human Capital Division, **Pembangunan Sumber Manusia Berhad**
- **Norliza Ahmad**, AGM, Learning & Development, **Bank Islam Malaysia Berhad**
- **Pat Ee**, Regional Learning Manager of Asia Pacific and Middle East, **Danone Asia Pte Ltd**
- **Raja Ahmad Muzamir**, Director of Financial Services & Human Resource Division, **Robert Walters Malaysia**
- **Raja Iskandar**, General Manager HR & Admin, **Gas Malaysia Berhad**
- **Roy Prasad**, CEO, **iHR Consulting**
- **Sam Haggag**, Country Manager, **ManpowerGroup**
- **Sarah Hidayah Mubarak**, Head, Leadership & Succession Development, Human Resource, **MISC Berhad**
- **Sarala J Marimuthu**, Chief Development Officer, **Finance Accreditation Agency**
- **Shalina Gopalan**, HR Director, **Zuellig Pharma Sdn Bhd**
- **Sharifatul Hanizah**, CEO, **Securities Industry Development Corporation**
- **Shazmi Ali**, Country HR Director, **Shell Malaysia Limited**
- **Sumitra Nair**, Vice President - Talent & Digital Entrepreneurship, **Malaysia Digital Economy Corporation (MDEC) Sdn Bhd**
- **Sunil Hasmukharay**, VP, Malaysia Association of Professional Trainers & Coaches, Senior Executive, **Petronas**
- **Susan Ong**, Founder, **Coachbiz Consultant** & Past President, **Malaysian Association of Certified Coaches**
- **Tan Shu-Tze**, Head of Talent & Organizational Development, **AIA Berhad**
- **Tee Siew Lee**, Group Director of HR, **Sunway Theme Parks**
- **Wan Nor Ailani Wan Ibrahim**, Senior Vice President/ Head of HR, **Siemens Malaysia Sdn Bhd**
- **Zacharias Rajagopal**, Former Director of HR, **Hard Rock Hotel Desaru Coast**
- **Zahrah Zaid**, Regional Talent and Learning Director of Asia Pacific and Middle East, **Danone Asia Pte Ltd**
- **Zohrab A.S Chong**, Strategic Learning Director, Group Succession and Talent Development, Group Human Capital, **Maybank Berhad**

