

The future of manufacturing

Making things in a changing world



Wednesday, 23 September 2015

2:30pm - 6:00pm
(Registration starts at 2:00pm)

Hilton Kuala Lumpur
3 Jalan Stesen Sentral
Kuala Lumpur Sentral
50470 Kuala Lumpur
Malaysia

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Overview

Highlights

Manufacturing used to be about making physical products. Today, however, changes in consumer demand, the nature of products, the economics of production, and the economics of the value chain have led to major shifts in the way goods are designed, produced, and sold. To succeed in this evolving landscape, manufacturers must find new ways to create and capture value.

The Future of Manufacturing: Making things in a changing world explores how exponential technological advancement, coupled with eroding barriers to entry, commercialisation, and learning, are creating a new business landscape. While large-scale production will always dominate some segments of the value chain, innovative models are enabling small players to enter markets once the province of large incumbents.

Together, these trends have undermined more traditional modes of value creation. As they play out in more and more manufacturing sectors, large incumbents will need to focus on roles likely to lead to concentration and consolidation. To become world-class in these roles, companies must hone their focus, shedding unrelated parts of the business and partnering with more fragmented but focused niche operators. As the manufacturing landscape evolves and competitive pressure mounts, position matters more than ever.

Join us for an exclusive session on the Future of Manufacturing to find out more about the changing economics of production and distribution, along with shifts in consumer demand and the emergence of “smart” products and the role you will play in this changing landscape.

Agenda

Time	Agenda	Speakers
02:00pm – 02:30pm	Registration	
02:30pm – 02:35pm	Welcome and introduction - By Deloitte	Tan Theng Hooi Deloitte Country Managing Partner
02:35pm – 02:40pm	Welcome and introduction - By FMM	Raja Dato' Abd Aziz bin Raja Muda Musa Vice President, Federation of Malaysian Manufacturers
02:40pm – 03:00pm	Energising the Manufacturing Sector – Strategies under the 11th Malaysia Plan	Liew Siew Lee Director of Manufacturing Industry, Science & Technology, Economic Planning Unit, Prime Minister's Department
03:00pm – 03:10pm	Coffee / Tea break	
03:10pm – 04:00pm	Making things in a changing world	Duleesha Kulasooriya Head of Strategy, Deloitte Center for the Edge
04:00pm – 04:30pm	Panel discussion	<i>Moderator:</i> Muralidhar, M.S.K. Executive Director, Southeast Asia Manufacturing Leader, Deloitte <i>Panelists:</i> Duleesha Kulasooriya Head of Strategy, Deloitte Center for the Edge Liew Siew Lee Director of Manufacturing Industry, Science & Technology, Economic Planning Unit, Prime Minister's Department Raja Dato' Abd Aziz bin Raja Muda Musa Vice President, Federation of Malaysian Manufacturers Hisham Halim Executive Director, Deloitte Malaysia
04:30pm – 04:40pm	Closing remarks	Muralidhar, M.S.K. Executive Director, Southeast Asia Manufacturing Leader, Deloitte
04:40pm – 06:00pm	Networking cocktail	

Who should attend

CEOs, CFOs, CIOs, CTOs, Business Development Directors

Speaker's profile



Duleesha Kulasooriya

Head of Strategy, Deloitte Center for the Edge, USA

Duleesha is the lead strategist for the Deloitte Center for the Edge—a San Francisco based management research institute exploring the edges of business and technology. Over the past few years, the Center has explored how the world is changing in very dramatic ways as a result of ever-evolving digital infrastructure and liberalising public policy, and the implications these changes have for us as individuals and institutions. Duleesha has researched, written, and spoken extensively about the pathways to moving from static to dynamic business ecosystems, emerging business landscapes, rethinking the role of firms and individuals in the form of institutional innovation, and the relevance of 'edges' such as the Maker Movement, the Sharing Economy, and Burning Man.

