

**automechanika**  
KUALA LUMPUR

**15 – 17.5.2025**

Kuala Lumpur Convention  
Centre (KLCC), Malaysia

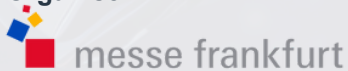
# Automotive Mobility Solutions Conference

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Organiser



Event Supporter & Strategic Partners



# Automotive Mobility Solutions Zone & Conference

The **Automotive Mobility Solutions Conference 2025** is a leading and inspiring event dedicated to transformative changes in the automotive mobility and logistics sectors. As the industry embraces technological advancements, green development and sustainable practices, this two-day conference offers a dynamic platform for leaders and stakeholders to engage in meaningful discussions and networking.

Key themes include digitalisation, energy, electrification, autonomous and connected vehicles, and advanced manufacturing, alongside logistics solutions and supply chain management. Participants will delve into essential topics, including optimizing smart public transport, integrating IoT into production processes, and tackling cybersecurity challenges in autonomous vehicles, intralogistics, and manufacturing.

With presentations, panel discussions and exhibitor showcase, the conference & zone aims to foster collaboration and inspire strategies that advance the industry. Join us in shaping the future of mobility and logistics!

## ▶ Who should participate in the conference?

- Automotive Industry Professionals
- Manufacturers and Suppliers
- Logistics and Supply Chain Experts
- Sustainability and Environmental Consultants
- Urban Planners and Policymakers
- Technology Developers and Innovators
- Academics and Researchers
- Corporate Executives and Decision-Makers
- Investors and Venture Capitalists
- Industry Analysts and Consultants







# Conference Agenda

**15 May 2025 (THU) | Sustainable Mobility: Harnessing Digital Innovations and Green Technologies to Drive Investment in Malaysia's Automotive Industry**

**10:00 - 10:30**    **Conference open for registration, networking and refreshments**

**10:30 - 10:40**    **Welcome Speech**

**10:40 - 10:50**    **Opening Remarks**

**Transforming Urban Landscapes: Integrating Green Technology and Smart Mobility into Malaysia's Town and Country Planning Framework**

This session explores how strategic planning integrates green technology and smart mobility into urban development in Malaysia. Learn how sustainable town and country planning transforms infrastructures to resilient, eco-friendly communities.

Ts. Nizmar bin Mohd. Nazar,  
Deputy Chief Executive Officer  
at Malaysia Automotive Robotics  
and IoT Institute (MARii)

## **SMART MOBILITY SOLUTIONS FOR URBAN DEVELOPMENT**

**10:50 - 11:50**    **Panel Discussion 1: Capturing Value in ASEAN's Emerging Mobility Market and Malaysia's Leadership Role in the Transition**

This panel explores how ASEAN's automotive hubs—Malaysia, Thailand, and Vietnam—can strengthen value chains, attract investments, and lead in innovation and sustainability through regional collaboration, policy alignment, and public-private partnerships.

**Moderator:**  
Ms. Phuong Nguyen, Managing  
Partner at CCX Partners

**Panelists:**  
Mr. Adrian Hong, Deputy  
General Manager at Stellantis

Mr. Nik Izuddin Nik Mohd Yusof,  
Director, Investment  
Development Division at Invest  
Selangor Berhad

Dr. Umar Zakir Abdul Hamid,  
Head of International Business  
Strategy, Global Product &  
Market Expansion (International  
Division) at Proton

Mr. Wan Ahmad Zam Zam Wan  
Abd Wahab, President at  
Malaysia Zero Emission Vehicle  
Association

