

# PENANG INTERNATIONAL BUSINESS AND INVESTMENT SUMMIT (PIBIS)

26 February 2019  
Hotel Equatorial  
Penang

*PENANG 2030:  
Towards a Holistic Digital Economy*

Official Opening & Keynote Address  
YB Dato' Haji Abdul Halim bin Haji Hussain  
Exco for International & Domestic Trade,  
Consumer Affairs and Entrepreneurship Development, Penang  
(Representing YAB Tuan Chow Kon Yeow, Chief Minister of Penang)

Special Keynote Address  
YB Dato' Seri Anwar bin Ibrahim  
President of the  
People's Justice Party

Luncheon Keynote Address  
YB Tuan Sim Tze Zin  
Deputy Minister of Agriculture and  
Agro-Based Industry, Malaysia

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|                     |   |
|---------------------|---|
| 8.00 am - 9.15 am   | Arrival and Registration of Participants  |
| 9.30 am - 10.00 am  | <p>Welcoming Speech by Mr. Cheah Chyuan Yong, Chairman, International Strategy Institute (ISI)</p> <p>Official Opening &amp; Keynote Address by YAB Tuan Chow Kon Yeow, Chief Minister of Penang</p> <p><i>Represented by</i> YB Dato' Haji Abdul Halim bin Haji Hussain, Exco for International &amp; Domestic Trade, Consumer Affairs and Entrepreneurship Development, Penang</p> <p>Special Keynote Address by YB Dato' Seri Anwar bin Ibrahim, President of the People's Justice Party</p>   |
| 10.00 am - 10.30 am | Morning Refreshments / Press Conference   |
| 10.30 - 11.30 am    | <p><b>STATE OF OUR ECONOMY</b><br/><b>PENANG 2030 - TOWARDS A GREEN AND SMART STATE</b></p> <p>Penang is on full adoption of the 4th Industrial Revolution and is formulating policies and developing projects to usher in new technologies and innovative companies into the island state. But with increasing urbanisation comes the inevitable destruction of wildlife and pollution. How can Penang balance the two, yet maintain a strong and resilient economy? What are the policies Penang has in place to ensure a more "green" growth? How does the government ensure vibrant social capital in an age of relentless speed and material productivity?</p> |
| 11.30 am - 12.00 pm | <p><b>TECH PITCH</b></p> <p>A series of quick 7 minutes pitch by each selected startup on their business in front of the audience followed by Q&amp;A.</p>  |
| 12.00 pm - 1.00 pm: | <p><b>TECH PANEL</b><br/><b>GEARING TOWARDS THE 4TH INDUSTRIAL REVOLUTION</b></p> <p>As Penang enters into a phase of disruptive technologies to achieve scale and efficiency in the economy, traditional industries are becoming obsolete and the labour force has no choice but to re-educate themselves for new jobs in new industries. What is the essence of the Penang Digital Transformation Plan? Is Penang ready for disruptive change? What are the new opportunities available in digital Penang? Is bitcoin and the cryptocurrency revolution an opportunity for the economy? Are startups relevant to the rejuvenation of Penang's economy?</p>        |
| 1.00 pm - 2.00 pm   | <p><b>COMMUNITY POWER LUNCH</b></p> <p><b>LUNCHEON KEYNOTE SPEAKER</b></p> <p>YB Tuan Sim Tze Zin, Deputy Minister of Agriculture and Agro-Based Industry, Malaysia</p> <p>This is a community networking lunch that brings together industry players in the different industries for discussion and collaboration. Industries involved are:</p> <ul style="list-style-type: none"><li>- Fintech</li><li>- Arts, Culture &amp; Tourism</li><li>- Hardtech &amp; High-Tech</li><li>- Transportation &amp; Logistics</li></ul>  |
| 2.00pm - 2.30pm     | <p><b>PENANG SOUL SEARCHING</b></p> <p>A short art performance by Penang artists to lighten up the mood of the summit</p>   |
| 2.30 pm - 3.30 pm   | <p><b>TOURISM PANEL</b><br/><b>BANKING ON PENANG'S HERITAGE AND CULTURAL CAPITAL</b></p> <p>Penang is one of the few states in Malaysia with a rich reservoir of historic and cultural traditions, making in a huge tourism draw for the island state. This has spurred a unique heritage tourism industry, giving rise to many vintage businesses and art collectives. To what extent can the tourism industry survive on Penang's rich cultural capital? What policies and incentives does the Penang government give to boost the industry's prospect? Are there any diversification plans in the tourism industry?</p>  |
| 3.30 pm - 4.30 pm   | <p><b>GROWTH AGENDA</b><br/><b>SILICON VALLEY OF THE EAST - SPEARHEADING GROWTH THROUGH CLUSTER INITIATIVES</b></p> <p>Penang has always been a powerhouse for the semi-conductor industry, and has created a vibrant community of hi-tech companies especially in the Bayan Lepas area. Now with the proposed creation of the Batu Kawan Industrial Park and the Batu Kawan Innovation District, chances of Penang creating a strong community of disruptive tech companies is very high. What is the vision and structure of these projects and how do they boost economic growth of the state? What opportunities are available for the private sector?</p>      |
| 4.30 pm - 5.30 pm   | <p><b>LOGISTICS PANEL</b><br/><b>UNDERSTANDING THE PENANG TRANSPORT MASTER PLAN AND ITS OPPORTUNITIES</b></p> <p>With the economy gearing up towards high growth, the demand for efficient transportation is as critical as ever. High growth demands speed of delivery and opportunities for businesses to scale at rapid speed. As such, projects such as the Penang LRT, Pan Island Link Highway and others will help boost logistics efficiency in the state. What technologies are available to help ease traffic congestion? Can integration of transportation and automation technologies truly create a smart city in Penang?</p>                           |
| 5.30 pm - 6.00 pm   | Closing Address / Refreshments  |

