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MIA VIRTUAL CONFERENCE SERIES

# DATA INTELLIGENCE & ANALYTICS 2.0

CONFERENCE FOR PUBLIC SECTOR

***DIGINOMICS—The Dawn of Data  
Innovation & Excellence***

24 August 2021 (Tuesday), 9.00 am – 5.30 pm

ENJOY  
GROUP RATE  
RM300/PAX  
3 or more registrants  
from the same  
organisation



## A VIRTUAL CONFERENCE FOR PUBLIC SECTOR LEADERS

The scale, nature, and speed of the current pandemic have triggered a new wave towards DIGINOMICS (Digital Economy) which sees an urgent need for rapid digital innovation in the public sector. The Malaysian Digital Economy Blueprint 'MyDIGITAL' unveiled by the Government on 19 February 2021 will be an impetus towards achieving Malaysia's role as a "regional digital pulse" by 2030 which inculcates innovation to create an effective digital ecosystem in the country.

With the Cloud First strategy mooted by the government, empowering big data, artificial intelligence (AI), the Internet of Things (IoT), and other applications in strengthening the government services, there is a strong call to leverage upon digital technology to achieve efficient and effective public financial management. Through automation and digital technology, the accountancy profession should strive towards delivering greater value to assist the public sector in transforming decision-making. However, there needs to be a balanced approach towards data governance such as privacy in the interest of data-collecting organisations and the public interest.

Join us in our second installation of the "Data Intelligence & Analytics 2.0 Conference for Public Sector", which will address the complex issues faced in the design and delivery as well as framing the overall direction of the digital transformation processes in tackling the key indicators prescribed in the country's MyDIGITAL blueprint. This conference will provide a valuable opportunity to bring together key stakeholders to gain knowledge and insights into solving the government's key aspirations for digital transformation by responding effectively to diverse and disruptive economic, social and environmental challenges in delivering the government's commitments to its citizens.

## ATTEND THIS VIRTUAL CONFERENCE TO GAIN INSIGHTS INTO

- **CURRENT** development in the implementation of the public sector digital framework.
- **STRATEGIES** in catalysing digitalisation in the public sector.
- **EFFICIENCY** on operational decision-making through data intelligence and analytics.
- **EXPOSURE** on open-source data development and data governance practices.
- **OVERVIEW** on the skills needed in the age of digital automation

## WHO SHOULD ATTEND

- Directors of Departments and Divisions
- Chief Technology Officers (CTO)
- Heads of Data Governance
- Heads of IT Departments
- Accountants & Auditors in Public Sector
- Chief Information Officers
- Academicians

8.30 am PARTICIPANTS LOGIN TO JOIN THE WEBINAR

9.00 am **WELCOMING REMARKS & SPECIAL PRESENTATION ON MIA DIGITAL INITIATIVES**  
**DR NURMAZILAH DATO' MAHZAN** *Chief Executive Officer, Malaysian Institute of Accountants*

9.20 am **PANEL SESSION**

## SETTING THE SCENE TOWARDS DIGINOMICS & MALAYSIA 5.0

MyDIGITAL, the Malaysian Digital Economy Blueprint, has chartered the path for Malaysia to become a regional leader in Diginomics—achieving inclusive, responsible, and sustainable socio-economic development. This session will set the scene of the conference especially on the intended outcomes of the blueprint and set the tone in driving digital transformation by strengthening the public sector capacity and capabilities to facilitate effective change management. This session will discuss:

- Catalysing digitalisation in the public sector
- Tips on adopting a digitisation strategy and framework towards a digitally driven government by 2022
- How the public sector accounting could adapt towards digital technology based on MIA's Digital Technology Blueprint