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AJ Pharma Holding
Alarp Sdn Bhd
Alignz Associates
Alive Organic Sdn Bhd
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ASP Medical Clinic
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AXA Affin General Insurance Bhd
Axiata Digital Services Sdn. Bhd.
Bacteria Free Water Engineering (M) Sdn Bhd
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BD Agriculture (M) Sdn Bhd
Beacon House
Berjaya Pharmacy Sdn Bhd
Bitdefender
BizCat Management Services
BMW Credit (Malaysia) Sdn Bhd
BP Castrol
BP Healthcare Group
BRAND'S Suntory (M) Sdn Bhd
Brandker Group
Bridgestone Engineered Products of Asia Sdn Bhd
Broadspace
Bumi Kilat Enterprise
Business Media International (Media)
Business Technovise Innovation Sdn Bhd
Canon Partner (Simplex)
Carnaby Production Sdn Bhd
Catizens Sdn Bhd
ChainTope Malaysia Sdn Bhd
Chartered Institute of Logistics and Transport
Chatbot Malaysia
Chubb Insurance Malaysia Berhad
Chur Associates
CIDB
Cigna IGO Health Benefits
CIMA
CIMB Bank Berhad
CIMB Niaga
CLUB TWENTY ONE RETAIL (MALAYSIA) SDN. BHD.
CNU Enterprise
Cogetel Ltd. Company (Online)
COINLUV SDN BHD
Commerce Access
Content Capital Sdn Bhd
Content Labs Sdn Bhd
Control Union
Corporate Information Travel Sdn Bhd
Couples For Christ Global Mission Foundation Inc.
Credit Guarantee Corporation
Crisplant (M) Sdn Bhd
CrowdPlus.asia
CTOS Data Systems Sdn Bhd
Dairy Farm
Damacai
Danajamin Nasional Berhad
Danone Asia Pte Ltd
Danone Dumex
Daus Rental Enterprise
De-Luxe Food Services Sdn Bhd
De'Xandra
Denso (M) Sdn Bhd
Denso Malaysia Sdn Bhd
Desaru Development Holdings
Devine Consulting (Relationship Studio)
Dexon Electrical Engineering Sdn Bhd
DHI Services Sdn Bhd
Digital Marketing Consultant
Dimension Tree Resources
Dinez-In
DM Hub Training
DNA HR
DR Premier Adviser
Dream Discover Ventures Sdn Bhd
DWP Pharma Sdn Bhd
Dynamic-X
Eastern Pacific Industrial Corporation Berhad
EDM Corporation Services
ELK-Desa Resources Berhad
EMC Management Centre Sdn Bhd
Enagic
Engage People Sdn Bhd
EPF Learning Centre, KWSP
Esthetics International Group
Fave
Fedelis Sdn Bhd
Felda Prodata System Sdn Bhd
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Bhd
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Alam
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Grandpine Capital
Great Eastern Life Assurance
(Malaysia) Berhad
GSpace Sdn Bhd
Hafiz Zubir & Co.
Hai-O Enterprise Bhd
Hap Seng Management Sdn Bhd
Hawk Rent A Car (M) Sdn Bhd
HCMI Sea and Pacific Sdn Bhd
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Bhd
Humanology Sdn Bhd.
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ISW Consultancy
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Kampachi Restaurants Sdn Bhd
Kaneka (Malaysia) Sdn Bhd
Kasanur Printing Sdn Bhd
KE Sdn Bhd
KJT Project Management Sdn
Bhd
KL-Kepong Industrial Holdings
Sdn Bhd
KMWE Malaysia Sdn Bhd
KPJ Healthcare University
College
KPJ Johor Specialist Hospital
KPMC Puchong Specialist
Centre
KPMG
KTG Education
Kumpulan FIMA Bhd
Kumpulan Wang Persaraan
(KWAP)
Kumpulan Wang Simpanan
Pekerja
Leaderonomics
Leadership Performance Group
Learning Crafters Ltd
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Pembinaan Malaysia
Lembaga Tabung Angkatan
Tentera
LHDN
Linde Gas Products Malaysia
Sdn Bhd
Linexcom Sdn Bhd
LTAT
Luxor Network Sdn Bhd
MACC (Malaysia Associates
Certified Coach)
Maccaferri (M) Sdn Bhd
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Sdn Bhd
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Jaya (MPSJ)
Malayan Banking Berhad
(Maybank)
Malaysia Digital Economy
Corporation (MDEC) Sdn Bhd
Malaysia Institute of Art

Malaysian Life Reinsurance
Group Berhad
Malaysian Timber Council
Manpower
Manulife Insurance Berhad
MAPS (Malaysia Associates
Professional Speaker)
MAPTaC
Mary Kay (Malaysia) Sdn Bhd
MAWEA Industries Sdn Bhd
Maybank
Mayshowa Sdn Bhd
MECA
Melz Azura Enterprise
Merchantrade Asia Sdn Bhd
Metropolitan Electricity Authority
(MEA)
Microlink Solutions Berhad
MIHRM
MIMOS Bhd
Ministry of Education
MIPMM
MISC Berhad
MIT Academy Sdn Bhd
Mitsui OSK Lines (M) Sdn Bhd
MJ Department Stores Sdn Bhd
MMC Corp Berhad
MMC Gamuda
MOH
MoneyMatch Sdn Bhd
MPH Bookstores
MSC Cyberport Sdn Bhd
MSIG
MSME Events Sdn Bhd
Musashino University Japan
Mutiara Etnik Sdn Bhd
MYDIN Retail Academy Sdn Bhd
NA Dream Global
Nastah Industries Sdn Bhd
National Metrology Institute of
Malaysian
Nationwide Express Freight
Forwarders Sdn Bhd
Natural Wellness Industries Sdn
Bhd
Naza Bikers Dream Sdn Bhd
Naza Transport Sdn Bhd
Neata Aluminium (M) Sdn Bhd
NEM Malaysia Sdn Bhd
NEP Holdings (Malaysia) Berhad
Netrove Partners Sdn Bhd
Nikao Consultant
Nistrans (M) Sdn Bhd
Northport (Malaysia) Bhd
Nuwere Enterprise
OCBC Bank (M) Bhd

