



# Enterprise Digital Transformation Asia Conference 2022

 Aug 10-11, 2022

 Digitally presented via Airmeeet

SOUTHEAST ASIA'S FLAGSHIP EVENT  
FOR CIOs/ CDOS/ CEOs AND IT PROFESSIONALS

## GAINING YOUR COMPETITIVE ADVANTAGE IN A "DIGITAL-EVERYTHING" WORLD

Co-presented by:



Scan to Register  
1st 1000 Delegate  
Free of Charge



## Aug 10 | Day 01

### AM SESSION

**01**  
**Enterprise Digital Trends Watch**

**02**  
**Managing Digital Risks**

### PM SESSION

**03**  
**Digital Workforce & Workplace**

**04**  
**Digital Culture Talk**

## Aug 11 | Day 02

### AM SESSION

**05**  
**Intelligent Automation Solutions**

**06**  
**Digitalization of Production & Operations**

### PM SESSION

**07**  
**Digital Marketing Innovations**

**08**  
**Customer Experiences Innovation**

## Asia's flagship event of the year Bringing digital business leaders & practitioners together

Enterprise Digital Transformation Conference is a series event brand created by Escom Events. The series events are designed to bring together some of the Asia's biggest & brightest names working in digital transformation, innovation and enterprise management. Our mission is to accelerate the long term, sustainable growth of Asia's economy by spreading digital innovation and transformation ideas, solutions and culture.

The conference for 2022 will have three core focus areas of which will be people, technology & process within enterprise, and in particular, digital transformation looking at best practices, common challenges faced, success stories, the technology, tools & thinking needed to adapt, survive and thrive. During the two days courses, we will be hearing insightful presentations, talks, debates and discussions from keynote speakers from a variety of sectors sharing success stories, challenges faced, lessons learned, best practice and so much more.

Key topic of this year include:

1. Enterprise Digital Trends Watch
2. People, Culture & Leadership Talk
3. Digital Workforce & Workplace
4. Digital Project Management
5. Production Digitalization
6. Operations Digitalization
7. Digital Marketing Tools
8. Customer Experiences Innovation

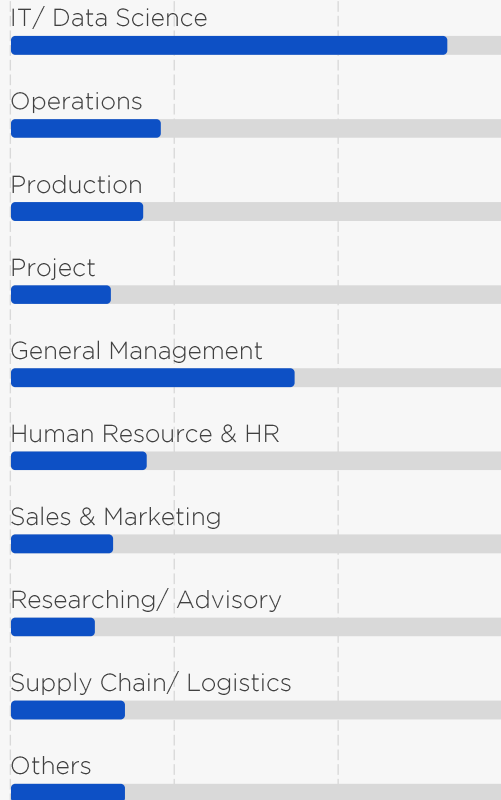
We expect some 800+ CIOs/ CDOs/ IT heads/ CEOs/ Strategy Directors/ COOs/ CMOs attending the event and they represent some of the largest players in Manufacturing, Logistics, Services, IT, Education, Financial Services sectors and more.

See you in August.

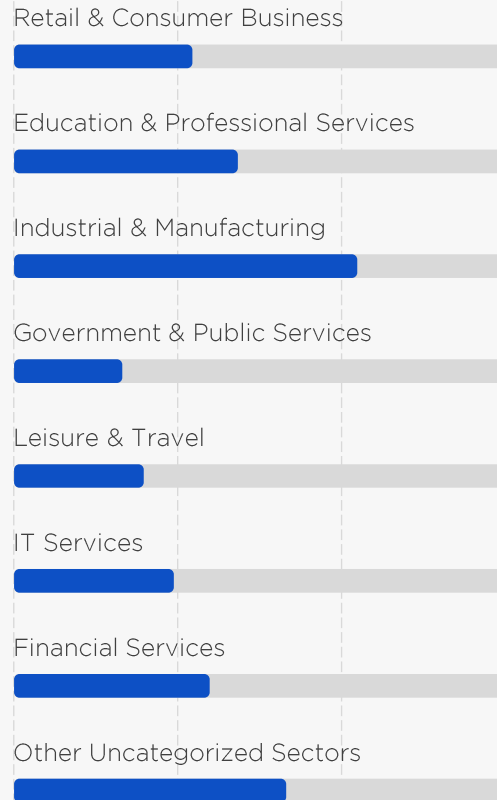
# Delegate Demography

This is the largest “Southeast Asia Focused” Conferences themed with Enterprise Digital Transformation. It attracts the IT team/ CIOs/ CDOs/ Directors of some of the largest companies in Indonesia/ Philippines/ Malaysia/ Singapore/ Thailand/ Vietnam.