**MODERATOR**

**DR NURMAZILAH DATO' MAHZAN** *Chief Executive Officer, Malaysian Institute of Accountants*

**PANELLISTS**

**CHOW SANG HOE** *Managing Partner, Consulting, ASEAN and Managing Partner, Ernst & Young Consulting Sdn Bhd*

**DATUK WIRA DR HJ RAIS HUSSIN MOHAMED ARIFF** *Chairman, Malaysia Digital Economy Corporation (MDEC)*

**DR ZUNIKA MOHAMED** *Deputy Director General (Macro), Economic Planning Unit, Prime Minister's Department Malaysia*

10.35 am BREAK

10.50 am **PANEL SESSION**

## THE JOURNEY TOWARDS A DIGITAL AGENDA

Digitising behind-the-scenes processes offers the most potential for productivity gains in the public sector. With the rapid adoption of digital technology from 4IR and data integration, it will speed up the adoption of the government agencies digital agenda. This session will centre discussions on:

- Key enablers—developing roadmap for digital innovation in the government systems (digital tools and channels) to simplify and streamline their interactions with citizens and businesses
- Gain from predictive and advanced analytics for more accurate predictions and intelligent decisions by analysing vast amounts of data
- Migration towards public sector cloud computing
- Creating an enterprise architecture blueprint to overcome legacy IT systems challenges

**MODERATOR**

**IR DR KARL NG** *Director, Data Ecosystem Development, Malaysia Digital Economy Corporation (MDEC)*

**PANELLISTS**

**IR ABAS ABDULLAH** *Director/Head of Operations, Pengurusan Air Selangor Sdn Bhd*

**ARUN SUNDAR** *Chief Marketing Officer and Digital Leader, Entomo Pte Ltd*

**DATO' DR SUHAZIMAH DZAZALI** *Former Deputy Director-General (ICT), Malaysian Administrative Modernisation and Management Planning Unit (MAMPU)*

12.05 pm **DATA ANALYTICS FOR POLICY DEVELOPMENT: IMPROVE DATA SHARING ENVIRONMENT TO ENSURE DATA QUALITY**

Data-driven analytics empowers decision making to focus on our biggest problems by efficiently and equitably allocating resources and designing policies that are appropriately targeted to produce the desired results. Therefore, government leaders need data to lead and to manage the problems of today or tomorrow especially in emergencies like the COVID-19 pandemic. This talk will impart knowledge on the following:

- How to drive collaborative partnerships by making quality data available using MyGDX (guidelines on open data development)
- Unlocking Open Application Programming Interface (API) to share real-time aggregated data to enable end users to take advantage of the government data and content
- How to integrate legacy core process components and cloud capabilities through the cloud first strategy

**SPEAKER**

**SHEIKH MANZOOR** *General Manager, Public Sector Group, Microsoft Malaysia*

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1.05 pm BREAK

2.05 pm **UTILISING DATA TO IMPROVE PUBLIC SERVICE DELIVERY**

There are various types of data that is being collected which can be used to solve common problems in service delivery and improve their response to community needs. This session will explore how agencies can use data analytics and visualisation to improve government services and to deliver a better customer experience.

**SPEAKER**

**AZLAN ZAINAL** *Chief Product and Digital Officer, AXA AFFIN Life Insurance*

2.50 pm BREAK

3.05 pm PANEL SESSION

## DATA STRATEGY & GOVERNANCE: FROM FRAMEWORK TO EXECUTION

Data governance serves as an essential building block for a full data-driven public sector. Discussions will centre on establishing Data Governance throughout the public sector using a pragmatic and adaptable approach by:

- Identifying the principles behind data strategy and data governance
- How a shared and open content management system provides solutions to improvise data sharing environment to ensure data quality
- Developing conceptualised frameworks for information quality and the information life cycle towards data quality management

MODERATOR

**STEVEN CHONG HOU NIAN** *Member, Digital Technology Implementation Committee (DTIC), Malaysian Institute of Accountants*

