



Disahkan Oleh

A handwritten signature in black ink, appearing to read 'Nik Faizal'.

---

Nik Faizal Nik Ahmad  
Timbalan Pengarah

# **PROGRAM COORDINATOR REPORT PHASE ONE CHEMICAL PRODUCTIVITY NEXUS (CPN)**

Prepared by	:	Syukri Hadafi Hamdan
Contact No	:	019-2228315
Email	:	<a href="mailto:syukri@gembasolution.com.my">syukri@gembasolution.com.my</a>
Date	:	7 December 2020

## 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.

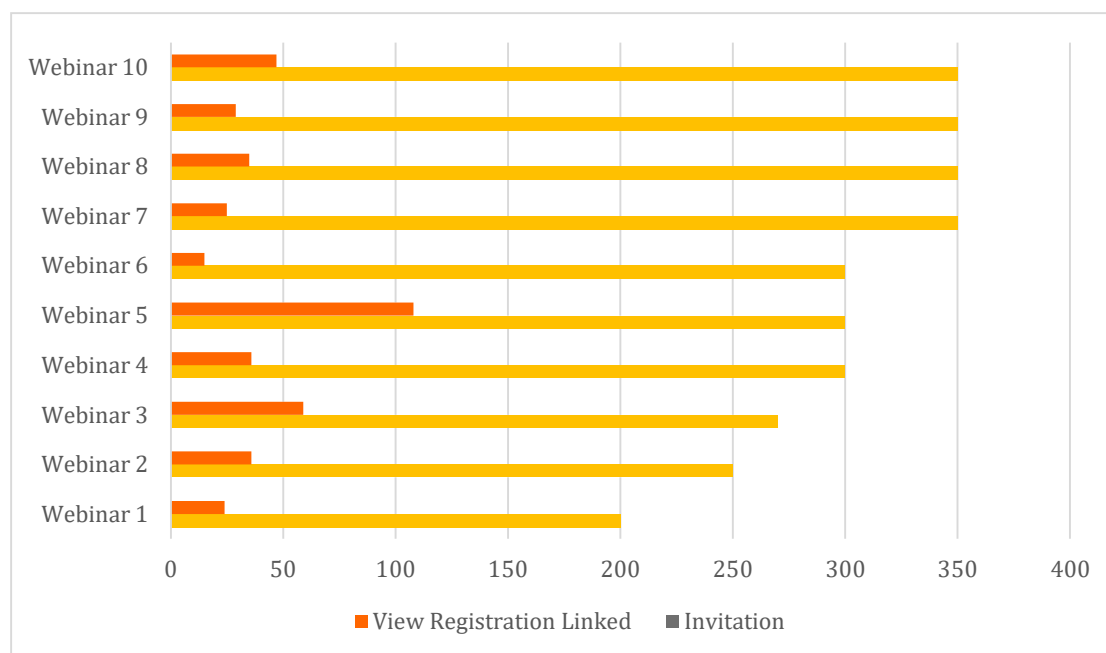
## 2. LIST OF ADVISORS AND SCHEDULE PLANNING

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 ≈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 image shows a promotional poster for a webinar titled "THE NEED FOR EXPORT?" organized by MPC Chemical Productivity Nexus. The poster includes the date "6th Nov 2020 (FRIDAY)" from "3.00pm - 4.00pm" and the webinar ID "541-926-227". The speaker is Haridass Nagalingam, Trade Development Advisory. The moderator is Muhammad Khairi Faiz, MPC Associates. A QR code and the GoToWebinar logo are also present.

To the right of the poster is a screenshot of the webinar interface. It shows a video call with three participants: Haridass Nagalingam, Muhammad Khairi Faiz, and Syakir Hadafi. Below the video is a slide titled "EXPORT DEVELOPMENT MODULE 1 : The Need for Export" presented by Haridass Nagalingam. On the far right is a GoToWebinar control panel showing options for sharing, dashboard, audio, and chat.

## WEBINAR 2:

**MPC CHEMICAL PRODUCTIVITY NEXUS**

### Challenges of Becoming an EXPORTER

To move forward into exporting, understanding the challenges ahead and preparing for it, is crucial to be successful

**10<sup>th</sup> Nov 2020 (Tuesday)**  
10.00am – 11.00am  
Webinar ID : 557-371-915

**SPEAKER**  
Haridass Nagalingam  
Trade Development Advisory

**MODERATOR**  
Muhammad Khairil Faleh  
MPC Associates

**GoToWebinar**  
by LogMeIn

<https://attendee.gotowebinar.com/register/8599433683650469900>

**EXPORT DEVELOPMENT**  
**MODULE 2 : Challenges of Becoming an Exporter**

PRESENTED BY  
HARIDASS NAGALINGAM

## WEBINAR 3:

**MPC CHEMICAL PRODUCTIVITY NEXUS**

### What you need to be a SUCCESSFUL EXPORTER?

Decoding an exporter and being successful at it are two different dimensions although they are closely linked