## BY JOB FUNCTIONS



## BY INDUSTRY VERTICALS



**1000+**  
Registrants

**62%**  
C-level Decision Makers

**200+**  
CIO/CTO/CDOs

**300+**  
Mid/Large Enterprises in SE Asia

**500+**  
Attendees

# Previous and Inviting Speakers 1/2



**Adam Chee**  
Chief, Smart Health  
Leadership Centre  
Institute of Systems  
Science, National  
University of Singapore



**Kee Yuan Ngiam**  
Group Chief Technology  
Officer  
National University Health  
System



**Ignacio Diaz**  
CIO  
Bumrungrad  
International Hospital



**Mor Vamos**  
COO  
B.Braun Vietnam Co  
Ltd



**Geoffrey Gui**  
COO  
National Dental Centre  
Singapore



**Jamie Mervyn Lim**  
Chief Operating Officer  
Tan Tock Seng Hospital



**Yudha Agus Tri  
Basuki**  
Head of Manufacturing  
PT Kalbe Morinaga



**Darmento  
Setyawan**  
Head of Manufacturing  
PT Greenfields  
Indonesia



**Karen Puspasari**  
Division Head of Digital  
Transformation and  
R&D  
PT Nutrifood, Indonesia



**Randy Kelana**  
Operations Manager  
PT Kimia Farma  
Sungwun Pharmacia



**Sigit Prihatmoko**  
VP Corporate Strategy  
and Performance  
Bank Negara Indonesia



**Grace Marcia  
Hadiputri**  
Strategic Advisory  
(M&A) - Vice President  
DBS Bank



**Pranav Bhanage**  
Chief Executive Officer  
Petronas



**Biswa Prakash Misra**  
Group Chief  
Technology Officer  
AIA Group



**John Trotter**  
Asia Head, Digital  
Partnership Distribution  
QBE



**Varun Verma**  
APAC Head of Data &  
Analytics  
HEINEKEN



**Jason Bay**  
Director, Group COO's  
Office  
Sea Group



**Ben Assanasen**  
Chief Executive Officer  
and Group Health  
Leader  
Tune Protect



**Edmund Lim**  
Chief Partnership  
Officer  
Prudential



**Sonali Verma**  
Head, Digital, CX and  
Innovation, Regional  
Bancassurance  
Manulife



**Tomasz Kurczyk**  
Chief Transformation  
and Digital Officer  
AXA



**Robert Burr**  
Chief Executive Officer  
iptiQ



**Stephen Barnham**  
Leader  
Prudential



**Kalai Natarajan**  
General Manager  
Dai-ichi Life Insurance  
Asia Pacific



# Previous and Inviting Speakers 2/2



**Arvid Swartsenburg**  
Senior Director, Head  
Strategy & Partnerships,  
UOB TMRW



**Chulayuth  
Lochotinan**  
Head of Thailand  
Capco



**Farah Jaafar**  
CEO  
Labuan IBFC Inc.



**John Howard  
Medina**  
COO  
Philippine Bank of  
Communications  
(PBCom)



**Kathiravan  
Manoharan**  
Head of Insights & Data  
for FSI Asia  
Capgemini



**Manohar Chadalavada**  
Global Head, AI,  
Ecosystems and Open  
Banking  
Standard Chartered Bank



**Michel Hamilton**  
Chief Strategy,  
Transformation &  
Digital Officer  
PT Bank Maybank  
Indonesia, Tbk



**Michelle Rubio**  
Executive Vice  
President and Chief  
Human Resource  
Officer  
Union Bank of the  
Philippines



**Partha A V**  
Executive Director,  
Enterprise Technology  
& Performance  
Deloitte



**Shikha Johri**  
Banking and Digital  
Transformation Expert  
Kearney



**KAMARUL A  
MUHAMED**  
Founder & Group CEO  
Aerodyne Group



**Rajan Rajgopal**  
President & CEO  
DenseLight  
Semiconductors



**Tang Siew Wai**  
Country Head, Malaysia  
Carousell



**Robbie Lunn**  
Associate Director -  
Strategy &  
Performance  
KPMG



**Klaas van Asten**  
Director Global  
Strategy &  
Transformation  
LEGO Group



**Mor Vamos**  
COO  
B.Braun Vietnam Co.  
Ltd



**Mahendra Dhiraj**  
General Manager,  
Digital Initiatives  
PT. Mitra Adiperkasa  
Tbk



**Evelyn Naftalie**  
Group Vice President  
of Omnichannel  
CT Corp Digital



**Gen Lehn**  
Country head of Inditex  
MAP



**Sugiyanto Wibawa**  
Regional Business  
Director  
Kawan Lama Retail  
Indonesia



**Ravi Shankar**  
Country Head  
Lenskart Indonesia



**Sandeep Gulati**  
Vice President at  
FairPrice Group  
NTUC



**Soon Sze Meng**  
President of South East  
Asia  
JD.com



**Herman Widjaja**  
CTO & SVP  
Tokopedia

