



Co-Organizers : MIDA ASPC

Endorsed by : CTB MATRADE SME MDEC

Supported by : IS TIC AETDEW QPSC

UT2R PIKOM SKYZONE

**MIDA SENTRAL,  
KUALA LUMPUR,  
MALAYSIA**

**Register  
Today**

### Why APDiTS

- 1st time ever symposium on Digital Trade at the Asia-Pacific level.
- Sharing insights from global giants in digital trade.
- 1st time ever the Asia-Pacific Services Competitive Roadmap Town Hall Meeting is held.
- Full endorsement of the Malaysian Government via the Ministry of International Trade and Industry, Malaysia, and its agencies.
- Business Matching and Business Pitching Opportunities.

### Highlights

- A full-day symposium focusing only on Digital Trade.
- Symposium focused on (1) Social Media Marketing (2) Digital Cross Border Trade (3) Digital Smart Technology and (4) Learning from Successful Start-Ups
- Visionary views from Google, Facebook, WeChat, easyParcel, Grab, Huawei and providers of smart digital technology in medicine, education, finance, logistics and construction.

#### Enquiry

Visit [www.aspc.my](http://www.aspc.my) for more information on APDiTS and registration.

#### Contact

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The Asia-Pacific Digital Technology Symposium  
(APDITS)

The Future is Digital

**Your understanding of Digital Trade is enriched with the presence of  
eminent panelists from Asia Pacific Region**

**They include:**

- ❖ Mr Rory McLeod, Chair, APEC Economic Committee
- ❖ Mr Eduardo Pedrosa, Secretary-General, Pacific Economic Cooperation
- ❖ Ms. Krasna Bobenreith, Chair, APEC Group on Services
- ❖ Ms Christine Bliss, President, Coalition of Services Industries (US)
- ❖ Mr Hamid Mamdouh, Director, Services Division, WTO
- ❖ Ms Kaaren Koomen, IBM Australia and New Zealand
- ❖ Mr Cheng Ouyang, AliResearch Institute, eWTP initiative
- ❖ Ms Sherylyn D. Aquia, Chair, APEC Committee on Trade and Investment
- ❖ Mr Patrick Chua, Philippines Services Coalition

Register Today

Places are Limited



**Asia-Pacific Digital Technology Symposium (APDiTS), 2<sup>nd</sup> and 3<sup>rd</sup> October 2017, MIDA Sentral, KL Sentral, Kuala Lumpur, Malaysia**

**Co-organized by Malaysian Investment Development Authority (MIDA) and the Malaysian Service Providers Confederation (MSPC)**

**Take Away from the Symposium:**

- First Ever symposium on Digital Services held at the Asia-Pacific level
- Full day Symposium from Service Providers touching on Internet Marketing, Digital Cross Border Trade, Digital Smart Technology and Learning from Successful Start-Ups
- Panel Discussions by Asia Pacific Services Coalition on APEC Group of Services Public/Private Dialogue: New Technologies and the APEC Services Competitive roadmap
  - Panel 1: Digital Transformation of the Economy
  - Panel 2: The Changing Landscape in E Commerce
  - Panel 3: The Growing Importance of E Services
- Opportunity to participate in a Business Matching and Business Pitching Session

**APDiTS Hotel**

**We have appointed Aloft Kuala Lumpur Sentral as the Symposium Hotel for participants of the Symposium. Please log in through this link (copy and paste) for a special rate:**  
<https://www.starwoodmeeting.com/events/start.action?id=1706053567&key=2C9C6C4>

# ASIA PACIFIC DIGITAL TECHNOLOGY SYMPOSIUM

2<sup>nd</sup> and 3<sup>rd</sup> October 2017

Perdana Hall, Level 10, MIDA Sentral,  
5 Jalan Stesen Sentral 5,  
50470 Kuala Lumpur, Malaysia