LIST OF PAST DELEGATES



Ogilvy Malaysia
Omesti Innovation Lab (Malaysia) Sdn Bhd
Orange Revolution
Pasaraya OTK Sdn Bhd
Paws n Tails Sdn Bhd
PayrollPanda Sdn Bhd
Pelaburan Hartanah Berhad
Pembangunan Sumber Manusia Berhad (PSMB)
Pengurusan Air Selangor Sdn Bhd
PeopleCert
Perbadanan Pembangunan Perdagangan Luar Malaysia (MATRADE)
Perodua Sales Sdn Bhd
PERSOLKELLY Consulting Asia Pacific
Perusahaan Otomobil Nasional Berhad
Pharmacy Enforcement Division Kuala Lumpur
Photobook Worldwide Sdn Bhd
Piau Kee Live & Frozen Seafood Sdn Bhd
Plomo Sdn Bhd
Porex Technologies Sdn Bhd
Pos Malaysia Berhad
Prasarana Malaysia Berhad
Precision Control
Professional Knowledge Centre (M) Sdn Bhd
Profinest Planners
Project Management Sdn Bhd
Protasco (IUKL)
Prudential
Prudential BSN Takaful Berhad
Public Mutual Berhad
Puncak Pertama Resources Sdn Bhd
PurelyB Sdn Bhd
Q-Services Sdn Bhd
Qasha Butik
Qinetics Solutions Sdn Bhd
Quandatics
Quest Learning
Quest Promotions Sdn Bhd
BhdRapidPro Consulting Sdn Bhd
Refine Engineering Sdn Bhd
Renaissance Kuala Lumpur Hotel
RHB Bank
Rich Click Solutions Sdn Bhd
RICOH (Malaysia) Sdn Bhd
Riyal Bank of Canada
Robert Walters Malaysia
Roots Asia Pacific
Samsung
Sanofi-Aventis (Malaysia) Sdn. Bhd
SAP Malaysia Sdn Bhd
SCCW Holdings
Schneider Electric
Seagate Global Business Services
Securities Industries Development Corporation
Seepex (M) Sdn Bhd
Segi College (Subang Jaya) Sdn Bhd
SEGi University Sdn Bhd
Senheng Electric (KL) Sdn Bhd
Seriemas Development Sdn Berhad
SGPJ Agency
SHEQ Management Sdn Bhd
Shinjiru Technology Sdn Bhd
SIDC
Siemens (M) Sdn Bhd
Siemens Healthcare Sdn Bhd
Siemens Malaysia
Sin Chew Media Corporation Berhad
Sitecore Malaysia Sdn Bhd
SkyBridge International
SNS Network (M) Sdn Bhd
Software International Corporation (M) Sdn Bhd
Soka Gakkai Malaysia
Solmax International Asia Pacific Sdn Bhd
SOMO Publishing
SP Setia
SPOTS & SPECKLES
Standard Chartered Global Business Services Sdn Bhd
Stanfine Printing (M) Sdn Bhd
Star Feedmills (M) Sdn Bhd
Star Media Group Berhad
Stemlife Berhad
Storm Solutions Sdn Bhd
Success Electronics & Transformer Manufacturer S/B
Sumbawa University of Technology
Sumitomo Mitsui Banking Corporation
Sun Life Malaysia
Sunsuria Berhad
Suntraco Food Industries Sdn Bhd
Sunway IFM Sdn Bhd (Pyramid)
Sunway Malls
Sunway Theme Parks
Sunway University
Sunway Velocity Mall
Synchrony Global Malaysia
Synchrosound Studios Sdn Bhd
T.S. Law Holding Sdn Bhd
Talent Coach Malaysia
TalentVIEW Inc
Taqdir Enterprise
Taylor's University
TBV Capital Sdn Bhd
TDK (Malaysia) Sdn Bhd
Tele-flow
Telekom Malaysia
Tenaga Cable Industries Sdn Bhd
TenCate Geosynthetics Asia Sdn. Bhd.
The Eye Shop Sdn Bhd
The Magic Hub Enterprise
Themed Attractions Resorts & Hotels Sdn. Bhd.
Think Codex Sdn Bhd
Thomson Medical Care
TIESB Event works sdn Bhd
TMI Consultancy
Top Glove
Toshiba Transmission & Distribution Systems Asia Sdn Bhd
Touch N Go
Toyota Capital Malaysia Sdn Bhd
TraitQuest
Truck Trader
TT dotcom Sdn Bhd
Tuxuri
UMW Toyota
Unicharm Corporation Sdn Bhd
United Overseas Bank (Malaysia) Bhd.
UOA Development Bhd
UOA Group
UPM
Uwais Advisory n Consultancy
Valueadd Technology Sdn Bhd
Vantage Oilfield Solutions Sdn Bhd
Venture Corporation Limited
Viewpoint
ViewQwest Management Sdn Bhd
Village Grocer
Visual Solutions (M) Sdn Bhd
Vivahomes Realty
Wasco Energy Group of Companies
Watson's Personal Care Stores Sdn Bhd
Willis Towers Watson
WIM COLLEGE
Wisma HRDF
Women's Institute of Management
Younique Image
Zenith Media
Ziel Global Sdn Bhd
ZTE
Zubedy (m) Sdn Bhd
Zuellig Pharma Sdn Bhd

