

automechanika
KUALA LUMPUR

1 – 3.8.2024

Kuala Lumpur Convention Centre
(KLCC), Malaysia

Automotive Mobility Solutions Conference Agenda

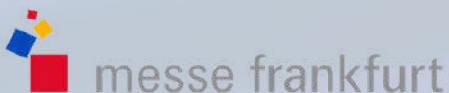
REGISTER



www.automechanika-kl.com

30+
Speakers

Organiser



Supporter & Strategic Partners



1 – 3.8.2024

Kuala Lumpur Convention Centre
(KLCC), Malaysia

Ticket Fee

Automotive Mobility Solutions - One day pass	MYR 300.00 + MYR 24.00 SST
Automotive Mobility Solutions - One day pass - 10% Group discount for 2 - 4 tickets	MYR 270.00 + MYR 21.60 SST
Automotive Mobility Solutions - One day pass - 20% Group discount for over 5 tickets	MYR 240.00 + MYR 19.20 SST
Automotive Mobility Solutions - Two-day pass	MYR 500.00 + MYR 40.00 SST
Automotive Mobility Solutions - Two-day pass - 10% Group discount for 2 - 4 tickets	MYR 450.00 + MYR 36.00 SST
Automotive Mobility Solutions - Two-day pass - 20% Group discount for over 5 tickets	MYR 400.00 + MYR 32.00 SST

Ticket entitlement:

- Admission to the show, Automotive Mobility Solutions Conferences
- Inclusive of lunch, light refreshment & coffee break

*The price is subjected to local prevailing SST

Special scheme - Reimbursement of Ticket Fee

*Only applicable to participants with 2-day pass

Description	Eligibility
Participants who have attended all sessions of the two-day conference and completed the post-event surveys (four in total) are eligible to apply for reimbursement. Upon approval from the organizer, you will receive a 50% reimbursement of the ticket fee.	<ul style="list-style-type: none"> • Attend all sessions of the 2-day conference • Complete 4 surveys after each conference <p>*Please be reminded to screenshot the confirmation page after you've submitted the surveys</p>

How to apply for reimbursement?

1. Show your badge for scanning to enter the conference area
2. Register at the reception counter at conference area after the 4th session ends on 2 Aug
3. Present your ticket purchasing record, confirmation email and provide screenshots as proof of survey submission.
4. Fill in the reimbursement form

50% of payment will be disbursed to your account within 3 weeks upon organizer's approval.

Session 1 - Automotive Mobility Solutions

1 August 2024 (AM Session)	
Reception: 10:00	
10:00 – 10:30	Conference open for registration, networking and refreshments
10:30 – 10:40	Welcome Speech Mr Calvin Lau, Assistant Group Manager, Trade Fairs at Messe Frankfurt (HK) Ltd
10:40 – 10:55	Malaysia Moving Towards Sustainable Investment Mr Yusri Jamal, Senior Deputy Director of the Transportation Technology Division at Malaysian Investment Development Authority (MIDA)
10:55 – 11:10	Smart & Green Mobility and Infrastructure Ts. Siti Maisarah Mohd Pisal, Senior Manager of Malaysia Automotive Robotics and IoT Institute (MARii)
11:10 – 11:25	Integration of Sustainable Chemistries: Adhesive Solutions for Automotive Manufacturing & Assembly Applications Mr Kerwin Santos, Senior Application Engineer in Southeast Asia at Henkel Malaysia Sdn Bhd
11:25 – 11:40	Harnessing the Power of Technology: Building a Strong Digital Economy for the Automotive Industry in Malaysia Mr Gopi Ganesalingam, Senior Vice-President & Head of Digital Exports at Malaysia Digital Economy Corporation (MDEC)
11:40 – 11:55	Electrification and its Impacts on Society Mr Wan Ahmad Zam Zam Wan Abd Wahab, President of Malaysia Zero Emission Vehicle Association (MyZEVA)
11:55 – 12:15	Transforming the Future of Mobility through Digitalization Mr Clairi Chow, Asia Pacific Portfolio Development Executive at Siemens Digital Industries Software
12:15 – 12:30	Electric Evolution: Talent Management in New Energy Vehicle Era AP Ir Dr Rifqi Irzuan Abdul Jalal, Associate Professor of Taylor's University
12:30 – 12:45	Closing remark + Networking session + Survey

*Please note that the above schedule, content & speakers are subject to change.