Prior to his current gig, Duleesha was a strategy consultant with Deloitte for many years with global experience in corporate strategy, customer and market strategy, and 'turn-around' opportunities. Duleesha has a BA in Economics and BS in Engineering from Swarthmore College, and an MBA from the Wharton School of Business at the University of Pennsylvania.



Liew Siew Lee

Director of Manufacturing Industry, Science & Technology, Economic Planning Unit, Prime Minister's Department

Madam Liew Siew Lee is currently the Director of Manufacturing Industry, Science & Technology Section of the Economic Planning Unit, Prime Minister's Department. She has held the post since October 2007, where prior to this, she was the Director of the Regional Economics Section (December 2006 - September 2007) and Senior Principal Assistant Director in the Infrastructure and Utilities Section (September 1994 – December 2006). Her current work functions include formulating policies and strategies for the development of a conducive environment, underpinned by science and technology, that will support and catalyse the further development of industries in Malaysia.

An Economics graduate from the University of Malaya (1980), she joined the Administrative and Diplomatic Service in 1981 and has served in the Ministry of Human Resources (formerly Labour) in the International Section dealing with organisations such as ILO, MEF, MTUC and CUEPACS (1981-1984); Ministry of Information handling procurement (1984-1993) and Ministry of Finance (1994) before joining the Economic Planning Unit in September 1994.



Raja Dato' Abd Aziz bin Raja Muda Musa

Vice President of Federation of Malaysian Manufacturers

Joined Johan Ceramics Berhad as Managing Director but continued as a Non Executive Director of the company. He has a Bachelor of Arts degree from University of Malaya.

Presently, he is one of the Vice Presidents of the Federation of Malaysian Manufacturers, Chairman of the FMM Customs Committee and the Advisor to the FMM Malaysian Ceramic Industry Group of (FMM MCIG). Prior to his retirement as the Managing Director of Johan Ceramics Berhad, he was the Chairman of FMM MCIG from 2004-2014.

He was appointed by the Minister of Human Resources to be the Chairman of PSMB from 27 June 2011 to 15 May 2013.

He was also a member of the Advisory Panel of Akademi Kastam DiRaja Malaysia from 2008 to 2010.

Speaker's profile



Muralidhar, M.S.K.

Executive Director, Southeast Asia Manufacturing Leader, Deloitte

Murali is the leader for Manufacturing industry in Southeast Asia. He has over 24 years of industry and consulting experience, of which, he spent 17 years with Deloitte Consulting, leading large scale business transformation programs across all major economies in Asia Pacific. His engagement spans across clients from Consumer Electronics, Semiconductor, Oleo-chemical, Industrial Products and Automotive industries. He specialises in Operational Excellence, Systems Integration, Operating model development and Change Transformation.



Hisham Halim

Executive Director, Deloitte Malaysia

Hisham is a Tax Partner at Deloitte Malaysia based in Kuala Lumpur, specialising in transfer pricing, supply chain and business model optimisation and government incentives. He has extensive experience in a wide range of transfer pricing documentation and planning projects, and audits for large multinational clients spanning various industries, including energy and oil & gas.

Hisham joined Deloitte from a reputable strategic investment fund in Malaysia, bringing with him 17 years of diverse experience working with the Big Four firms and multinational corporations, including 12 years in United Kingdom and Australia.

Whilst in the UK, Hisham spent a number of years with Shell in London. Hisham was heavily involved in several supply chain projects involving certain Shell Downstream businesses.

Registration and enquiries

Registration

Please register by 14 September 2015 as there are limited seats for this complimentary event.

Enquiries

For enquiries or assistance, please contact:

Hema Thiruchelvam / Kamsiah

Tel: 03-62867200

Fax: 03-6274 1266 / 7288

Business_Environment@fmm.org.my

Further information about registration

Please use the registration form below. Photocopy of registration form is acceptable.

Seat availability: Due to limited seating, we operate on a first come, first serve basis. Please ensure to book your seats immediately by sending the completed form. Each organisation is limited to **two (2)** representatives.

Please click [here](#) for online registration.

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