**11:50 - 12:00**    **Coffee break**

# Conference Agenda

## E-MOBILITY, BATTERY INNOVATIONS & EV CHARGING INFRASTRUCTURE

- |                      |   |  |
|----------------------|---|--|
| <b>12:00 - 12:20</b> | <b>Accelerating NEV Adoption in ASEAN: Real-World Solutions for Sustainable Urban Mobility</b><br><br>This topic explores how ASEAN can leapfrog into sustainable urban mobility with practical NEV solutions - balancing innovation, policy, and local realities - through insights shaped by global perspective, hands-on execution, and ecosystem alignment.   | Dr. Umar Zakir Abdul Hamid,<br>Head of International Business Strategy, Global Product & Market Expansion (International Division) at Proton |
| <b>12:20 - 12:50</b> | <b>New Energy Vehicle Trend, Policy and Infrastructure in ASEAN, Best Case Study in China for Adoption of NEV</b><br><br>This topic explores ASEAN's NEV trends, highlighting government policies, infrastructure development, and China's best practices. Dive into hybrid technologies and emerging fuel cell innovations shaping the region's sustainable mobility future.   | Mr. Adrian Hong, Deputy General Manager at Stellantis  |
| <b>12:50 - 13:10</b> | <b>Digitalisation and Model-based Adaptability in Software Defined Vehicle and Future of Mobility</b><br><br>This topic examines how digital technologies and adaptable software models are transforming the automotive industry. Software-defined vehicles utilize data to optimize performance and safety while enabling features like autonomous driving. This adaptability facilitates continuous updates, driving innovation in mobility solutions and creating a more efficient transportation ecosystem. | Mr. Tuan Nguyen Quoc, Chief Executive Officer at Vietsol Co. Ltd.  |
| <b>13:10 - 14:30</b> | <b>Lunch break + networking</b>   |  |
| <b>14:30 - 14:50</b> | <b>Home Chargers (AC) &amp; EV Charger Installation</b><br><br>This topic will cover AC home EV chargers, including how they work, installation steps, safety considerations, features, costs, and support - empowering you to charge your vehicle confidently at home.   | Ms. Najahatul Atiqah Mohamad Sapuan, Head of Property Charging Solutions at KINETA Sdn Bhd   |
| <b>14:50 - 15:10</b> | <b>Integrating EV Charging Station Networks with Battery Energy Storage Systems (BESS): Enhancing Efficiency and Sustainability in Electric Mobility</b><br><br>This topic will explore the synergy between EV charging infrastructure and BESS applications, focusing on how this integration can optimize energy usage, enhance grid resilience, and support the growth of electric mobility.   | Dr. Che Hang Seng, Technical Director at EV Connection Sdn Bhd   |



# Conference Agenda

## CYBERSECURITY SOLUTIONS AND FUNCTIONAL SAFETY

### 15:10 - 15:30 **Autonomous Vehicles: The Role of AI in Enhancing Safety and Efficiency**

This topic explore how AI technologies are driving the development of self-driving cars and improving road safety and to discuss the role of AI algorithms in enhancing perception, decision-making, and navigation for autonomous vehicles. Case studies will showcase AI applications in real-world driving scenarios.

Mr. Anuj Jain, Strategy & Business Development Leader, Automotive & Manufacturing at Amazon Web Services (AWS)

### 15:30 - 15:50 **Digital Based Safety Assessment for Electric Based Autonomous Vehicle Based on Malaysian Driving Scenarios**

This topic explores digital solutions, challenges, and cost-effective technologies for safety assessment of Electric Autonomous Vehicles, tailored to Malaysian traffic scenarios, advancing innovation and reliability in autonomous mobility testing.

Ir. Ts. Dr. Vimal Rau Aparow, Assistant Professor at University of Nottingham Malaysia

### 15:50 - 16:00 **Coffee break**

### 16:00 - 16:20 **Securing Tomorrow's Roads: Navigating Cyber Threats in the Era of Smart Mobility**

This topic will explore the cybersecurity challenges faced by autonomous and connected vehicles. It will identify key cyber risks and discuss how to build strong cybersecurity frameworks for smart transportation systems. Participants will learn about current regulations and standards in the automotive industry, best practices for responding to cyber incidents, and the importance of collaboration among automakers, tech providers, and government agencies to enhance security in future mobility solutions.