PANELLISTS

**DR PALLAB SAHA** *General Manager (India) & Chief Architect, The Open Group, India*

**SHAHARIZ AZIZ** *Digital Risk Leader, Deloitte Malaysia*

**PROF IRTS DR VINESH THIRUCHELVAM** *Chief Innovation Officer & Deputy Vice Chancellor, APIIT Education Group*

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4.20 pm PANEL SESSION

## FUTURE PROOFING THE FINANCE TALENT

Through the World Economic Forum's Future of Jobs Report 2020 estimation, by 2024, around 40% of the workforce will require reskilling of up to six months, and 94% of business leaders report that they expect employees to pick up new skills on the job—a sharp rise from 65% in 2018. Future finance professionals will require process management and exception management skills to administer digitally enabled processes, and digital finance experts and data scientists to analyse internal and external data to provide critical insights to the business.

This panel will give an overview on the critical gaps skillsets that are needed in the age of Diginomics, whether it is machine learning specialists or data-literate senior officials and how public sector finance officials can build the data competence they will need to succeed in fulfilling the future skills gap.

MODERATOR

**CHARITVT** *Member, Digital Technology Implementation Committee (DTIC), Malaysian Institute of Accountants*

PANELLISTS

**LEEYUN HAN** *Director, Human Capital Consulting, Deloitte Southeast Asia*

**ASSOC PROF DR NOR SHAI PAH ABDUL WAHAB** *Acting Head, School of Accounting and Finance, Taylor's University*

**TAN JO SYNN** *Manager, Hays Technology, Hays Malaysia*

5.30 pm END OF CONFERENCE



#### IR ABAS ABDULLAH

Ir Abas Abdullah was appointed the Director/Head of Operations at Pengurusan Air Selangor Sdn. Bhd., on 15 October 2015 bringing over 38 years of experience in the water industry to the organisation. He began his career as a Water Engineer with Jabatan Bekalan Air Selangor in 1983, and held various positions covering water production, distribution, design and planning, consumer management, as well as being Water District Engineer. Thereafter he served as General Manager, Business Development and Projects at Premier Ayer Sdn. Bhd. from 1998 to 2000. In March 2000 he became the Chief Operating Officer of Konsortium ABASS Sdn. Bhd., a subsidiary of Kumpulan Perangsang Selangor, a public listed company of Selangor State Government. He had also served as a Member of the Selangor State Government's Water Advisory from 2012 to 2015. Ir Abas holds a Bachelor of Science (Honors) in Civil Engineering from the University of Strathclyde, United Kingdom, and is a registered Professional Engineer with the Board of Engineers Malaysia (BEM).



#### ARUN SUNDAR

Arun is Chief Marketing Officer and Digital Leader at Entomo Pte Ltd, developer of the MySejahtera app. An opinion leader in the Asia Pacific technology space, he has built, led and advised many technology businesses world-wide. He is founder of 'The Social Capital Institute' which was built with the mission of evangelising the concept of 'Social Capital'. He is also Founding Chairman of the Asia Analytics Alliance and a board member of Asia Cloud Computing Association, and he serves as a board member and advisor to various technology ventures. His strategy in pivoting one of his earlier ventures into a globally renowned People Analytics player is a Harvard Business Review Case Study. Additionally, a paper he co-authored and published with Nanyang Technological University on how leadership needs to adapt in the age of 'phygital' garnered substantial interest, media coverage and corporate leadership engagements. A TEDx speaker, he is frequently quoted in media for his views on Leadership and Technology, and is a guest lecturer and speaker at Universities and Conferences around the world. Arun's contributions to the world of Technology was recognised with an award from the Minister of Parliamentary Affairs, Government of Kerala India.



#### DR AZLAN ZAINAL

Dr Azlan is the Chief Product and Digital Officer at AXA AFFIN Life Insurance. He is an insurance professional and has over 20 years experience in the industry with roles mainly in the technical area. He has vast experience in the Life and Health insurance sector with roles across operations, healthcare and product development, including business process improvement, transformation and offshoring business operations in Asian markets. Recently he was tasked to develop a digital business proposition which leads to a new and successful business channel for his company. This included digitising, automating, value proposition partnerships, robotics and data analytics. He is also active in industry collaborations in healthcare and digital ambition of his sector and has personal hopes to bring value by changing people's lives from what digitalisation can do to the traditional business model of insurance.



