



CHEMICAL PRODUCTIVITY NEXUS

Disahkan Oleh

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Nik Faizal Nik Ahmad  
Timbalan Pengarah

# PROGRAM COORDINATOR REPORT PHASE ONE

CHEMICAL PRODUCTIVITY NEXUS (CPN)

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## PRODUCTIVITY NEXUS CHEMICAL

### 1. BACKGROUND

The Productivity Nexus was established to drive the implementation of productivity initiatives proposed by the Malaysia Productivity Blueprint (MPB). It acts as a one-stop platform to support sector-level initiatives, by creating awareness, improving understanding, and facilitating the adoption of the sector-level initiatives. Productivity Nexus are implemented for 9 priority subsectors to help enterprises produce high-value output at lower costs.

Additionally, the nexus will develop and disseminate tools, contribute to best practices, and create recommended pools of consultants to support enterprises in their efforts to address industry-specific issues. This will strengthen partnerships between government, enterprises, and trade associations and chambers

One of the priority subsectors identified is chemicals and chemical products also known as Nexus Chemical where this subsector covers a wide range of goods, including chemicals and chemical products, pharmaceuticals, medicinal chemicals, and botanical products. The subsector are prioritised based on criteria such as productivity gap, contribution to GDP and employment, and readiness to implement productivity improvement under the existing Government plan.

Mainly, the roles of chemical nexus are to improve awareness and adoption of sector-level initiatives, empower enterprises by developing and disseminating tools that will boost productivity and foster knowledge sharing through productivity expert, who can help enterprises identify their productivity challenges and share best practices and solutions.

#### **Productivity Initiatives**

The sector level productivity initiatives were drafted to address key challenges of the chemical industry. There are three (3) main productivity initiatives outlined in the Malaysia Productivity Blueprint to be implemented, coordinated and monitored by chemical nexus. The productivity initiatives are as follows:

- **Industry Structure**

- Establish chemicals Centre of Excellence built on clear strategies for chemicals and chemical products subsector.
- Enable SMEs to move towards high value add components in the chemical value chain.
- Provide support to high potential SMEs to expand internationally.

- **Technology**

- Provide technical, digital and management support to enhance SME capabilities.

- **Workforce**

- Deepen collaboration between industry players and educational institutions offering chemical-related courses.

However, changes in the local economy have brought forth new issues and challenges towards this chemical sector. Malaysia Productivity Corporation (MPC) took this as to their advantage to fully utilized the use of digitalization as a change agent on its existing plan to further expand the knowledge sharing on sustaining a business and helping Small and Medium Enterprises (SME) to re-strategize their businesses in surviving post COVID-19.

Hence, Chemical Nexus takes initiatives to organize a series of webinar as an alternative tool used to communicate and disseminate the knowledge and information as MPC appointed industry specialists. They are Entrepreneurs and Business Coach with extensive experience in the 'Chemical' industry who will share their knowledge and experience in the chemical business world.

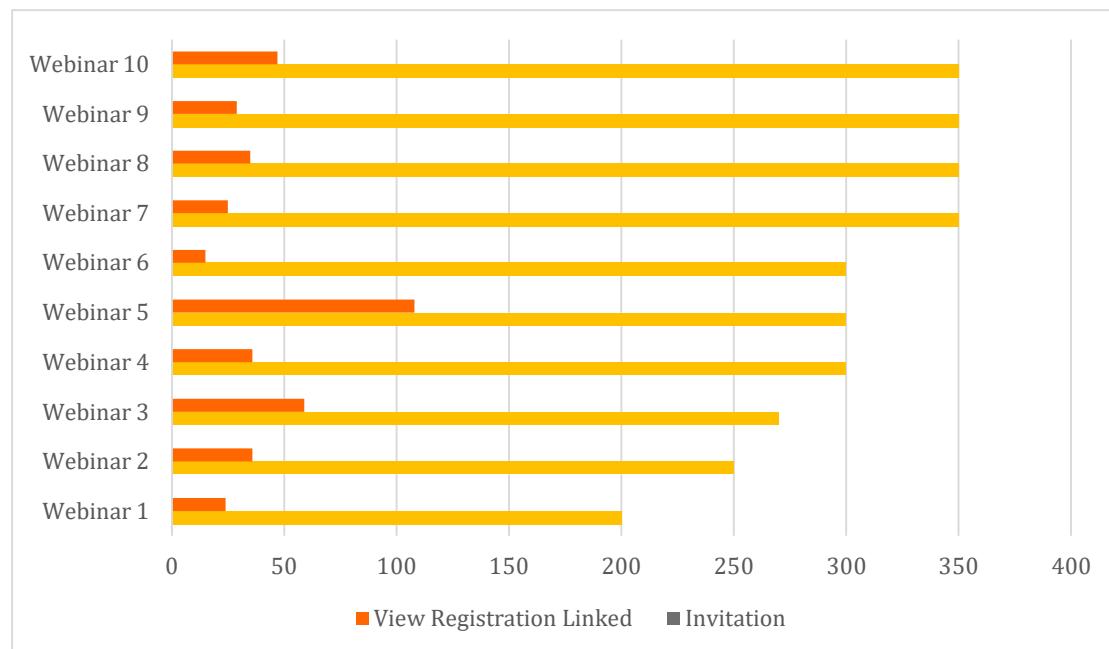
## 2. LIST OF ADVISORS AND SCHEDULE PLANNING