Ts. Mohd Zabri Adil Bin Talib, Head of Division, Responsive Technology and Services at CyberSecurity Malaysia

## CONSUMER INSIGHTS AND ADOPTION TRENDS FOR NEW GENERATION VEHICLES

### 16:20 – 16:40 **The Mobile-First Motorist: Redefining Mobility in the Age of Fuel and Electrification**

This topic examines how consumer preferences and cultural influences shape transportation choices in Asia and highlights the key factors driving consumer behavior, including economic conditions and technological advancements, while addressing the challenges and opportunities in this evolving sector.

Mr. Kok Chiann, Chief Product & Technology Officer at Setel Ventures Sdn Bhd

# Conference Agenda



**16:40 - 17:00**    **Unlocking Battery Business Opportunities in Malaysia: From Maintenance Ecosystems to EV Partnerships, Discover Strategies for Sustainable Energy Solutions Tailored to Local Market Needs.**

Mr. Muhammad Fikri Abdul Jalil,  
Senior Manager - Special  
Project (Innovation) at Bateriku  
(M) Sdn Bhd

This topic highlights strategic approaches for battery maintenance, testing, and lifecycle management, driving sustainable growth and supporting national energy transition efforts.

**17:00 - 17:15**    **Closing remark**

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



# Conference Agenda

16 May 2025 (FRI) | Transforming Automotive: Innovations in  
Manufacturing, Logistics, and Supply Chain

**10:00 - 10:30** Conference open for registration, networking and refreshments

**10:30 - 10:50** **Accelerating Automotive Innovation: Smart Automation and Digital Transformation for Malaysia's Future Mobility Ecosystem**

Ir. Kumaresan Magaswaran,  
Ecosystem Manager at MRANTI  
Corporation Sdn Bhd

This session explores how digital transformation and smart automation in Malaysia's automotive sector, fostering Industry 4.0 adoption, next-gen mobility solutions, and R&D commercialization to drive sustainable and competitive manufacturing advancements

## AUTOMATION TECHNOLOGIES IN MANUFACTURING

**10:50 - 11:10** **Driving Smarter Manufacturing: The Role of Data Analytics and Industry 4.0 in ASEAN's Automotive Sector**

Mr. Royce Tan, Director, I4.0  
and Didactics at Bosch Rexroth

This topic explores how data analytics and Industry 4.0 transform ASEAN's automotive manufacturing.

**11:10 - 11:30** **Smart Mobility in Industry 5.0: Middleware Empowering Autonomous Robotics**

Mr. Ryan Ooi - Senior Business  
Manager, ASEAN at Thunder  
Software Technology Malaysia  
Sdn Bhd

This topic explores how industrial mobile robots are revolutionizing manufacturing and warehousing in the Asia Pacific region, driving productivity and enabling Industry 5.0 transformation across multiple sectors, especially automotive, new mobility and storage system.

**11:30 - 11:50** **Harnessing AI: Transformative AI/ML Applications in Automotive Manufacturing**

Mr. Hoa Quoc Khanh at ADAS  
T&V and Manufacturing AI  
Development & Deployment  
Project Manager at Vietsol Co.  
Ltd.

This topic discuss how AI/ML algorithms are being utilized for predictive maintenance, quality assurance, and optimizing production processes.

# Conference Agenda

## DIGITAL TRANSFORMATION

### 11:50 - 12:10 **Digitalisation and Connectivity for Commercial Vehicle Fleets**

This topic explores how a smart fleet management platform uses real-time data, driver insights, and route optimization to improve safety, efficiency, uptime, and operational efficiency through advanced digital connectivity.

Mr. Johan Larsson, Managing Director at Volvo Malaysia Sdn Bhd

## INTRALOGISTICS & WAREHOUSING

### 12:10 - 12:30 **How Can Automation and Robotics Enhance Intralogistics Efficiency in Warehousing?**

This topic investigates the advancements in warehouse automation, including robotics and AI-driven solutions. Share success stories from Malaysian/ international firms that have enhanced operational efficiency and accuracy through automation.