Session 2 - Electrification and Digitalization

1 August 2024 (PM Session)

Reception: 13:30

13:30 – 14:00 Conference open for registration, networking and refreshments

The Impact of Electrification and Digitalization in the Automotive Industry during the Green Energy Transition

14:00 – 14:15 **Revolutionizing the Automotive Industry: Unleashing the Power of new energy transition and Digitalization**

Mr Ryan Hardin, Senior Manager, Energy Transition at Malaysia Centre 4IR

14:15 – 14:35 **Electric Vehicle Infrastructure Planning and Deployment**

Ir. Dr. Mohd Azman Abas, Director of Automotive Development Centre (ADC) at Universiti Teknologi Malaysia (UTM)

14:35 – 14:55 **Electric Vehicle Battery Technologies: Advancements, Challenges & Implication**

Mr Aditya Kumar Tiwari, Group Leader HV Battery System (Vehicle Development) at VinFast Auto Ltd, Vietnam

14:55 – 15:15 **Connecting The Dot - Battery, Breakdown, Bengkel & Bazaar**

Mr Mohd Muhsin Bin Ahmad Sabri, Head of Business Development at Bateriku (M) Sdn. Bhd.

15:15 – 15:25 **Coffee Break + Networking Session**

Integration and Synergies: Convergence of Electrification and Digitalization

15:25 – 15:45 **Smart Charging Solutions and Technology for Electric Vehicle**

Mr Nick Leong, Chief Information Officer at ChargeSini

15:45 – 16:05 **Electric Two Wheelers Development and Opportunity in ASEAN**

Mr Dennis Chuah, Co-Founder at Eclimo Sdn Bhd

Market Trends and Consumer Adoption

16:05 – 16:25 **Consumer Adoption and Perception of Electric Vehicles**

Ms Amanda Ng, Vice President - Vehicle Logistics, Sales & Marketing at Volvo Malaysia Sdn Bhd

16:25 – 16:40 **Automotive Aftersales: Enhancing Customer Experience & Satisfaction in the Digital Age**

Mr Derek Ruiwei Li, Co-founder and CEO of AutoX3 Global

16:40 – 16:55 **Closing remark + Networking + Survey**

*Please note that the above schedule, content & speakers are subject to change.

Session 3 - Automotive Logistics, Warehousing and Supply Chain

2 August 2024 (AM Session)	
Reception: 09:45	
09:45 – 10:15	Conference open for registration, networking and refreshments
10:15 – 10:25	Transforming the Future: Reinventing the Automotive Supply Chain Ecosystem in Asia and Malaysia Ms Phuong Nguyen, Managing Partner at CCX Partners
10:25 – 10:45	The Greening of Logistics: Innovations in Sustainable Mobility for the Supply Chain of the Future Mr Loo Yong Hui, Group Chief Executive Officer of Swift Haulage Berhad
10:45 – 11:05	Empowering Supply Chains with Digital Logistics Mr Wallace Tan, AP Siemens Digital Logistic Services Practice and Architect at Siemens Digital Industries Software
11:05 – 11:20	How Transportation Management Systems (TMS), Warehouse Management Systems (WMS), ERP, and more, Boost Supply Chain Efficiency? Mr Julian Kellermann, Managing Director of Tiramizoo Sdn. Bhd.
11:20 – 11:35	Evolving Smart Warehouse for the Digital Age Mr Wilson Pang, Automation Solution General Manager at ForwardLog Automation Sdn Bhd
11:35 – 11:55	Collaborative Partnerships and Resilient Supply Chains: Third-party Logistics (3PL) and Fourth-party Logistics (4PL) Dr Raymon Krishnan, President of The Logistics & Supply Chain Management Society
11:55 – 12:15	Unlocking Cost Efficiency: How Engine Oil Enhances Total Ownership Value Mr Ravi Tallamraju, Chief Technology Office at PETRONAS Lubricants International
12:15 – 12:30	Engine Overhauls Demystified: Key Pitfalls and Pro Tips for Optimal Performance Mr Foo Siew Mun, OEM Technology Manager, SE Asia at Valvoline Pte Ltd
12:30 – 12:45	The Role of Supply-Chain and Logistics Management in E-Commerce Mr Gregory Shankar, Automotive Account Manager at TikTok Shop Malaysia
12:45 – 13:00	Supply Chain Security: Why It's Important & Best Practices Mr Tay WeeHuat, Managing Director of Intelligence Traceability Sdn. Bhd.
13:00 – 13:15	Closing remark + Networking + Survey