## 01 Enterprise Digital Trends Watch

09:05	<p><b>How digitalization is making Southeast Asia engines of growth</b></p> <p>We are already seeing how digitalization is reshaping Asia. In this session, speaker will offer data and trends illustrating the burgeoning digital economy led the pandemic recovery in South and Southeast Asia and discuss what is needed to advance the digitalization process.</p>
09:35	<p><b>Enterprise Rebuild: Transforming a Legacy Business into a Leading Technology Business</b></p> <p>For big companies, legacy applications frequently represent a major roadblock to digital transformation. These older systems, often built decades ago, are obsolete in terms of their inability to power modern digital interactions and improved user experiences. In this talk, speaker will share cases of how large SE Asia Enterprises are grappling with the need to digitally transform their businesses to deliver new and improved customer experiences, reduce workforce costs and expedite critical business processes.</p>
09:55	<p><b>CIO Panel: Sharing my Digital Transformation Plan Through 2025</b></p> <p>In this panel, a few CIOs from various sectors will be sharing their current digital transformation works and their strategies and plans of accelerating the long-term growth as a digital centered business through 2025</p>

## 02 Managing Digital Transformation Risks

10:40	<p><b>Mitigating the hidden risks of digital transformation</b></p> <p>As organizations pivot to increase the level of digital access offered to consumers and workforce members involving personal and business-oriented information, it creates entirely new forms of risk that must be mitigated compared to traditional ways of conducting business. In this panel we will have some CIOs/ CEOs/ IT directors to share their experiences and cases on how to identify and mitigate those risks.</p>
11:25	<p><b>Session Reserved for Event Partner</b></p>
11:45	<p><b>Data privacy protection within your organization</b></p> <p>By changing day-to-day behaviors and fostering a cultural shift, organizations can proactively manage compliance and reduce the risk of data breaches. In this presentation, speaker will share how to Ensure alignment between data protection and organizational objectives and how to Integrate the data protection workstream within existing organizational processes</p>
12:05	<p><b>Top Cybersecurity Challenges for SE Asia Businesses in 2022</b></p> <p>Recently the total number of cyberattacks increased by 50% in SE Asia. However, certain areas were harder hit than others with education, research, and healthcare bearing the brunt of the damage. This indicates a focus by cyber threat actors on the areas that are rapidly growing more reliant on technology and least prepared to protect themselves against cyber threats. In this talk, speakers will share what are the top cyber threats for their company and how they are combating them.</p>
12:30	<p><b>Lunch Break</b></p>

## 03 Digital Workforce & Workplace

13:40	<p><b>Adopting Digital &amp; New Ways of Working</b></p> <p>In a post-pandemic world, we will need to discover new ways of organizing, performing, and leading, along with new approaches to recruiting, developing, and engaging employees. All this in organizations with limitless data, open boundaries, employees and machines working side by side, and rapidly evolving employee value propositions.</p>
14:00	<p><b>Panel Discussion: Managing a human-digital workforce in 2022 and beyond</b></p> <p>In this era of millennials, the workforce is going digital. Making the organizational decision to invest in digital automation technologies is only a first step into the future of work. Businesses also need their employees to embrace these new tools for the investment to be worthwhile, and that depends on individuals truly understanding automation's value. In this talk, panelists will share how technology can simplify how employees in your company perform their duties and at the same time, to create an engaging and rewarding culture for all staffs.</p>
14:45	<p><b>Session reserved for event partner</b></p>
15:05	<p><b>Session reserved for event partner</b></p>