NAME	DESIGNATION	ROLES
<b>HARIDASS NAGALINGAM</b>	Trade Development Advisory	SPEAKER
<b>DR EDLY FERDN RAMLY</b>	EFR Management Consultant	SPEAKER
<b>CHELSEA CHEE</b>	CEO, Mentari Alam Eko Sdn Bhd	SPEAKER
<b>MAE OOI</b>	Sale Director, Mentari Alam Eko Sdn Bhd	SPEAKER
<b>HELMI BASRI</b>	MPC Associate	MODERATOR
<b>MUHAMMAD KHAIRIL FAIEZ</b>	MPC Associate	MODERATOR

NO	DATE	TIME	TOPIC
1.	6/11/2020	3.00PM	The Need for Export?
2.	10/11/2020	10.00AM	Challenges of Becoming an Exporter/Exporting
3.	13/11/2020	3.00PM	What you need to be a successful exporter?
4.	17/11/2020	10.00AM	Export Strategy
5.	19/11/2020	2.00PM	Reduction of Waste in the Operation
6.	20/11/2020	3.00PM	Designing a Strategy
7.	24/11/2020	10.00AM	Risk Management / Mitigation Plan
8.	24/11/2020	3.30PM	Intro of industry 4.0 & it's technologies related to chemical industry
9.	26/11/2020	11.45AM	Application for Effective & Efficient Manufacturing in Chemical Plant
10.	26/11/2020	3.00PM	Improving Chemical Plant Productivity & Safety Through Lean Plant Product Movement

### 3. PROGRAM SUMMARY

**Total Webinar Program: 10 Sessions**  
**Advisory Date: 6 November 2020 – 26 November 2020**  
**Total Advisory Involved: 6 Advisors**



Program	View Registration Link	Percentage %
Webinar 1	24	12
Webinar 2	36	15
Webinar 3	59	22
Webinar 4	36	12
Webinar 5	108	36
Webinar 6	15	5
Webinar 7	25	7
Webinar 8	35	10
Webinar 9	29	8
Webinar 10	47	14

A total Number of 10 webinar series was organized from 6 November – 26 November 2020. An estimation around 200 – 350 invitation was sent out for each webinar series organized from variety of companies from different sectors. Out of the following invitation sent out, not more than 40% clicked on the following registration link while the remaining  $\approx$ 150 invites were either bounds back, did not go through or unread.



When comparing from the number of registered participants with the ones that attended, we can actually see that most of the people who registered are well committed towards the respective programs. We can also see that the first few webinars there is an upward trends while the following session contributed toward a stagnant trend. Out of all the webinar series, webinar number five (5) has proven to be the most participated series with the topic on “Best Practices on Food Waste Management”.

Overall, all participants are satisfied with the session that was organized by Chemical Productivity Nexus (CPN) and requested MPC to do follow-up program.

#### 4. POSTERS / ON GOING SESSIONS

##### WEBINAR 1:

**THE NEED FOR EXPORT?**

Yes, exporting will increase your revenue but there are many other reasons why export should be considered.