*Please note that the above schedule, content & speakers are subject to change.

Session 4 - Automotive Manufacturing, Transformation and Automation

2 August 2024 (PM Session) Reception: 14:00	
14:00 – 14:30	Conference open for registration, networking and refreshments
Automotive manufacturing: insights & opportunities in Global & Malaysia	
14:30 – 14:50	Harnessing Potential with Automotive Manufacturing in Malaysia: Current Status, Market Trends and Opportunities Dr Susanne Lehmann, Managing Director of Volkswagen Group Malaysia
Automation in Automotive Manufacturing	
14:50 – 15:10	Powering a Smart Mobility and Manufacturing Revolution with Edge AI Mr Nguyen Quoc Tuan, Chief Executive Officer of Vietsol Company Limited
15:10 – 15:30	Smart Tightening and Joining Technologies for Automotive Manufacturing Dr Maksim Sonnykh, Head of Factory Automation at Bosch Rexroth Malaysia
Advanced Manufacturing Techniques	
15:30 – 15:45	Implementation of Lean Digital in Automotive Manufacturing Industry Mr Franklin Kurniawan, CEO at Opex Consulting Group
15:45 – 16:05	Smart Manufacturing for Automotive and Transportation Mr Teh Tiack Ein, Head of Presales, Siemens Digital Industries Software
16:05 – 16:15	Coffee Break + Networking
16:15 – 16:35	Sustainable Materials in Automotive Manufacturing Mr Sethu Raaj, CEO & Founder of Midwest Composites
16:35 – 16:55	3D Printing Technologies in Automotive Manufacturing Mr Lim Mun Chun, Channel Manager of Materialise Malaysia
Sustainability and Talent Development	
16:55 – 17:10	Cyber Security for the Automotive Industry Mr David Philip Blair-Turner, Principal Cyber Security Consultant at Cyber-sheriff.com
17:10 – 17:25	Aligning with ESG Standards: Safeguarding Brands in the Automotive Sector Dr Razman Azrai bin Dato Zainudin, Regional Business Director of Asia Pacifica at SICPA Product Security Sdn Bhd
17:25 – 17:40	Tomorrow's Workforce: Upskilling, Reskilling and Finding Talents Ms Rachel Toh, Senior Manager at Selangor Human Resources Development Center (SHRDC)
17:40 – 17:55	Closing remark + Networking + Survey

*Please note that the above schedule, content & speakers are subject to change.



Mr Aditya Kumar Tiwari

Group Leader HV Battery System (Vehicle Development) at VinFast Auto Ltd, Vietnam



Ms Amanda Ng

Vice President - Vehicle Logistics, Sales & Marketing at Volvo Malaysia Sdn Bhd



Mr Clairry Chow

Asia Pacific Portfolio Development Executive at Siemens Digital Industries Software



Mr David Philip Blair-Turne

Principal Cyber Security Consultant at Cyber-sheriff.com



Mr Dennis Chuah

Co-Founder at Eclimo Sdn Bhd



Mr Derek Ruiwei Li

Co-founder and CEO of AutoX3 Global



Mr Foo Siu Mun

OEM Technology Manager, SE Asia at Valvoline Pte Ltd



Mr Franklin Kurniawan

CEO at Opex Consulting Group



Mr Gopi Ganesalingam

Senior Vice-President & Head of Digital Exports at Malaysia Digital Economy Corporation (MDEC)