## DAY ONE: Monday 2 October 2017

### 08.00 – 10.00 Symposium Opening Ceremony

- 07:30 Registration
- 08:15 Arrival of VVIPs
- 08:30 Arrival of Minister of International Trade and Industry, Malaysia, YB Dato' Sri Mustapa Mohamed
- 08:45 Welcome Remarks: Ts Choo Kok Beng, President, Malaysian Service Providers Confederation
- 08:50 Introductory Remarks: Mr Ho Meng Kit  
Chief Executive Officer, Singapore Business Federation (Services Champion, APEC Business Advisory Council)
- 09:00 Keynote Address by Minister of International Trade and Industry, Malaysia, YB Dato' Sri Mustapa Mohamed
- 09:20 Keynote Address by Y. Bhg Dato' Azman Mahmood  
CEO, Malaysian Investment Development Authority
- 09:30 Press Conference

09:30 Networking and Refreshment Break

### 10:00 – 13:00 APEC Group on Services Public/Private Dialogue: New Technologies and the APEC Services Competitive Roadmap

10:00 Introduction: Australian Government Representative

10:10 Moderator: Jane Drake-Brockman, Co-Convenor, Asia Pacific Services Coalition

#### 10:15 Panel 1: Digital Transformation of the Economy

*This panel will explore the structural shifts underway in global and regional value chains with "servicification" and the disruptive technologies of the "4th industrial revolution" and consider the business and policy implications*

- Mr Yap Keong Foon, Managing Director (Malaysia), Globalgool Internet Technology Sdn Bhd
- Mr Rory McLeod, Chair, APEC Economic Committee
- Ms Kiyomi Kasai, Japan Services Network OR Mr Lawrence Chang, Unitech, Chinese Taipei OR Ms Catherine Beard, Business NZ
- Mr John Drummond, Trade in Services Division Head, Trade and

Agriculture Directorate, OECD OR Mr Quan Zhao, Trade in Services Unit, ITC, Geneva

- o Mr Eduardo Pedrosa, Secretary-General, Pacific Economic Cooperation

Discussion led by Business Facilitators: Chey Scovell, Business Council, Papua New Guinea, Patrick Chua, Philippines Services Coalition and Mr David Parsons, Institute for International Trade, The University of Adelaide.

**11.35 Panel 2: The Changing Landscape for E Commerce.**

*This panel will explore the interrelationships between e commerce for goods and e commerce for services, both B2C and B2B and the likely impact of 3D printing.*

- o Mr Geno Yaw Kinon, Manager, Trinity 3D Solutions Sdn Bhd
- o Mr Hyounjeek Lee, Korean Business Federation OR Mr Michael R. Landry, Canadian Services Coalition
- o Mr Watson Chan, Hong Kong Coalition of Services Industries OR Ms Joanne Guo, Singapore Business Federation tbc
- o Ms. Krasna Bobenreith, Chair, APEC Group on Services

Discussion led by Business Facilitators: Ms Serena Xie, China Council for the Promotion of Int'l Trade, Ms Sylvia Grant, Lima Chamber of Commerce Services Committee, Mr Hoang Van Dung, Vietnam Chamber of Commerce.

**12.55 Moderator explains format and venue change for afternoon session**

**13:00 – 14.00 Symposium Lunch**

**14:00 – 15:30 APEC Group on Services Public/Private Dialogue: New Technologies and the APEC Services Competitive Roadmap (JAPAN ROOM, Level 18 – Live Broadcast)**

**14:00 Panel 3: The Growing Importance of E Services**

*This panel will discuss emerging trends in services business and associated regulatory practices and consider how enhanced regional and global cooperation could facilitate trade*

- o Ms Christine Bliss, President, Coalition of Services Industries (US)
- o Mr Hamid Mamdouh, Director, Services Division, WTO
- o Ms Kaaren Koomen, IBM Australia and New Zealand
- o Mr Cheng Ouyang, AliResearch Institute, eWTP initiative
- o Ms Sherylyn D. Aquia, Chair, APEC Committee on Trade and Investment

*Discussion led by Business Facilitators: Mr Manuel Prieto, Sociedad de Fomento Fabril de Chile FG, Mr Taufik Taufiqurrahman, CEO, Indonesian Services Dialogue.*