6th Nov 2020 (FRIDAY)  
3.00pm – 4.00pm  
Webinar ID : 541-026-267

**SPEAKER**  
Haridas Nagalingam  
Trade Development Advisory

**MODERATOR**  
Muhammad Khairi Faiez  
MPC Associates

PRESENTED BY  
HARIDAS NAGALINGAM

EXPORT DEVELOPMENT  
MODULE 1 : The Need for Export

Attendees Still On Hold: 4 of 151 (ms)

Talking: Syukri Hadi

Select a Poll... Launch Poll

Designing an Export Strategy  
Webinar ID: 206-992-342

**WEBINAR 2:**

The image shows a GoToWebinar control panel and a video feed. The control panel on the right indicates 181 attendees, with three participants visible in the video feed: Haridas Nagalingam, Muhammad Khalil Faiez, and Syakir Hadli. The webinar title is 'Challenges of Becoming an EXPORTER / EXPORTING', and the date is 10th Nov 2020 (Tuesday) from 10.00am - 11.00am. The speaker is Haridas Nagalingam, and the moderator is Muhammad Khalil Faiez. The presentation is titled 'EXPORT DEVELOPMENT' and 'MODULE 2 : Challenges of Becoming an Exporter', presented by HARIDASS NAGALINGAM.

**WEBINAR 3:**

The image shows a GoToWebinar control panel and a video feed. The control panel indicates 120 attendees, with three participants visible in the video feed: Haridas Nagalingam, Gembia Solution 2, and Muhammad Khalil Faiez. The webinar title is 'What you need to be a SUCCESSFUL EXPORTER?', and the date is 13th Nov 2020 (Friday) from 3.00pm - 4.00pm. The speaker is Haridas Nagalingam, and the moderator is Muhammad Khalil Faiez. The presentation is titled 'EXPORT DEVELOPMENT' and 'MODULE 3', with the subtitle 'What you need, to be a successful exporter?', presented by HARIDASS NAGALINGAM.

**WEBINAR 4:**

The image shows a GoToWebinar control panel and a video feed. The control panel indicates 120 attendees, with three participants visible in the video feed: MPC CTW Lite 2, Haridas Nagalingam, and Gembia Solution 2. The webinar title is 'EXPORT STRATEGY', and the date is 17th Nov 2020 (Tuesday) from 10.00am - 11.00am. The speaker is Haridas Nagalingam, and the moderator is Muhammad Khalil Faiez. The presentation is titled 'EXPORT DEVELOPMENT' and 'MODULE 4 : EXPORT STRATEGY', presented by HARIDASS NAGALINGAM, TRADE DEVELOPMENT ADVISOR.

## COORDINATOR REPORT CHEMICAL PRODUCTIVITY NEXUS (7/12/2020)

### WEBINAR 5:

The screenshot shows a GoToWebinar interface. The main title is 'MAEKO Food Waste Management Technology'. Below it is a large image of a circular pile of food waste. The GoToWebinar control panel is visible on the right, showing 'Attendees Still On Hold' and 'Attendees 4 of 151 (max)'. The webinar details on the left include 'Topic 01: A Global Award Winning Food Waste Management Technology' and 'Topic 02: Circular Economy concept for Food Waste Management for a Resilient Nation'. It also lists speakers: MS. CHELSEA CHEE, HELMY BASRI, and MS. MAR OOI. The date is 19th Nov 2020, 2.00pm – 3.00pm, and the Webinar ID is 505-007-483.

### WEBINAR 6:

The screenshot shows a GoToWebinar interface. The main title is 'EXPORT DEVELOPMENT MODULE 5 : DESIGNING AN EXPORT STRATEGY/PLAN'. The presentation slide includes the text 'PRESENTED BY HARIDASS NAGALINGAM TRADE DEVELOPMENT ADVISORY'. The GoToWebinar control panel on the right shows 'Attendees Still On Hold' and 'Attendees 4 of 151 (max)'. The webinar details on the left include 'DESIGNING an Export Strategy', 'SPEAKER: Haridass Nagalingam, Trade Development Advisory', 'MODERATOR: Muhammad Khairil Falez, Moderator MPC Associates', and the date '20th NOVEMBER 2020 FRIDAY 3.00 pm – 4.00 pm'.

### WEBINAR 7:

The screenshot shows a GoToWebinar interface. The main title is 'EXPORT DEVELOPMENT MODULE 6 : EXPORT RISK MANAGEMENT'. The presentation slide includes the text 'PRESENTED BY HARIDASS NAGALINGAM TRADE DEVELOPMENT ADVISORY'. The GoToWebinar control panel on the right shows 'Attendees Still On Hold' and 'Attendees 1 of 151 (max)'. The webinar details on the left include 'RISK MANAGEMENT & MITIGATION PLAN', 'SPEAKER: Haridass Nagalingam, Trade Development Advisory', 'MODERATOR: Muhammad Khairil Falez, MPC Associates', and the date '24th Nov 2020 (Tuesday) 10.00am – 11.00am'.