PAST AHCDC 2019 MEDIA COVERAGE

Media Coverage by Companies:



<https://entrepreneurinsight.com.my/asia-human-capital-development-conference-2018/>



<https://hrasiamedia.com/diary/2019/asia-human-capital-development-conference-2019/>



<https://www.hrinasia.com/events/asia-human-capital-development-conference-2019/>

<https://www.facebook.com/HRInAsia/photos/a.462683720487197/202571734198380/?type=1&theater>

Organized by:

ATCEN

PAST PARTICIPANTS' FEEDBACK



This is the first time I am attending this conference. And I would like to say a big Congratulations to ATCEN for a very well organized seminar. I personally enjoyed this seminar, the topics and presentation style + atmosphere + setup were interesting and very experienced panelists sharing their train of thoughts. The crowd was also huge but overall it was very well organized, from the beginning to the end. There is no hassle attending this seminar, I feel very relaxed. Thank you for extending the invitation to myself & our company. Once again, thank you and KUDOS, for a job well done!

- Suntraco Food Industries Sdn Bhd

I must say this is one of the few best conference in terms of efficient arrangement from the beginning. Kudos to ATCEN!

- Pembangunan Sumber Manusia Berhad (PSMB)

For the event, it was professionally organized & I am grateful & happy that I was able to attend. The topics from panel discussions are also relevant to the current & future roles/needs in Human Capital Development. As for lucky draw it was a nice gesture from ATCEN & its sponsors. Thank you. Overall I enjoyed the event & learned some new things from the sessions & booths. Thank you again.

- Infineon Technologies



Learned a lot today. Thank you and team in organizing and inviting me to be part of it too.

- AXA Affin General Insurance Berhad

SPONSORSHIP PACKAGE

NO	SPONSORSHIP OPPORTUNITY	PLATINUM	GOLD	SILVER	EXHIBITOR
1	5 minutes time slot to showcase products / services <i>*Refer slot on itinerary at page 3</i>	✓	✓		
2	Acknowledgement & logo placement in selected conference's marketing collaterals: <ul style="list-style-type: none"> • Event Brochure • Event Website • Event Facebook Page & LinkedIn Page • Eventbrite Landing Page 	✓	✓	✓	
3	Announcement of sponsorship on AHCDC 2020 Facebook Page with company's profile write-up and URL	✓ (3 times)	✓ (1 time)		
4	Corporate video screening during conference	✓	✓	✓	
5	Special mention by emcee during conference	4 Times	3 Times	2 Times	
6	Logo incorporated in the email marketing broadcast to corporate and government database	✓	✓	✓	
7	Flyers / brochures will be inserted into participants' folders	✓	✓	✓	
8	Presentation of certificate of appreciation on stage	✓	✓	✓	
9	Lucky draw prizes contribution to engage with delegates	✓	✓	✓	
10	Complimentary VIP seats	10 Seats	6 Seats	2 Seats	
11	Conference's attendees contact listing subject to approval by attendees and in accordance to PDPA 2010	✓	✓		
12	ATCEN Public Workshop Training Vouchers <i>*Terms and Conditions Apply</i>	worth RM 5,000	worth RM 3,000	worth RM 1,000	
13	5 minutes time slot to showcase products / services during TALENT WAR <i>*available for 2 slots only</i>	✓			
14	Bunting showcase during TALENT WAR	✓	✓		
15	Number of Exhibitor Passes	12 Passes	8 Passes	4 Passes	4 Passes
16	Exhibition Table Booths (6ft x 2.7ft)	2 units (First choice for location)	1 unit	1 unit	1 unit
SPONSORSHIP INVESTMENT		RM20,000	RM15,000	RM5,000	RM3,000

**All price in Malaysia Ringgit (MYR) exclusive of 6% service tax (SST)*

The TALENT WAR ; A Play and Learn Workshop
 8th July 2020, 9:00 a.m. – 5:00 p.m.
 AC Hotel Kuala Lumpur Titiwangsa

Workshop Description

Not everyone is a Talent. However some are. Can you hire them long enough to make a difference to your organization.