## 03 Digital Culture Talk

15:20	<p><b>How to Drive a Digital Transformation: Culture Is Key</b></p> <p>Digital transformation is the key to business competitiveness in a changing and increasingly demanding market. However, for this technological reform to be successfully completed, a corporate culture is needed to promote innovation and creativity within companies. In this talk we will discuss why and how Senior Leaders, including CEO, must create a strong digital culture, and what common culture risks lead to digital failure.</p>
15:40	<p><b>Session Reserved for Event Partner</b></p>
16:00	<p><b>Session Reserved for Event Partner</b></p>
16:20	<p><b>Panel Discussion: Steps of Setting My Company's Digital Values &amp; Culture</b></p> <p>By establishing a digital culture in the workplace, organizations can continuously improve operations to promote efficiency, productivity, and competitiveness. In this panel session, panelists will share what they are doing to Embrace a digital culture such as deconstruct the hierarchy, encourage innovation, attract and retain digital talents, promote internal transparency via digital tools.</p>
17:05	<p><b>Closing Remarks of Day One</b></p>

## 05 Intelligent Automation Track

09:00	<p><b>Intelligent Automation Solutions for a Truly Agile Organization</b></p> <p>Digital process automation brings together people, applications, devices, and information across an organization to produce a truly agile and digital organization. Digital process automation is often referred to as the next generation or evolution of business process management (BPM). Like BPM, digital process automation focuses on improving and digitizing the processes in an organization. In this talk, the speaker shares some of the trends, cases that automation helps large businesses in SE Asia to gain competitiveness.</p>
09:45	<p><b>How no-code technology is revolutionizing digital transformation</b></p> <p>A no-code Intelligent Automation cloud platform enables business users to create smart workflows for the way their work should be, not how it has to be. This enables greater efficiencies and visibility within their operations. Essentially, they can achieve far more with less effort, cost and risk. In this talk, the presenter will share the cases of China, US of how no-code or low-code process automation is helping companies at all size to quickly develop its own digital assets based on its very own business needs.</p>
10:05	Session Reserved for Event Partner

## 06 Digitalization of Production & Operations

10:15	<p><b>How Asia's Big Manufacturers are Digitally Transforming its Production Management</b></p> <p>67% of large manufacturers in Asia predicted the industry will see an influx of investment in automation and digitization. While these tools aren't silver bullets, automation can help ease labor concerns, adapt to unbalanced demand cycles and empower workers to up-level on more critical tasks. In this session, speaker will share how IIoT Feeds the Data Stream, How Digital Twins grant invaluable insight and what are local companies currently doing with digitalizing its production process.</p>
10:40	Session Reserved for Event Partner
11:05	Session Reserved for Event Partner
11:20	<p><b>Panel Session: Digitalization of Business Operations</b></p> <p>Digitization of Business Operations, —when done right and at scale—yields impressive upsides: a 10% to 20% reduction in production and supply chain costs, a 15% to 30% cut in working capital, and an uptick in incremental revenue growth of up to 6% through enhanced productivity. But most companies have seen mixed results. Because it's hard to digitize operations. A company needs to invest—massively—in change management, new technical skill sets, cross-functional collaboration, strategic investments, and access to pricey talent. This panel, we will invite digital experts and COOs to share their current challenges and actionable suggestions on business operations digitalization.</p>
12:05	Lunch Break

## 07 Digital Marketing Innovations

13:40	<p><b>Why Video Marketing Is More Important Now Than Ever Before</b></p> <p>Today, video marketing is more critical than it has been previously, and as such businesses need to adapt around this latest market development. Still, many businesses aren't using video marketing to its full advantage, which is a shame as they are missing out on a lucrative way to engage with internet users. In this presentation, the speaker will use real local cases to share how achieve exceptionally good marketing results via TikTok, YouTube at a very low cost.</p>
14:00	<p><b>AI Marketing: Components, Benefits, and Challenges</b></p> <p>In Consumer businesses, marketing success defines 80% of the company's total success. With the current adoption of AI in everything, many marketing managers are also exploring its application in marketing and many ended with huge success. In this panel session, marketing directors and AI experts will share What is Artificial Intelligence (AI) Marketing? What Components of AI in marketing (ML/ Voice/ Big Data)? What platforms available for SE Asia market? What challenges (Services Quality, Privacy, Getting Buy-in, Response to Change).</p>
14:45	Session reserved for event partner
15:05	Session reserved for event partner

## 08 Customer Experiences Innovation

15:15	<p><b>When A Great Customer Experience Requires Digital Transformation To Succeed</b></p> <p>The customer experience plays a crucial role in digital transformation. Or better: many digital transformation initiatives arise from pain points, business/innovation needs and growth/transformation imperatives on the customer (experience) side of business. In this talk, speakers will share how businesses can leverage social media, how to develop behavior-based messaging, how to do personalization driven by AI, how to provide self services options to customers powered by data.</p>
15:25	Session Reserved for Event Partner
15:45	Session Reserved for Event Partner
16:00	<p><b>Panel Discussion: Co-Creation of Brand Value with Your Customers in Digital Age</b></p> <p>In Asia, 38% of businesses are now piloting co-creation projects to help drive innovation. An example is Nio, the electric auto maker from China, is gaining tremendous success with this mode. This "enterprise-customer" co-create collaboration can be the way to discover new market opportunities, push product branding in new directions, or establish a presence in a completely new area. In digital age, direct engagement between company CEO and a end customer is possible. Our panelists will share their thoughts on how to establish a sustainable, participate-able and self-refreshing brand culture and value in digital everything age.</p>
16:45	Closing Remarks of Day One