Mr. Jonathan Kum, Sales Manager, SEA and I at Geekplus

### 12:30 - 12:50 **Responding to Shifts in E-Commerce Demand: Designing an Innovative Warehouse Strategy**

This topic explores how evolving consumer preferences in e-commerce are reshaping warehousing requirements. This session will focus on the need for agile and efficient warehouse strategies that can accommodate rapid order fulfillment, increased inventory turnover, and enhanced customer service.

Mr. Alex Ch'ng, Business Development Manager AutoStore at Kardex

### 12:50 - 14:15 **Lunch break + networking**

## AUTOMOTIVE SUPPLY CHAIN & LOGISTICS RESILIENCE

### 14:15 - 15:00 **Panel discussion 2: Navigating Challenges: Building Resilient Supply Chains in the Automotive Industry**

This session will explore the vulnerabilities faced by the automotive sector, the role of emerging technologies like AI and blockchain, the importance of collaboration among stakeholders, and the integration of sustainable practices.

#### **Moderator:**

Dr. Raymon Krishnan, President of The Logistics & Supply Chain Management Society

#### **Panelists:**

Mr. Alex Ch'ng, S.E.A. Regional Business Development Manager Autostore at Kardex

Mr. Benjamin Schatzl, Director – Cluster Head Oceanfreight Singapore & Malaysia at Schenker Logistics (Malaysia) Sdn Bhd



# Conference Agenda

Dato' Log. Dr. Chang Kah Loon, PhD (Maritime Logistics) (USM), FCILT, FLogM; Director at AK Shipping Sdn Bhd (AK Ventures Berhad Group); President of the Society of Logisticians, Malaysia (LogM)

Mr. Jimmy Ler, Country Director at Logwin Air + Ocean Singapore Pte Ltd

**15:00 - 15:10** Coffee break

## SUSTAINABILITY IN AUTOMOTIVE

**15:10 - 15:30** Solving Operational Chaos: Centralised Dealer Management System for Streamlined Automotive Operations

This topic explore how a Centralised Dealer Management System with Artificial Intelligence and Deep Tech can eliminate operational chaos, streamline automotive processes, improve efficiency, and enhance communication between dealerships, manufacturers, and customers for seamless, optimized operations.

Mr. Jitin Girdhar, Group Executive Director of Auto Data Technology Sdn Bhd

**15:30 - 15:50** Tomorrow's Workforce: Upskilling, Reskilling and Finding Talents

This topic discover how industry-academia collaboration and digital upskilling (EV/IoT/AI) can future-proof ASEAN's workforce - from technical reskilling to talent retention strategies for smart manufacturing.

Ms. SookLing Teh, Executive Director at Selangor Human Resource Development Centre

**15:50 - 16:20** E-Invoice and Information Technology to Improve Operation Efficiency for Spare Parts Industry

This topic cover e-invoice concepts, regulations, challenges, and implementation, along with IT solutions to boost operational efficiency and productivity in spare parts companies.

Mr. Phoon Kim Loong, Chief Executive Officer at Greenstem Business Software Sdn Bhd

**16:20 - 16:45** Closing remark

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

# Meet our Speakers



**Mr. Adrian Hong**

→ Deputy General Manager  
**Stellantis**



**Mr. Alex Ch'ng**

→ Business Development Manager AutoStore  
**Kardex**



**Mr. Anuj Jain**

→ Strategy & Business Development Leader, Automotive & Manufacturing  
**Amazon Web Services (AWS)**



**Mr. Benjamin Schatzl**

→ Director – Cluster Head Oceanfreight Singapore & Malaysia  
**Schenker Logistics (Malaysia) Sdn Bhd**



**Dato' Log. Dr. Chang Kah Loon**

→ President  
**The Society of Logisticians, Malaysia (LogM)**



**Dr. Che Hang Seng**

→ Technical Director  
**EV Connection Sdn Bhd**



**Mr. Hoa Quoc Khanh**

→ ADAS T&V and Manufacturing AI Development & Deployment Project Manager  
**Vietsol Co. Ltd.**



