



Prepared by: DPN Secretariat

Date: 2nd November 2020

TERMS OF REFERENCE: APPOINTMENT AS WRITER FOR DIGITAL PRODUCTIVITY NEXUS: SPEECH AND DESCRIPTION OF TOPICS FOR LEADERSHIP AND DIGITAL SUMMIT 2020: GO B.I.G WITH DIGITAL

1. BACKGROUND

Digital Productivity Nexus is responsible in ensuring that productivity improvement initiatives outlined in the Malaysian Productivity Blueprint can be realized. This can be realized by through the initiative of 'Go B.I.G with Digital' which aims to achieve breakthrough productivity via digital and technology adoption for drastic and huge impacts in businesses. 'Go B.I.G with Digital' focuses on catalysing productivity growth for Breakthrough results, strengthening Integrity and empowering best practices and Good values to increase productivity growth or 'Go B.I.G with Digital'. This will be done through the adoption of IR4.0, producing stronger connectivity and innovation of technology.

Go B.I.G with Digital initiative is to cultivate awareness of the use of digital among leaders from various level of leadership in the public and private sectors. It is believed that, the use of digital in organizations will give huge returns and drastic effects to organizations and companies from time to time.

It is estimated that as many as 1 million various levels of leadership in Malaysia are among the top management which includes the public and private service sectors. This group is very important to be given awareness and understanding of the importance of 'Go B.I.G with Digital' which enables their organization to move forward with greater momentum.

2. OBJECTIVE

To prepare Speech and Description of topics for Leadership and Digital Summit 2020: Go B.I.G with Digital.

3. PROJECT TERM

Proposed project term is November 2020.

4. COST

Payment for the service will follow the *kadar bayaran perkhidmatan penulisan laporan / artikel / kajian kes* in MPC which is **RM200.00 per-pages (maximum 2 pages for each speech and description)**. Details as in table 1:

Time	Proposed Agenda	Remarks (✓) need descriptions	Rate (RM200/page)
8:45	Open of virtual platform		
9:30	<p>1) Welcoming Remarks by the Champion of Digital Productivity Nexus (DPN), Dato' Wei Chuan Beng.</p> <p>2) Keynote: Leadership in Action- Go B.I.G with Digital</p> <p>a) YBhg. Tan Sri Jamaludin Ibrahim, Managing Director/President & Group Chief Executive Officer of Axiata Group Berhad</p> <p>b) YBhg. Tan Sri Mohd Zuki Bin Ali, Chief Secretary of the Government</p>	✓ ✓ ✓	<p>Speech (2 pages)</p> <p>2 pages</p> <p>2 pages</p>
	<p>Opening remarks</p> <p>a) YB Dato' Seri Mohamed Azmin Ali (Tentative) Senior Minister, Minister of International Trade and Industry</p>	✓	<p>Speech (2 pages)</p>

APPENDIX 1

Time	Proposed Agenda	Remarks (✓) need descriptions	Rate (RM200/page)
10:30	<p>Integrity with Digital: From Transparency to Customer Loyalty</p> <p>Proposed Speakers:</p> <ol style="list-style-type: none"> 1. YBhg. Dato' Michael Tio, CEO & Managing Director of PKT Logistics Group 2. Pn. Nor Azimah Abdul Aziz, CEO Companies of Commission of Malaysia (SSM) <p>Proposed Moderator:</p> <ul style="list-style-type: none"> • YBhg. Dato' Abdul Latif Hj. Abu Seman, Director General Malaysia Productivity Corporation (MPC) 	✓ ✓ (to prepare proposed questions and answer)	Description of topic (2 pages) 2 pages
11:30	<p>Force of Good: Digital Technology</p> <p>Proposed Speakers:</p> <ol style="list-style-type: none"> 1. Mr. Leo Chow, CEO of Lazada Malaysia 2. YBhg. Datuk Wira Dr Hj. Rais Hussin Mohamed Ariff, Chairman Malaysia Digital Economy Corporation (MDEC) 3. M. Nazri Muhd, CEO of MyFinB Group <p>Proposed Moderator:</p> <p>Encik Zahid Ismail, Deputy Director General of Malaysia Productivity Corporation (MPC)</p>	✓ ✓ (to prepare proposed questions and answer)	Description of topic (2 pages) 2 pages
12:30	Showcasing AR and AI as the New Innovation Engine for Business Transformation		
1:00	End of session		
	Press Release (after event)		2 pages
	TOTAL		18 pages (RM3600)