## Recent Partners / Sponsors of Series Events



## TOP REASONS TO ATTEND

### + Meet

Meet over 2,000 CIOs/CDOs/CEOs from the top businesses in SE Asia

### + Educate

Educate the market and business decision makers through presentations and panel discussion

### + Showcase

Showcase your solutions, cases studies, project references directly to the corporate buyers

### + Expose

Expand your digital footprint and your exposure to IT directors, professionals

### + Generate

Generate leads (buyers) that are actually sourcing digital innovations solutions for their businesses

### + Sell

Present yourself and make sells with those project owners and CIOs

### + Connect

Connect with your peers, partnership, potential customers via this event

### + Inspire

Get inspired by our refreshing presentations and inspire your potential clients by presenting your solutions











I am happy with the result of the event, we have a lot of high profile attendees, some are from end user side, some from business partner side and there was a lot of learning from the speakers and we look forward to more of this kind of opportunities.

**Leonard Zapa, Market Development Manager, HP INC**

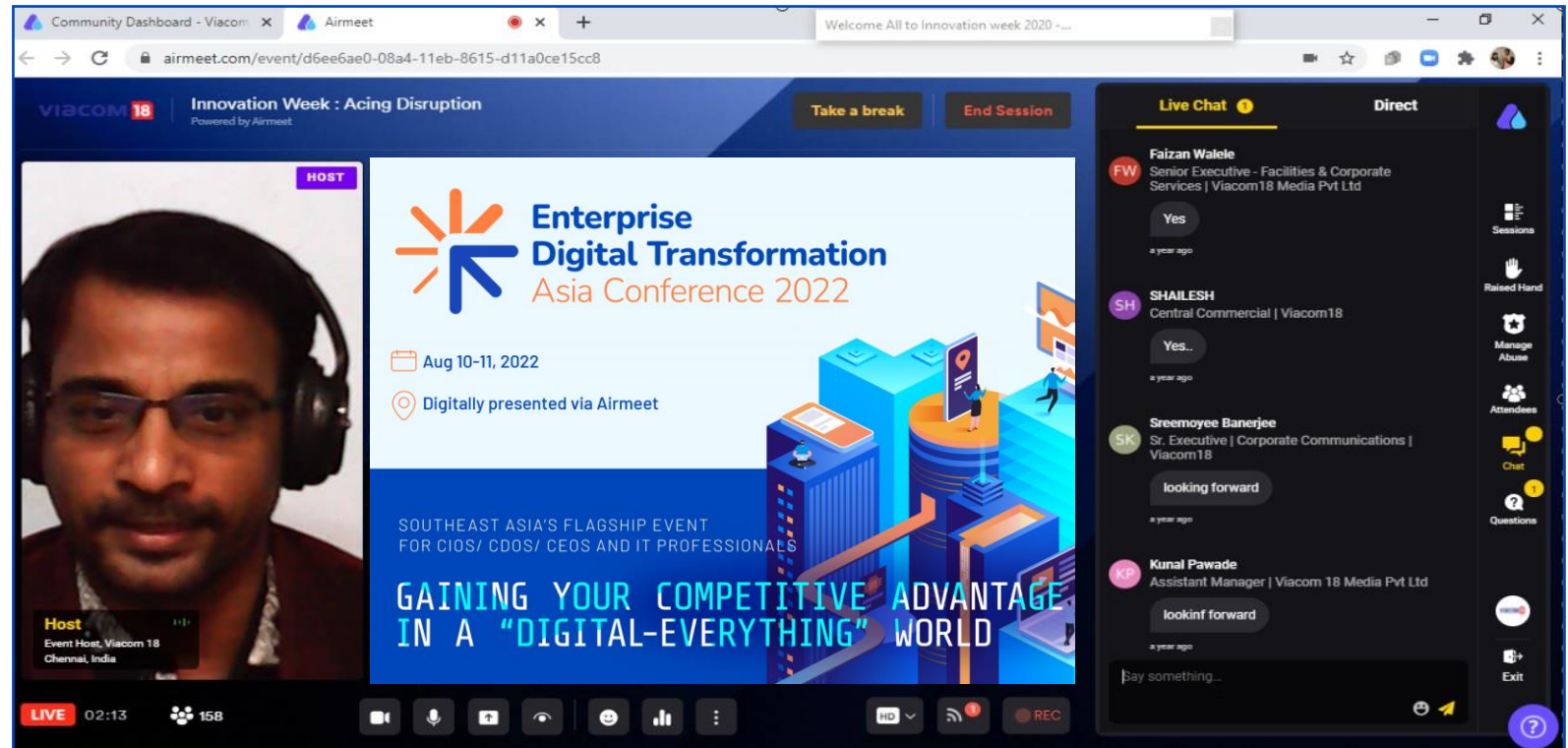


We work with Airmeeet (one of the world's best online event platform) to run this event. Basically it has all the features available just like you attend a physical conference



	Provide a wish-list and you invite them accordingly?	Yes
	Virtual booth?	Yes, product intro, video, video call available
	Set up private meeting (arranged by Escom team or I invite people to my virtual meeting room myself)	Yes
	Exchange Biz Card with any delegate?	Yes
	Randomly meet people to expand my connection?	Yes, 180seconds limit per talk
	Presentation in front of everybody?	Yes
	Handout my e-brochure, flyers?	Yes
	Collect Polls or Surveys on my product?	Yes

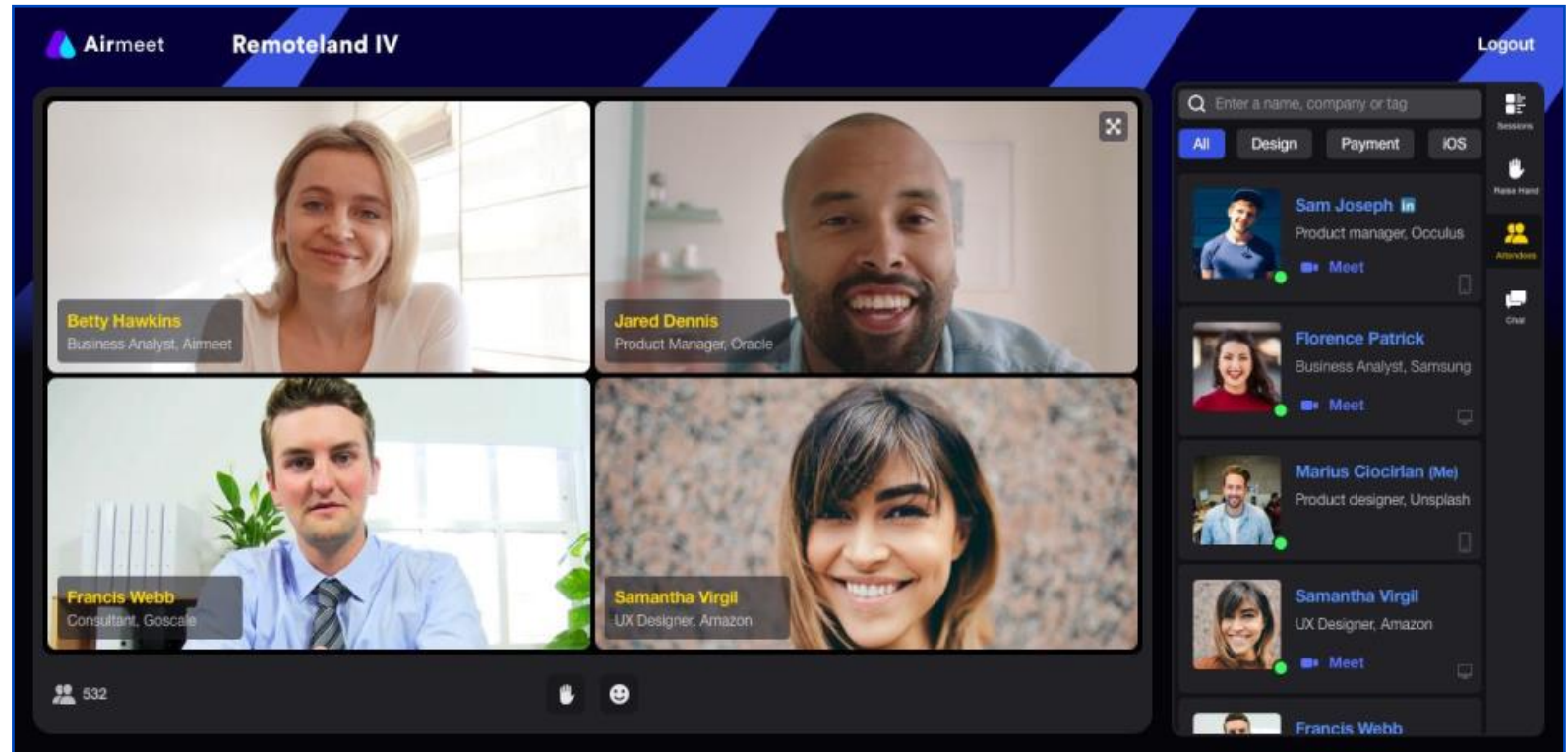
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## Making Presentation in the main stage in front of everyone