Mr Gregory Shankar

Automotive Account Manager, TikTok Shop Malaysia



Mr Julian Kellermann

Managing Director of Tiramizoo Sdn. Bhd



Mr Kerwin Santos

Senior Application Engineer in Southeast Asia at Henkel Malaysia Sdn Bhd





Mr Lim Mun Chun

Channel Manager of
Materialise Malaysia



Mr Loo Yong Hui

Group Chief Executive
Officer of Swift
Haulage Berhad



Dr Maksim Sonnykh

Head of Factory
Automation at Bosch
Rexroth Malaysia



Ir. Dr. Mohd Azman Abas

Director of Automotive
Development Centre (ADC) at
Universiti Teknologi Malaysia
(UTM)



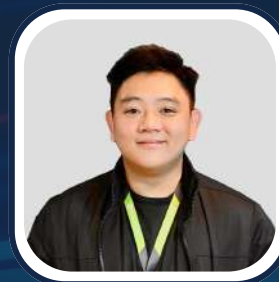
**Mr Mohd Muhsin
Bin Ahmad Sabri**

Head of Business
Development at Bateriku
(M) Sdn. Bhd.



Mr Nguyen Quoc Tuan

Chief Executive Officer of
Vietsol Company Limited



Mr Nick Leong

Chief Information Officer
at ChargeSini



Ms Phuong Nguyen

Managing Partner at
CCX Partners



Ms Rachel Toh

Senior Manager at Selangor
Human Resources Development
Center (SHRDC)



Mr Ravi Tallamraju

Chief Technology Officer,
PETRONAS Lubricants
International



Dr Raymon Krishnan

President of The
Logistics & Supply Chain
Management Society



**Dr Razman Azrai
bin Dato Zainudin**

Regional Business Director of
Asia Pacific at SICPA
Product Security Sdn Bhd





**AP Ir Dr Rifqi
Irzuan Abdul Jalal**

Associate Professor of
Taylor's University



Mr Ryan Hardin

Senior Manager, Energy
Transition at Malaysia
Centre 4IR



Mr Sethu Raaj

CEO & Founder of
Midwest Composites



**Ts. Siti Maisarah
Mohd Pital**

Senior Manager of Malaysia
Automotive Robotics and
IoT Institute (MARii)



Dr Susanne Lehmann

Managing Director of
Volkswagen Group Malaysia



Mr Tay WeeHuat

Managing Director of
Intelligence Traceability
Sdn. Bhd.



Mr Teh Tiack Ein

Head of Presales,
Siemens Digital
Industries Software



Mr Wallace Tan

AP Siemens Digital Logistic
Services Practice and
Architect, Siemens Digital
Industries Software



**Mr Wan Ahmad Zam
Zam Wan Abd Wahab**

President of Malaysia
Zero Emission Vehicle
Association (MyZEVA)



Mr Wilson Pang

Automation Solution General
Manager at ForwardLog
Automation Sdn Bhd



Mr Yusri Jamal

Senior Deputy Director of the
Transportation Technology
Division at Malaysian Investment
Development Authority (MIDA)



1 – 3.8.2024

Kuala Lumpur Convention Centre
(KLCC), Malaysia

Event information

Date	: 1 - 2 August 2024 (Thursday - Friday)
Time	: 10:00 – 18:00
Venue	: Kuala Lumpur Convention Center (KLCC), Kuala Lumpur, Malaysia
Format	: Physical
Language	: English/ Malay/ Chinese
Organizer	:  messe frankfurt
Supporter & Strategic Partners	:   

Date	Event Summary
Day 1 (AM) 1 Aug 2024	Session 1 - Automotive Mobility Solutions
Day 1 (PM) 1 Aug 2024	Session 2 - Electrification and Digitalization
Day 2 (AM) 2 Aug 2024	Session 3 - Automotive Logistics, Warehousing and Supply Chain
Day 2 (PM) 2 Aug 2024	Session 4 - Automotive Manufacturing, Transformation and Automation

Contact us

Messe Frankfurt (HK) Ltd

+852 2802 7728

autoasia@hongkong.messefrankfurt.com

Stay tuned with us on



www.automechanika-kl.com