#### CHARI TVT

Chari is the Senior Advisor at Duff and Phelps. He was Group Chief Financial Officer at Axiata Group Berhad until retiring in 2016. Subsequently, he has been taking senior advisory and consulting assignments, including with a listed infrastructure company in Malaysia, a global valuation company and a high-tech semiconductor fabrication company. He is a Board and Board advisory member of a telecommunications company, and an analytics and software company. Prior to the Axiata Group, he was Vice President of Sales for Asia Pacific and Japan at HP Financial Services and had served HP for over 20 years. He holds an MBA from State University of New York at Buffalo, and is a Fellow member of the Chartered Institute of Management Accountants UK, an Associate member of Institute of Chartered Accountants and the Institute of Cost and Works Accountants of India. He is an advisory member of MIA's Subcommittee and an advisor to a UK-based listed software company.



#### CHOW SANG HOE

Sang Hoe is the EY Asean Consulting Leader overseeing partners and consultants in 10 ASEAN countries, and the Malaysia Consulting Managing Partner of Ernst & Young Consulting Sdn. Bhd. He has over 33 years of experience in business consulting, strategy and transformation, and is involved in making targeted acquisitions to bolster digital, technology, innovation and analytics capabilities in ASEAN. He has a keen understanding of the digital capabilities landscape and how these apply to clients, and since the COVID-19 pandemic, has been extensively involved in various digital and strategic transformation projects including: Digital dashboards and control tower for a government agency; Digital Malaysia Vision for a government economic agency; MyDIGITAL Committee for legislative and regulatory framework; Development of National Recovery Plan, covering booklet, infographics and portal; providing control tower and digital support for SOPs development; business turnaround and sustainability transformation programme for a state-owned investment company; transformational assessment and design of public pension scheme; and ASEAN Digital Capital White Paper in collaboration with a government agency. Sang Hoe holds a Bachelor of Accounting (First Class Hons) from University of Malaya, and is a member of Malaysian Institute of Certified Public Accountants, Malaysian Institute of Accountants, and Malaysian Institute of Management.



#### IR DR KARL NG

Dr Karl is Director of Data Ecosystem Development at the Malaysia Digital Economy Corporation (MDEC), where he leads efforts in building a thriving national data ecosystem that leverage on the power of data for value creation, innovation and new sources of growth. The Data Ecosystem endeavour includes driving the impact of data technologies such as Internet of Things, Big Data Analytics, and Artificial Intelligence via a two-pronged strategy of growing the local supply of such solutions via industry development programmes and while carrying out digital transformation on the demand side. He is instrumental in development of the National Big Data Analytics Framework in 2014 and is currently driving the development of the National Artificial Intelligence Framework. He also chairs the National Data Sharing Policy Taskforce. He sits in advisory board of several universities in Malaysia and has served as judge in international Entrepreneurship and Innovation awards including EY Entrepreneur of the Year Malaysia from 2012-2016. Dr Karl is a registered Professional Engineer and holds a Bachelor's degree in Engineering from University of Birmingham, United Kingdom, and MBA with Distinction and Doctor of Business Degrees from Charles Sturt University, Australia. He recently completed The Oxford AI Programme from Said Business School, University of Oxford. He has also attended executive programmes from Harvard Business School and Carnegie Mellon University.





## LEE YUN-HAN

Yun-Han is a Director with Deloitte Consulting SEA's Human Capital practice focussing on organisation transformation, enabling change and adoption, and strategic workforce planning. He is also the Organisation Transformation Leader for Malaysia and Vietnam, and the Culture Offering Leader for Southeast Asia, based in Kuala Lumpur. He has 15 years of experience in human capital consulting, helping businesses and governments in Southeast Asia achieve better human outcomes. He is a regular speaker with clients and the media on Deloitte's Human Capital Trends and the Future of Work.