In the Talent War, the participants are organized into groups. They play to attract, develop and retain talent in their business to ensure organization growth. All the various groups will be given the opportunity to decide their industry and corporate direction. They will then drive their marketing and customer strategies by engaging the right talents to their organization to ensure organization success.

The participants will learn that the complexity of talent responsibilities is shared across several key positions to ensure the building of know-how & financial strengths. The team with the highest Return on Salaries (ROS) will win Talent War Prize.

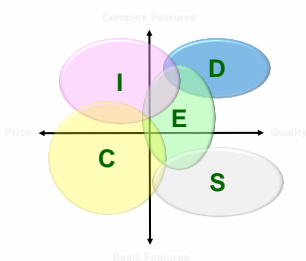
The Talent War, is facilitated by a group of highly experience Human Capital Management Consultants. Join this competition to exercise your skills in melding people with business as one strategy.

Form a team from your company today! Join us for Talent War.

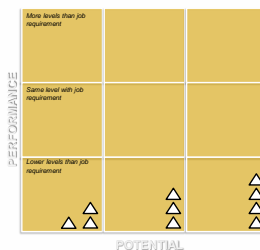
- From this one day innovative Play & Learn Program, the learning objectives are
- **Organization Strategy linked to Organization Development**
 - **Job Profiling**
 - **Human Capital Benchmarking**
 - **Competitor Analysis for Talent**
 - **Human Job Re-Deployment**
 - **Business Performance Review**
 - **Succession Planning Retention and Development**

Who Should Attend?

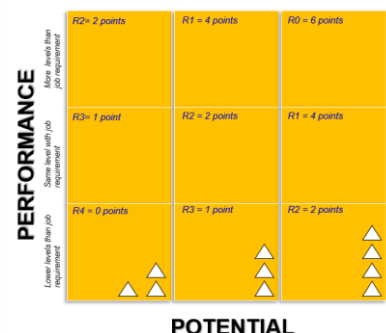
- Everyone that would like to learn talent management and organization development.



Effective business strategy requires the right people capability to execute.



The right people capability needs effective business strategy to finance.



Module Outline

Time	Activities
0845 – 0900	Introduction to competition structure
0900 – 0930	The rules of business, people & processes
0930 – 1045	Running Year 1: Setting Business Strategy <ul style="list-style-type: none"> Customer research & segmentation Business differentiation Revenue forecast Debriefing
1045 – 1115	Coffee/Tea Break
1115 – 1245	Running Year 2: Establishing Employer Branding <ul style="list-style-type: none"> Talent research & attraction Business alignment Review competitive edge Debriefing
1245 – 1400	Lunch Break
1400 – 1530	Running Year 3: Developing Organizational Capability <ul style="list-style-type: none"> Talent competition & retention Business change Plan for succession Debriefing
1530 – 1545	Coffee/Tea Break
1545 – 1645	Running Year 4: Enabling Agility <ul style="list-style-type: none"> Talent Development Business sustainability Analyse Talent Grid & Return on Salaries Debriefing
1645 – 1715	Closing & Awarding Winners

MORRIS

Salary offered: _____

Salary Range		
Low	Medium	High
1M-4M	5M-7M	8M-10M

Career Motives

Know-How	Image	Salary
----------	-------	--------

Expectations

Development Needs	■ ■ ■
Retention Risk	■ ■ ■

Development History

X	X	X
X	X	X

POSITION # 40

Salary Offered		
Low	Medium	High

Job Exposure (1st priority)

Know-How	Image	Salary
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On-Job-Training

Development Points	■ ■ ■
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Remark

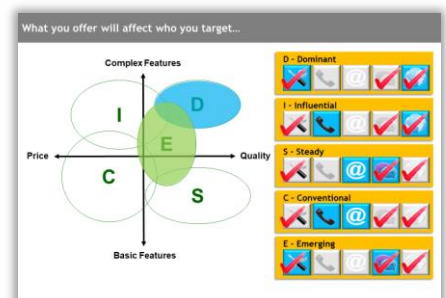
Strategic Roles (In order of importance)