**Mr. Jimmy Ler**

→ Country Director  
**Logwin Air + Ocean Singapore Pte Ltd**



**Mr. Jitin Girdhar**

→ Group Executive Director  
**Auto Data Technology Sdn Bhd**



**Mr. Jonathan Kum**

→ Sales Manager, SEA and I  
**Geekplus**



**Mr. Johan Larsson**

→ Managing Director  
**Volvo Malaysia Sdn Bhd**



**Mr. Kok Chiann**

→ Chief Product & Technology Officer  
**Setel Ventures Sdn Bhd**



**Ir. Kumaresan Magaswaran**

→ Ecosystem Manager  
**MRANTI Corporation Sdn Bhd**



**Ts. Mohd Zabri Adil Bin Talib**

→ Head of Division, Responsive Technology and Services  
**CyberSecurity Malaysia**



**Mr. Muhammad Fikri Abdul Jalil**

→ Senior Manager - Special Project (Innovation)  
**Bateriku (M) Sdn Bhd**



**Ms. Najahatul Atiqah Mohamad Sapuan**

→ Head of Property Charging Solutions  
**KINETA Sdn Bhd**



# Meet our Speakers



**Ts. Nizmar bin Mohd. Nazar**

→ Deputy Chief Executive Officer  
**Malaysia Automotive Robotics and IoT Institute (MARii)**



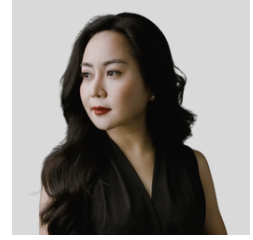
**Mr. Nik Izuddin Nik Mohd Yusof**

→ Director, Investment Development Division at  
**Invest Selangor Berhad**



**Mr. Phoon Kim Loong**

→ Chief Executive Officer  
**Greenstem Business Software Sdn Bhd**



**Ms. Phuong Nguyen**

→ Managing Partner  
**CCX Partners**



**Dr. Raymon Krishnan**

→ President  
**The Logistics & Supply Chain Management Society**



**Mr. Royce Tan**

→ Director, I4.0 and Didactics  
**Bosch Rexroth**



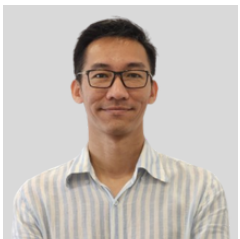
**Mr. Ryan Ooi**

→ Senior Business Manager, ASEAN  
**Thunder Software Technology Malaysia Sdn Bhd**



**Ms. SookLing Teh**

→ Executive Director  
**Selangor Human Resource Development Centre**



**Mr. Tuan Nguyen Quoc**

→ Chief Executive Officer  
**Vietsol Co. Ltd**



**Dr. Umar Zakir Abdul Hamid**

→ Head of International Business Strategy, Global Product & Market Expansion (International Division)  
**Proton**



**Ir. Ts. Dr. Vimal Rau Aparow**

→ Assistant Professor  
**University of Nottingham Malaysia**



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

→ President  
**Malaysia Zero Emission Vehicle Association**

# Meet our Speaking Companies







## Show Information

Date : 15 - 17 May 2025 (Thursday - Saturday)

Time : Day 1 10:00 - 18:00  
Day 2 10:00 - 19:00  
Day 3 10:00 - 18:00

Venue : Kuala Lumpur Convention Center (KLCC),  
Kuala Lumpur, Malaysia

## Conference Information

Date : 15 -16 May 2025 (Thursday - Friday)

Time : 10:30 – 18:00 (Reception: 10:00)

Venue : Hall 1, Kuala Lumpur Convention Center (KLCC),  
Kuala Lumpur, Malaysia

Format : Physical

Language : English/ Chinese

Organizer :  messe frankfurt

## Event Supporters & Strategic Partners



## Event summary

Day 1 - 15 May 2025 : Sustainable Mobility: Harnessing Digital Innovations and Green Technologies to Drive Investment in Malaysia's Automotive Industry

Day 2 - 16 May 2025 : Transforming Automotive: Innovations in Manufacturing, Logistics, and Supply Chain

Stay tuned with us on



**Contact us**

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