**15.20 PPD Rapporteur: Ms Sulyna Abdullah, Chair, APEC Ad Hoc Steering Group on**

	the Internet Economy
15.25	<b>Brief closing remarks by Australian government representative</b>
14:00 – 14.30	<b>ASEAN Services Providers Confederation (ASPC) 1<sup>st</sup> Council Meeting (Board Room, Level 31)</b>
15.30 – 17.45	<b>Asia Pacific Services Coalition (APSC) 3<sup>rd</sup> General Meeting (Japan Room Level 18)</b>
15.30 – 15.45	Welcome and Roundtable introductions
15.45 – 16.30	Report on Progress on Implementation of the Asia Pacific Services Competitiveness Roadmap <ul style="list-style-type: none"> <li>• Ms Sherylyn D. Aquila Chair, APEC CTI</li> <li>• Mr Rory McLeod, Chair, APEC EC</li> <li>• Ms. Krasna Bobenreith, Chair, APEC GOS</li> </ul>
16.30 – 16.45	<b>ABAC and PECC Perspectives</b> <ul style="list-style-type: none"> <li>• Ho Meng Kit, Services Champion, ABAC REIWG</li> <li>• Eduardo Pederosa, PECC Secretary-General</li> </ul>
16.45 – 17.15	Discussion of APSC Recommendations to APEC SOM Chair
17.15 – 17.45	Discussion of APSC Action Plan including date/location of 4 <sup>th</sup> meeting, Finalization of Media Release/Planning for Media Interview
14.00 – 17.00	<b>Showcasing Services Trade Promotion Business Pitching Slots and Business Matching</b>
18:00 – 19.00	<b>Cocktail Reception Level 2, Aloft KL Sentral</b>
19:00 – 22.00	<b>Symposium Dinner and Malaysia Services Providers Confederation Awards Ceremony Level 2, Aloft KL Sentral</b>
22:00	<b>End of Day One</b>

**DAY TWO: 3 October 2017, MIDA Sentral**

**Session 1 – Internet Marketing**

Chair: Ms Christine Bliss, President, Coalition of Services Industries (US)

09:00 Paper 1: Opportunities for SMEs in Internet Marketing under WeChat Platform, Yap Keong Foon, Managing Director (Malaysia) Globalgool Internet Technology Sdn Bhd

09:40 Paper 2: Google and Facebook as Internet Marketing Tools, Henerson Gan, Founder, Alakad Management Sdn Bhd

10:20 Q&A Session with Business Facilitators: Hoang Van Dung, Vietnam Chamber of Commerce and Joanne Guo, Singapore Business Federation.

**Session 2 – Cross Border Digital Trade**

Chair: Mr Shaifubrahim Saleh, Immediate Past President, Malaysian Service Providers Confederation

11:00 Paper 3: Crossing Borders with DHL, Jason Kong, Managing Director, DHL eCommerce Malaysia Sdn Bhd

11:40 Paper 4: Logistics Made Easy, Clarence Leong, CEO, easyParcel Sdn Bhd

12:20 Q&A Session with Business Facilitators: Taufiqurrahman, CEO, Indonesian Service Dialogue, Manuel Prieto, Sociedad de Fome4nto Fabril de Chile FG and Haaren Koomen, IBM Australia and NZ

**13:00 Lunch Break**

**Session 3 – Digital Smart Technology**

Chair: Ms Sulnya Abdullah, Chair APEC Ad Hoc Steering Group on the Internet Economy

14:00 Paper 5: Advanced Technology in Digitized Accounts Receivable, KeshMahinder Singh, President & CEO, Kollect Systems Sdn BVhd

14:40 Paper 6: Digital Smart Technology in Construction, Louis Tay & Chan Tai Wei, Building Materials Distributors Association of Malaysia (BMDAM)

15:20 Q&A Session with Business Facilitators: Patrick Chua, Philippines Services Coalition and Serena Xie, China Council for the Promotion of International Trade

**Session 4 – Learning from Successful Start-Ups**

Chair: Ms Vivianne Arnold, Director, Australian Services Roundtable

15:40 Paper 7: The Wonder of 3D Printing Technology, Geno Yaw Kinon, Manager, Trinity 3D, Solutions Sdn Bhd

16:20 Paper 8: Digitization in Construction Industry, Dr Lim Ching Hong, CEO, SAFE-TS (M) Sdn Bhd

17:15 Q&A Session with Business Facilitators: Slyvia Grant, Lima Chamber of Commerce Services Committee and Jane Drake-Brockman, Australian Services Roundtable

17:30 Closing Remarks by President, MSPC, Ts Choo Kok Beng