- Conduct research & development
- Ensure compliance to standards
- Keep proper documentation

To Win The Game, can your team work together to

- Secure profitable customer segment(s) to yield sustainable income.
- Generate the highest Return on Salaries:

$$\frac{\text{Total Capability Points Acquired}}{\text{Total Manpower Investments}}$$



Program Facilitators

JOHN LAU

John is currently Managing Director of Hann Consulting Asia that focuses on Organisational Diagnosis & Transformation. He has more than 20 years of experience in talent assessments and organisation development. He master in designing leadership programmes, developing assessment centers and facilitating organisational change. Previously Sales Force Development Manager for Citibank, Director of Human Capital Services of Deloitte Consulting and Country Manager of Thomas International Malaysia. John currently manages clients across financial services, engineering, telecommunication, FMCG, manufacturing and GLCs.



MARIE LAM



Marie is currently a Senior Associate in Hann Consulting Asia that focuses on Organisational Diagnosis & Transformation. She has had more than 25 years overall experience in Corporate Management, Finance & Tax Planning and Human Capital Solutions. Her main skills are in the areas of Consulting & Coaching in maximizing optimum results through the implementation of organisational strategies. She was previously HR Manager of ExxonMobil and Country Manager of Adecco Group Malaysia where executing organisational strategies and achieving corporate goals form her core competencies.

TAN SHU-TZE

Shu-Tze comes with more than 20 years of corporate and consulting experiences with multi-national corporations (MNCs) across borders and industries. She has a Bachelor of Arts (Honours) in Social Science, Certified International Coach Federation (ICF) coach, Certified Master Practitioner for Neuro-Linguistic programming (NLP) and Time-Line Therapy™. She is known as an organisation strategist who specialises in organizational effectiveness and talent management. She is also known for her coaching and facilitation approach that connects convictions & emotions to facts & logic. She works with successful leaders to redefine their purpose and align their thinking to create meaningful outcomes.



KEN NG



Ken is the CEO of ATCEN. He is an industry and globally recognized human performance consultant/ trainer and acclaimed communicator. Best known for his interactivity and engaging style of presentation and engaging facilitation, his services are much sought after. He is a Certified Professional Speaker, Certified Support Manager from Service Support Professional Association of America, Certified Trainer from Western Kentucky University, USA and holds a BSc in Marketing and Organizational Communication with more than 25 years of working experience from various industries.

JEREMY LEE

Jeremy serves as CFO and Principal Consultant of ATCEN Sdn Bhd, He has been in the Corporate Training industry for over 16 years. He is a Chartered Management Accountant (ACMA), Certified Accountant in Malaysia (MIA), Chartered Global Management Accountant (CGMA) and holds a MSc. in Engineering Business Management from Warwick University. He is a Certified Personal Profiler and Human Job Analysis (Thomas International), Certified Trainer (PSMB) and Certified Master Trainer with Western Kentucky University. He is a Professional Speaker with the Malaysian Association of Professional Speakers (MAPS).



DAVE YEOGESWARAN



Dave serves as a Training Consultant for The ATCEN Group. He is a certified Course Leader and Trainer for UP Your Service! – Achieving Superior Service by Ron Kaufman. Rooted and emerging from the service industry, Dave is passionate about delivering value and obsessively determined to transform individuals, teams and organizations to serve with the highest standard of high-performance culture. He has trained and transformed hundreds of customer service agents and support staffs in excelling in individual performance and delivering amazing customer experiences, many of whom has received numerous compliments, awards and recognitions within the organization.

REGISTRATION FORM



Asia Human Capital Development Conference 2020
9th July 2020, 8:00 a.m. – 5:00 p.m.
Hotel Istana Kuala Lumpur City Centre, Malaysia

Participant 1

Name: (Mr/Ms): _____

Job Title: _____

Email Address: _____

Contact No.: _____

• *Mobile number is preferred for us to be in contact with the participant before and after the event.*

Participant 2

Name: (Mr/Ms): _____

Job Title: _____

Email Address: _____

Contact No.: _____

• *Mobile number is preferred for us to be in contact with the participant before and after the event.*

Participant 3

Name: (Mr/Ms): _____

Job Title: _____

Email Address: _____

Contact No.: _____

• *Mobile number is preferred for us to be in contact with the participant before and after the event.*

TOTAL INVESTMENT : _____

To register, complete this form:

1. Email form back to sender's email address/ enquiry@atcen.com
2. Fax this form to +603-7728 2620

By Bank Draft:

Payable to **ATCEN Sdn Bhd** and courier to:
 D-05-12, Ritze Perdana Business Centre, Jalan PJU 8/2, 47820 Damansara Perdana Selangor Darul Ehsan, Malaysia.