Prior to joining Deloitte, he held several practice leadership roles in Big Four and multinational management consulting firms. Yun-Han holds a Bachelor of Commerce, majoring in Accounting and Finance, from The University of Melbourne, Australia. He is an active member of the University of Melbourne's Alumni Council, where he is committed to bringing his experience in international student welfare, alumni engagement, and human capital advisory to advise on international alumni advancement initiatives.



## ASSOCIATE PROFESSOR DR NOR SHAI PAH ABDUL WAHAB

Dr Nor Shaipah is Acting Head of the School of Accounting and Finance at Taylor's University. She has been in the accounting education industry for over 23 years at local and overseas universities. She is actively involved in tertiary academic programme design with the most recent programme launched being the Bachelor in Accounting (Fintech) (Hons), a programme that exposes students to technologies related to finance with the aim to prepare the graduates for current and future demand in the industry. Her research focuses on taxation, market valuation, corporate governance, and financial reporting/disclosure. She has published several books and articles, and secured grants in these areas. She is a fellow member of the Advanced HE (formerly the Higher Education Academy), UK. She is also a member of the Certified Practising Accountant Australia. She serves as a co-opted member for MICPA's Education & Training Committee.



## DR NURMAZILAH DATO' MAHZAN

Dr Nurmazilah has served as the Chief Executive Officer of the Malaysian Institute of Accountants since 2016, leading the Institute's value creation, regulatory and nation building agenda. Simultaneously, she contributes her expertise on governance, regulation, standards and business to several other global and professional bodies. Her extensive work experience spans across public practice, industry, academia and now, regulation. Currently, she serves as a member of the framework review panel of the International Integrated Reporting Council and a technical advisor of the Public Accountants in Business Advisory Group of the International Federation of Accountants. Prior to MIA, she was Director of the University Malaya Graduate School of Business. She started her career with Arthur Andersen in 1993, and later joined KUB Malaysia Berhad as Group Accounts Manager. Her corporate experience covers various industries including property development and construction, banking, unit trusts, trading and manufacturing. She was a MIA Council member, a Member of the Malaysian Accounting Standards Board, elected member of the Board of Governors for the Institute of Internal Auditors Malaysia, Council member of The Malaysian Institute of Certified Public Accountants, and Honorary Treasurer with Persatuan Ekonomi Malaysia. She also served in various committees of MIA and MICPA. She holds a PhD in accounting from University of Birmingham, UK. She has conducted various research projects in the areas of auditing, financial reporting and corporate governance.



## DR PALLAB SAHA

Dr Saha is General Manager (India) and Chief Architect at The Open Group, and President of the Association of Enterprise Architects (India). A MeitY-NeGD Senior Lead Expert in Enterprise Architecture and a Visiting Professor of Digital Architecture at the Indian Institute of Management, Visakhapatnam, he advises various Ministries and States on government-wide architecture initiatives. He was a key contributing author of the India Enterprise Architecture Framework and the Digital Service Standard, and co-author of the Agile IndEA Framework. He is an invited faculty in eGovernance Leadership and Champions Programme designed for senior strategy level government officers, and was a member of the high-level committee involved in the development of India's National Digital Health Blueprint. His work has been cited by the UN, ITU, WHO, US Department of Defense, Open Technology Foundation, Info-Tech Research Group, Carlsberg, and has contributed to the World Bank EA Guidelines for Mongolia, Vietnam and Bangladesh. He has been an examiner for research degree to the UNSW, a visiting researcher to the UN University, an expert reviewer to the Association of Computing Machinery EA Tech Pack and an invited faculty at the Carnegie Mellon University. Dr Saha holds a Ph.D. in Information Systems from the Indian Institute of Science, Bangalore and is an alumnus of the MIT Sloan Executive Programme and Wipro Business Leaders' Programme.