What you can do on Airmeeet

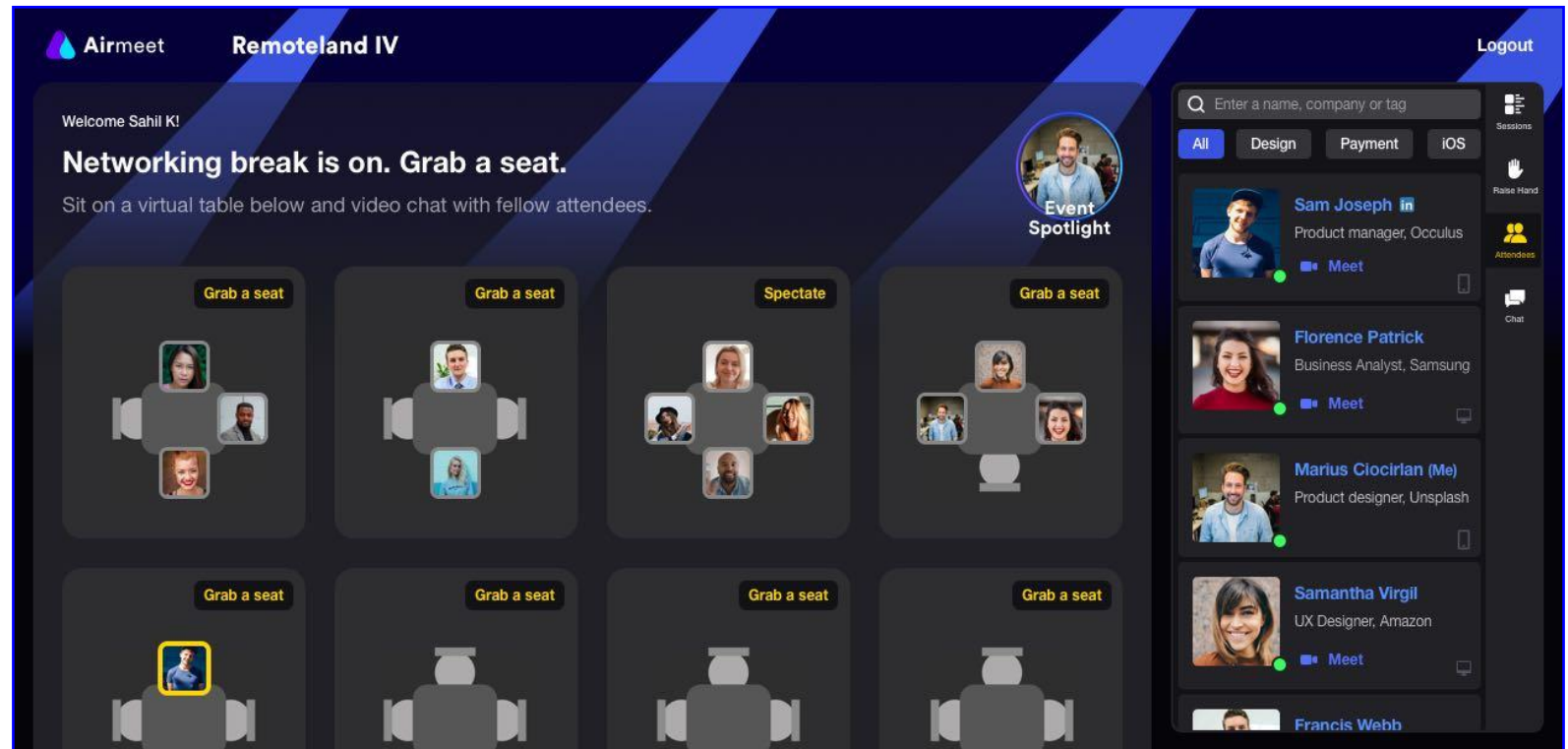
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## Join Panel Discussion in the main stage in front of everyone

