

**FMM INNOVATION CONFERENCE 2013**  
**Identifying Opportunities, Accelerating Growth**  
 Tuesday, October 1, 2013  
 Sime Darby Convention Centre, Kuala Lumpur

<b><u>PROGRAMME</u> *</b>	
8.00 am	Registration of participants Company Demo Station Visits Networking Breakfast
9.00 am	<b>Welcome Remarks</b> <i>FMM</i>
9.10 am	<b>Opening Address</b> <i>YB Datuk Dr. Ewon Ebin</i> <i>Minister, Ministry of Science, Technology &amp; Innovation, Malaysia</i>
9.30 am	<b>Keynote Address:</b> <b>The Journey Towards a \$1 Billion Company</b> <i>YBhg Dato' Pua Khein-Seng</i> <i>President, Phison Electronics Corp</i>
10.10 am	Question & Answer Session – Phison Electronics
10.30 am	Networking Coffee Break Company Demo Station Visits
<b>Innovative Business Model – Identifying Opportunities</b>	
10.45 am	<b>Creating an Innovative Business Model - A Global and Malaysian Perspective</b> <i>General Electric</i>
11.30 am	<b>Encouraging Innovation in Malaysia: What Are We Really Lacking?</b> <i>Mr. Mark Rozario</i> <i>Chief Executive Officer, Agensi Inovasi Malaysia</i>
12.15 pm	<b>Panel Discussion:</b> <b>Innovative Malaysia by 2020: Knowing What To Strive For and How To Measure It</b>  <i>Moderator:</i> <i>YBhg Dato' Haji Mizanur Rahman Ghani</i> <i>FMM Council Member</i>  <i>Panellists:</i> <ul style="list-style-type: none"> <li>• <i>General Electric</i></li> <li>• <i>Agensi Inovasi Malaysia</i></li> <li>• <i>Google Malaysia</i></li> <li>• <i>Nestlé</i></li> <li>• <i>Malaysian Industry-Government Group for High Technology (MiGHT)</i></li> </ul>
1.00 pm	Networking Lunch Company Demo Station Visits

		Success Stories of Innovations
2.00	pm	<p><b>Bringing an Idea to Life</b></p> <ul style="list-style-type: none"> <li>• <b>Cakes &amp; Cafés</b> <i>YBhg Dato' Steven Sim</i> <i>Founder and Chief Executive Officer, Secret Recipe</i></li> <li>• <b>Life of Pi</b> <i>En. Hasnul Hadi Samsudin</i> <i>Senior Manager, Rhythm &amp; Hues, Kuala Lumpur</i></li> </ul>
3.20	pm	<p>Networking Coffee Break Company Demo Station Visits</p>
3.30	pm	<p><b>What Makes Samsung Such An Innovative Company?</b> <i>Mr. Jimmy Tan</i> <i>Director of Consumer Electronics Marketing</i> <i>Samsung Malaysia</i></p>
4.15	pm	<p><b>Panel Discussion:</b> <b>Commercial Success of Innovations: Mitigating Challenges and Focussed Execution</b></p> <p><i>Moderator:</i> <i>Mr. John Lee</i> <i>FMM Council Member</i></p> <p><i>Panellists:</i></p> <ul style="list-style-type: none"> <li>• <i>Secret Recipe</i></li> <li>• <i>Rhythm &amp; Hues, Kuala Lumpur</i></li> <li>• <i>Samsung Malaysia</i></li> <li>• <i>Corvan Technology</i></li> <li>• <i>Bonia</i></li> </ul>
5.00	pm	<p>Conference Concludes</p>

\* Invited speakers and tentative presentation topics. The organiser reserves the right to alter the content and timing of the programme in the best interest of the conference.