## DATUK WIRA DR HJ RAIS HUSSIN MOHAMED ARIFF

Datuk Wira Dr Rais Hussin is Chairman of Malaysia Digital Economy Corporation (MDEC). He is also the President and CEO of EMIR Research that specialises in data driven research on any given national or international issues. An avid strategist, perennial wordsmith, social engineer, serial entrepreneur and serious policy intellectual, he has over 23 years of corporate experience in leading and managing local and global telecommunications, technologies and IT companies. He has been actively promoting inbound investment, technology and execution for high-tech high value projects in Malaysia and the growth markets of the ASEAN economic zone. Among the issues that fascinates him are those related to disruptive change, big data, the wide use of apps driven economy, algorithms and artificial intelligence. Straddling between science, strategy, communications, and policy advice, he has sought to convince governments to adopt a private public partnerships as advocated by World Bank, to resolve any market break down or conundrums. Dr Rais Hussin holds a Bachelors in Economics (Hons), Masters in Management, and Doctorate in Business Administration from the International Islamic University Malaysia.



## SHAHARIZ AZIZ

Shahariz is the Digital Risk Leader of Deloitte Malaysia and a Partner with Deloitte Southeast Asia who specialised in Digital Strategy, Enterprise Data Management, business process re-engineering, robotics and cognitive automation. He has over 20 years of experience in delivering innovative and large-scale business and technology transformation projects primarily in banking, insurance, and capital market sectors for both Islamic and Conventional. He has been at the forefront of many 'turn-key' projects for prominent clients and was involved in projects with clients based in Asia, Europe and the Middle East. His recent speaking engagements included 'Fintech Trends in ASEAN' by ABM & NextBank, Operational Excellence and Bank Transformation by ASLI and Millennial Technology Consumption and Digital Trends by Bursa Malaysia.



## **SHEIKH MANZOOR**

Sheikh is the General Manager of Public Sector Group at Microsoft Malaysia. He leads a talented team of digital enablers tasked with delivering long term relationships and value whilst building on the digital transformation momentum for Microsoft's customers and partners. His portfolio involves working with commercial organisations, GLCs and public service agencies, and is responsible for the empowerment of the public sector (including GLCs) by innovating and accelerating digital transformation. He has over 28 years of experience in the industry and had served as the Executive Director for Business Operations at SAS Malaysia, and Country Manager for IBM-Cognos. A technology enthusiast, his interests lie in the field of information technology, data analytics and AI. He enjoys engaging with customers to talk about the benefits of new technologies and how it can help provide solutions to some of the challenges faced by business, exploring a world of possible solutions and identifying opportunities to turn those possibilities into reality. Sheikh is a graduate of Business Studies and Finance of Northumbria University from Newcastle, England.



## **STEVEN CHONG HOU NIAN**

Steven is a Member of the MIA Digital Technology Implementation Committee (DTIC). He is a past Council Member of MIA and was founding Chair of the MIA Digital Economy Taskforce and DTIC. He is the Founder of GA Alliance, an award-winning regional technology start-up in the fintech and accounting technology space. He is also the Group Chief Transformation Officer of UHY Malaysia. Internationally, UHY is an audit, accounting, tax and consultancy network with offices in 330 major business centres in 100 countries. Steven is a Member of MIA, Fellow Member of CPA Australia, ACA of the ICAEW, UK, and holds two Master's degree from Victoria University, Australia.