What you can do on Airmeeet

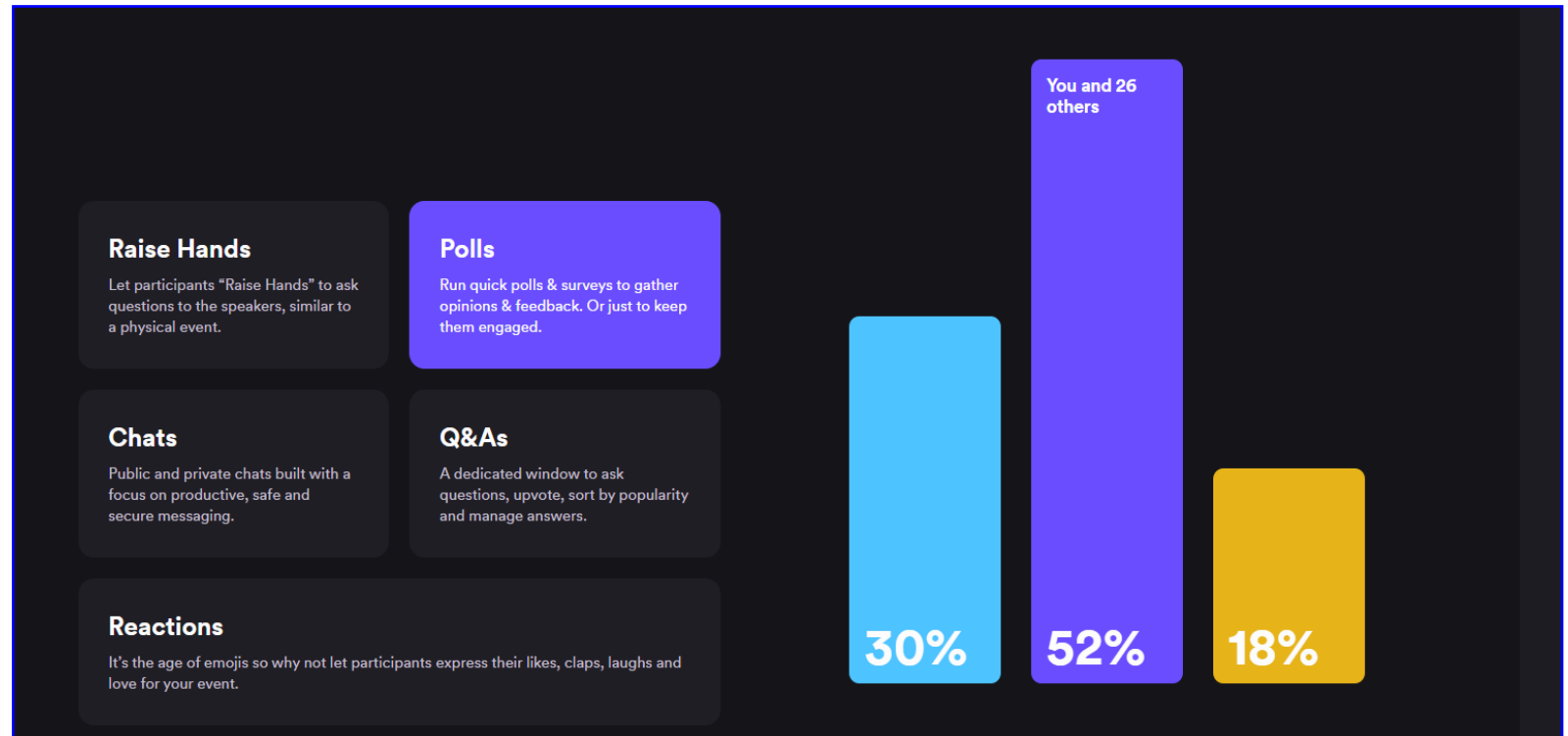
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## Host Private 1-1 Meetings With delegate on your “wish-list”

What you can do on Airmeeet

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## Interact with Attendees

And get a detailed report of how people react to your session

What you can do on Airmeeet



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## Connect People Privately

To build and expand on your connections in Banking Sector

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## The Organizer



Escom Events provides business executives with tailored practical conferences, large scale events, topical seminars, keeping them up-to-date with industry trends, technological developments and the regulatory landscape. Escom Events conferences are market leading "must attend" events for their respective industries. All our events are designed for cooperate vendors to reach their prospects and explore new business opportunities at our "One Stop Shop" Summit. We bring together the government authorities and investors, developers, operators and all other type of stakeholders in a common platform to conduct 2-3 days exclusive workshop on each specific industry. The event programs address the most pressing industry strategic topics and give answers to concrete issues and even technical prospective. Our conferences are major industry gatherings that focus on market entry, business facilitation & brand communication. By means of our comprehensive market research, strong government relationship, promotion channels, and most importantly our business integrity & dedication, Escom Events is able to provide you with the unrivaled services ensuring your expectation is perfectly met.

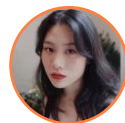
For more about us, please visit: <https://escom-events.com>

## Getting in Touch



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