By Direct Transfer:

Account Name: **ATCEN Sdn Bhd**
 Bank : Public Bank Berhad
 Acc No : 3130460034

By Credit Card:

We take VISA and MasterCard only.
(3% transaction fees is applicable)

***All bank charges/ fees to be borne by payer.**

Details	Conference Only <i>(9th July 2020)</i>	Talent War Only <i>(8th July 2020)</i>	Conference & Talent War <i>(8th & 9th July 2020)</i>	Conference & Corporate Visit <i>(9th - 10th July 2020)</i> *LIMITED SEAT ONLY	Full Package <i>(8th - 10th July 2020)</i>
<ul style="list-style-type: none"> • Government Agency • NGO / Association • University Lecturer/ Academicians • Post Graduate Student (with student card) 	RM 299	RM 1,699	RM 1,998		RM 3,500
Corporate Client	RM499				
Group Discount (3 pax & above from same company)	RM 399	RM 1,699			

**All price in Malaysia Ringgit (MYR) exclusive of 6% service tax (SST)*

Human Resource / Approving Manager: _____

Job Title: _____ Email: _____

Company Name: _____

Address: _____

Tel: _____ Fax: _____

Authorized Signature: _____ Invoice Attention To / : _____
Finance E-Mail Address _____

Appearance of company's name on marketing collateral? (Yes / No)

Company Stamp Chop:



*** Fee includes lunch and refreshments**

*** This event is PSMB/HRDF claimable subject to PSMB/HRDF approval**

Terms & Conditions of Participants

1. The Organiser and related parties, reserves the right to make any amendments and/or changes to the programme, venue, speaker and/or topics if warranted by circumstances beyond its control.
2. Should for any reason outside the control of the Organiser, the venue or speakers change, or the event be cancelled due to an act of terrorism, extreme weather conditions or industrial action. The Organiser shall endeavour to reschedule but the Client hereby indemnifies and holds the Organiser and related parties, harmless from and against any and all costs, damages and expenses, including attorney fees, which are incurred by the Client.
3. Upon receipt of a completed registration form, it confirms that the Client is registering for the Participant(s) to attend the stated event listed on the registration form
4. Payment is required within fourteen (14) working days of the issuance of the invoice and three (3) working days before the event whichever is earlier.
5. Payment is non-refundable if cancellation occurs seven (7) working days prior to event commencement. However, a substitute is welcome at no additional charge.
6. Walk-in Participants will only be admitted on the basis of seat availability at the event and with immediate full payment.
7. Commencing 1st March 2019, all fees are to include an additional 6% Sales and Service Tax, which is completely non-refundable and non-creditable
8. By signing up for this event, Participants give their consent for their database to be used and passed to selected third parties by the Organiser to assist in communicating information which may be deemed to be of suitable interest to the Participant. The Client and Participant are responsible to advise the organiser if they do not wish to be included in the above.
9. Unauthorised duplication, redistribution and reproduction of part or all of the contents in any form in connection to this event is prohibited without the written consent of the Organiser.
10. Organiser shall not be liable if any damages/losses occur which is not caused by the organiser.
11. The Organiser reserves the right to accept or refuse any application without disclosing any reasons thereof.
12. Organiser reserves the right to make amendment on this Terms and Conditions.

For Office Use Only

Corporate Sales Consultant:

Invoice Number:

Invoice Date:

Organized by:

ATCEN



ASIA
HUMAN CAPITAL
DEVELOPMENT
CONFERENCE 2020



Sponsorship & Exhibition Enquiries:

Chloe Ang

Corporate Event Specialist

M: +6012 – 300 9491

E : chloe.ang@atcen.com

Nurul Nadia Ahmad Salihim

Corporate Event Specialist

M: +6011 – 2858 2937

E : nadia.salihim@atcen.com

ATCEN Sdn Bhd (638211-U)

D-5-12, Ritze Perdana Business Centre, Jalan PJU 8/2,
Damansara Perdana, 47820 Petaling Jaya, Selangor Darul Ehsan, Malaysia.
T: +603-7728 2623 | F: +603-7728 2620 | E: enquiry@atcen.com

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