## **DATO' DR SUHAZIMAH DZAZALI**

Dato' Dr Suhazimah was Deputy Director-General (ICT) and Government Chief Information Officer at the Malaysian Administrative Modernisation and Management Planning Unit (MAMPU) until her retirement in 2020, after 35 years in public service. She was responsible for several transformative programmes in the Malaysian Public Service, including the computerisation and modernisation of the Immigration Department, and establishment of Government Computer Emergency Response Team (GCERT). She was instrumental in formulating the Public Sector ICT Strategic Plan 2016-2020 and the Public Sector Digitalisation Strategic Plan for 2021-2025. She led the team from MAMPU responsible for leading the strategic implementation of Public Sector digitalisation programmes and provider of shared services (MyGovNet, MyGovCloud, MyGovUC and MyGDX). She was recognised as World's 100 Most Influential People in Digital Government 2019 (by Apolitical), the Most Outstanding Chief Information Officer at the ASEAN CIO/CSO Summit & Awards 2016 (by the International Data Group ASEAN), and the Information Security Professional of the Year 2013 (by Cyber Security Malaysia—Awards, Conference & Exhibition). She is presently a member of the Competition Appeal Tribunal, and serves as an Independent Non-executive Director at Pertama Digital Bhd and Cyber Security Malaysia. Dato' Dr Suhazimah holds a PhD (Information Security Management) from University of Malaya, as well as a Master of Science in Computer Science, and a Bachelor of Science in Computer Science from Northrop University, California, USA.



## **TAN JO SYN**

Jo Synn is Manager of the Technology team at Hays Malaysia. With more than 6 years of experience in recruitment and having majored in Business and Management from the University of Portsmouth, she has successfully placed many professionals in various industries and has successfully established herself as the top performing consultant in the Malaysian business. She is currently leading a team of 15 people who specialise in recruiting for data and emerging technology professionals for organisations across various industries with a client and candidate base that consists of C-level executives across Asia.



## **PROF IR TS DR VINESH THIRUCHELVAM**

Prof Vinesh is the Deputy Vice Chancellor (Research & Innovation) and Chief Innovation Officer for the APIIT Education Group. He has over 25 years of experience in education/academics, ICT, operations & maintenance, facility management, design and project management in various industries ranging from building services/property, oil & gas, district cooling plants, co-generation power plants and the port industry. He has managed deliveries of international projects in the Maldives, India, Russia, Iran, UAE, Qatar, Saudi Arabia, Oman, Vietnam, Brunei and Malaysia. Prof Vinesh is also a member of various expert panels and task forces in local Ministries and Agencies addressing Digital Inclusivity for the nation such as KSM, KASA, KKMM, MDEC, MIA and BEM.



## **DR ZUNIKA MOHAMED**

Dr Zunika is Deputy Director General (Macro) of the Economic Planning Unit (EPU) at the Prime Minister's Department, Malaysia. Prior to this, she was served as Deputy Secretary General (Policy) of the Ministry of Agriculture in 2018 and Deputy Director General (Sectoral) at the Ministry of Economic Affairs in 2019. She began her career with the Malaysian civil service as a Diplomatic and Administrative Officer. Upon completion of her civil service training and obtaining her Diploma in Public Management from National Institute of Public Management, she was assigned to the Economic Planning Unit at the Prime Minister's Department, Malaysia. Her portfolios include handling issues on agriculture, macroeconomics, equity development, services industry, knowledge economy, manufacturing, science and technology, as well as infrastructure and public transport. Dr Zunika holds a Bachelor's degree in Economics from University of Texas, US, a Master's degree in Economics from International Islamic University, and a PhD in Economics from Universiti Putra Malaysia.

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- Individual Registration:** Full payment shall be made at the point of online registration.
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- Self-assessment quizzes at the beginning as well as at end of the webinar will be given to enable participants to self-evaluate themselves on their learning performance and level of understanding of the programme content.
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Group Rate/pax	RM 300
(Groups of 3 or more persons from the same organisation)	

\* Members of ACCA, AFA and CIMA are required to contact MIA to register for this programme.

Preferred Payment: Pay with MIA-CIMB Affinity Credit Card

**CONFERENCE DETAILS & REGISTRATION**

24 August 2021 (Tuesday), 9.00 am – 5.30 pm

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