## WEBINAR 8:

**Introduction of Industry 4.0 & Its Technologies Related to Chemical Industry**

24th NOVEMBER 2020 **TUESDAY** 3.30pm - 4.30pm

Webinar ID: 268-692-843

Dr. Cheng Boon Seng, CEO, MPC 4.0 Technology Centre

Helmy Batri, Moderator, MPC Associates

24th NOVEMBER 2020 **TUESDAY** 3.30pm - 4.30pm

Webinar ID: 268-692-843

https://attendee.gotowebinar.com/register/3195738653797015053

**The History of Industry 4.0**

- Germany: High-Tech Strategy
- Platform Industrie 4.0: Computerised Manufacturing
- Convergency of Operational Technology & Information Technology

## WEBINAR 9:

**APPLICATION FOR EFFECTIVE AND EFFICIENT MANUFACTURING IN CHEMICAL PLANT**

26th Nov 2020 (Thursday) 11.45am - 12.45pm

Webinar ID: 593-791-779

Dr. Eddy Ferdinand Ramly, Head of Research & Development MPC, Associate Professor of Chemical Engineering, Universiti Teknologi PETRONAS

MODERATOR: Ir. Riwiyati Ramly, MPC 4.0 Technology Centre

26th Nov 2020 (Thursday) 11.45am - 12.45pm

Webinar ID: 593-791-779

**APPLICATION FOR EFFECTIVE AND EFFICIENT MANUFACTURING IN CHEMICAL PLANT**

This webinar share the common issues in chemical plant to improve the plant productivity toward better, faster and cheaper operation.

## WEBINAR 10:

**Improving Chemical Plant Productivity & Safety Through Lean Plant Product Movement**

One of the main sources of waste in chemical plant is product movement. It is possible to reduce the movement by offering the plant layout and classified as avoidable and unavoidable movement. All the avoidable movement can be eliminated, and unavoidable movement can be reduced through effective kaizen programs.

Dr. Eddy Ferdinand Ramly, Head of Research & Development MPC, Associate Professor of Chemical Engineering, Universiti Teknologi PETRONAS

MODERATOR: Ir. Riwiyati Ramly, MPC 4.0 Technology Centre

26th Nov 2020 (Thursday) 3.00pm - 4.00pm

Webinar ID: 695-534-939

26th Nov 2020 (Thursday) 3.00pm - 4.00pm

Webinar ID: 695-534-939

**Improving Chemical Plant Productivity & Safety Through Lean Plant Product Movement**

This webinar share the common issues in chemical plant to improve the plant productivity toward better, faster and cheaper operation.

## 5. COORDINATOR ROLES & RESPONSIBILITIES (ACTIVITY TRACKING)

No	Activity
1	<b>ONLINE APPLICATION FORM</b> Prepare, receive and manage online applications form
2.	Assign/Brief roles and duties of speaker and moderator
3.	Develop Schedule with selected Speakers/Moderators
4.	Coordination Meeting
5.	<b>COORDINATION</b> 1. CPN Schedule Set appointment, provide Meeting Room Link  2. CPN Reminder to Advisor Inform and remind to Advisors 3 days, 1 day and 1 hour before the Webinar session.  3. CPN Reminder to Participants Inform companies on the assigned date and time of webinar sessions, provide Meeting Room Link and send reminder to participants 3 days, 1 day and 1 hour before the Webinar session.
6.	<b>MONITORING CPN</b> 1. Ensure Advisor and Participants to enter Meeting Room 15 minute before the Webinar session. 2. Assist Advisors with familiarizing with the software. 3. Technical support 4. Monitor webinar sessions
7.	<b>REPORT CPN</b> 1. Compile relevant information before, during, after session

## 6. SUGGESTION FOR FUTURE CHEMICAL PRODUCTIVITY NEXUS (CPN)

- Session can be carried out based on requiring issues on other matters. The advisors may tackle more issues in 1 single session
- Include sharing of best practices on established companies on the presented topics
- Upgrade webinar that could provide video playing or alternate to another platform for similar matter
- Could extend the duration on the technical preparation part to reduce any difficulties during the program
- Ensure advisors set to panellist on the software to prevent further confusion on the technical part