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PIBIS is a high-level networking conference that brings together government and the private sector to explore business and investment opportunities in the state of Penang. With its unique status as a UNESCO heritage city hosting a deep reservoir of culture and arts, Penang is one of the most important cultural capitals of Malaysia. But Penang is also at the cusp of a digital economy revolution. The Batu Kawan Industrial Park and Eco City Batu Kawan projects are progressing steadily, paving the way for disruptive technologies and innovative companies to set up offices in the island state. With major transportation projects such as the Penang LRT, Pan Island Link Highway and undersea tunnel, the speed and scale of business will be greatly improved. With strong partnership between business and government, Penang's vision towards 2030 is not a far-fetched idea.



For further enquiries or registration please contact  
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# ABOUT INTERNATIONAL STRATEGY INSTITUTE (ISI)

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The 21st Century has been described as Asia's Century with global growth shifting towards Asia. Three of the world's 10 largest economies are in Asia - China, India, Japan. The ASEAN 10 collectively with a combined USD1.3 trillion economy is the 7th largest economy in the world - projected to be the world's 4th largest by 2030. Hence, investment into Asia will continue to grow and thrive.

The new Asian Century requires connectivity as well as enhancing business, economic and investment relations with the West, in particular with USA and Europe. Intra-asia trade and investments will also drive growth and development. Increasingly, Asia needs the 4I's - Investment, Innovation, Ideas and Interaction.

International Strategy Institute (ISI) is a well-placed platform to offer these 4I's; functioning as an advisory and interaction hub, catalyst and clearing house to capital raising and investment related activities in Asia.





# PARTICIPANT REGISTRATION FORM

**PLEASE FILL IN BLOCK LETTERS AND  
PRINT WITH BLACK INK. ONE FORM PER PERSON.**

**ISI** INTERNATIONAL  
STRATEGY  
INSTITUTE

## PERSONAL DETAILS

Yes! I would like to attend the Penang International Business and Investment Summit.  
26 February 2019 | Hotel Equatorial Penang  
Please make a reservation for the following:

Name:

Organisation:

Designation:

Address:

Office Number:

Mobile Number:

Email:

Fax:

## REGISTRATION FEE

**PRICE PER PERSON** (Please tick ( ✓ ) your choice)

☐ Normal Fee

**RM 500**

☐

Early Bird (Registration  
before 15 February 2019)

**RM 300**

*The registration fee includes conference materials, two coffee breaks and lunch*

## PAYMENT METHOD

**MODE OF PAYMENT** (Please tick ( ✓ ) your choice)

☐ **Cheque /  
Bank Draft**

Payment by cheque or bank draft must be made payable to:  
**IAF Strategy Sdn Bhd**

☐ **Bank Transfer**  
(kindly email or  
fax the payment  
slip to the  
Secretariat)

Account Name

**IAF Strategy Sdn Bhd**

Bank Name

**Public Bank Berhad**

Address

**48, Jalan PJS 11/28a, Bandar Sunway  
46150 Petaling Jaya, Selangor Darul Ehsan**

Account Number

**3210096818**

Reference

**PIBIS2019**

Swift Code

**PBBEMYKL**

- Registration will only be confirmed when the full payment is received.
- Admittance may be denied upon failure to make full payment

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## CANCELLATION/SUBSTITUTION POLICY

Upon registering, participant(s) are considered successfully enrolled in the event. Should participant(s) decide to cancel/transfer their enrolment, a cancellation/transfer policy shall be applied as follows.

- a) Written cancellation/ transfer received less than seven (7) days from the date of the event:
  - A refund (less administrative charge of 20%) will be made
  - Unpaid registrations will also be liable for 20% administrative charges
- b) Written cancellation/no show on the day of the programme:
  - No refund will be entertained
  - Unpaid registrations will also be liable for full payment of the registration fee - Partial cancellation is not allowed

You can substitute an alternate participant if you wish to avoid cancellation/transfer charges. Any difference in fees will be charged accordingly.

## BILLING AND APPROVING AUTHORITY INFORMATION

Organisation/Company:

### IF DIFFERENT FROM ABOVE:

Name:

Designation:

Department:

Address:

Office Number:

Mobile Number:

Email:

Fax:

Purchase Order # or other reference:

## DATA PROTECTION STATEMENT & PERSONALITY / IMAGE RIGHTS

By filling out the registration form, the participant gives consent that International Strategy Institute (ISI) can process the personal information provided, whether now or in the future, may be used, recorded, stored, disclosed or otherwise processed by or on behalf of ISI for the purposes of facilitation and organisation of this or similar conference, research and audit, maintenance of a delegate database for the promotion of this or similar conference, and such ancillary services as may be relevant. This includes the placing of photographs in the ISI's social media platform, in the ISI's newsletter or selecting some for articles on the conference in a journal or newspaper, or in any other web/printed publication.

### DISCLAIMER:

International Strategy Institute (ISI) reserves the right to change the speaker(s), date(s) and to cancel the programme should circumstances beyond its control arises. ISI also reserves the right to make alternative arrangements without prior notice should it be necessary to do so. Upon signing the registration form, you are deemed to have read and accepted the terms and conditions.

## REGISTRATION

### Contact

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at +603 2242 3799

### Fax the registration form

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### Email the form

info@istrategy.global

## FOR ENQUIRY

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