**13<sup>th</sup> Nov 2020 (Friday)**  
3.00pm – 4.00pm  
Webinar ID : 625-452-819

**SPEAKER**  
Haridass Nagalingam  
Trade Development Advisory

**MODERATOR**  
Muhammad Khairil Faleh  
MPC Associates

**GoToWebinar**  
by LogMeIn

<https://at.warless.gotowebinar.com/register/2615647731293581835>

**EXPORT DEVELOPMENT**  
**MODULE 3**  
**What you need, to be a successful exporter?**

PRESENTED BY  
HARIDASS NAGALINGAM

## WEBINAR 4:

**MPC CHEMICAL PRODUCTIVITY NEXUS**

### EXPORT STRATEGY

Developing a sound export strategy helps you define your export aims and match your resources to those aims. Your export strategy will help you manage the market sectors you have identified as core business

**17<sup>th</sup> Nov 2020 (Tuesday)**  
10.00am – 11.00am  
Webinar ID : 391-284-867

**SPEAKER**  
Haridass Nagalingam  
Trade Development Advisory

**MODERATOR**  
Muhammad Khairil Faleh  
MPC Associates

**GoToWebinar**  
by LogMeIn

<https://attendee.gotowebinar.com/register/5317586088297361676>

**EXPORT DEVELOPMENT**  
**MODULE 4 : EXPORT STRATEGY**

PRESENTED BY  
HARIDASS NAGALINGAM  
TRADE DEVELOPMENT ADVISOR



## WEBINAR 5:

**MPC CHEMICAL PRODUCTIVITY NEXUS**

**Topic 01**  
A Global Award Winning Food Waste Management Technology  
MS. CHELSEA CHEE  
Founder & CEO, MAEKO  
@MAEKO\_2020

**Topic 02**  
Circular Economy concept in Food Waste Management for a Resilient Nation  
MS. MAE OOI  
Chief Executive Officer, MAEKO  
@MAEKO\_2020

**19th Thursday**  
Nov 2020 - 2.00pm - 3.00pm  
Webinar ID: 505-007-483

**GoToWebinar**  
by LogMeIn  
<https://attendee.gotowebinar.com/register/2121663127952684300>

**MAEKO**  
Food Waste Management Technology

"Today's Food Waste Tomorrow's Food Fuel"

## WEBINAR 6:

**MPC CHEMICAL PRODUCTIVITY NEXUS**

**DESIGNING an Export Strategy**

An export strategy must be integrated with your company's overall business plan. Align export activities with daily operations and avoid any conflicts between your domestic and international activities

**20th NOVEMBER 2020**  
**FRIDAY**  
3.00 pm - 4.00 pm  
Webinar ID: 268-692-843

**SPEAKER**  
Haridass Nagalingam  
Trade Development Advisory

**MODERATOR**  
Muhammad Khairil Faleez  
Moderator  
MPC Associates

**GoToWebinar**  
by LogMeIn  
<https://attendee.gotowebinar.com/register/2168373680114439948>

**EXPORT DEVELOPMENT**  
**MODULE 5: DESIGNING AN EXPORT STRATEGY/PLAN**

PRESENTED BY  
HARIDASS NAGALINGAM  
TRADE DEVELOPMENT ADVISORY

## WEBINAR 7:

**MPC CHEMICAL PRODUCTIVITY NEXUS**

**RISK MANAGEMENT & MITIGATION PLAN**

"Exporting can be risky business. Moving into an unfamiliar foreign market will always throw up new challenges however established you may be in your domestic market. The difference between success and failure when doing business overseas is being prepared. There will always be risks when entering a new market but identifying those risks ahead of time and putting measures in place to manage those risks is the key to being successful in exporting."

**24th Nov 2020**  
**(Tuesday)**  
10.00am - 11.00am  
Webinar ID: 423-420-459

**SPEAKER**  
Haridass Nagalingam  
Trade Development Advisory

**MODERATOR**  
Muhammad Khairil Faleez  
Moderator  
MPC Associates

**GoToWebinar**  
by LogMeIn  
<https://attendee.gotowebinar.com/register/4560835115852734732>

**EXPORT DEVELOPMENT**  
**MODULE 6: EXPORT RISK MANAGEMENT**

PRESENTED BY  
HARIDASS NAGALINGAM  
TRADE DEVELOPMENT ADVISORY



## WEBINAR 8:

**MPCE CHEMICAL PRODUCTIVITY NEXUS**

**Introduction of Industry 4.0 & It's Technologies Related to Chemical Industry**

**Dr. Cheng Boon Seng**  
CEO, Alliance 4.0 Technology Centre

**Helmy Basri**  
Moderator, MPC Associates

24th NOVEMBER 2020  
TUESDAY  
3.30pm - 4.30pm

Webinar ID: 268-692-843

<https://attendee.gotowebinar.com/register/319572865877015053>

**The History of Industry 4.0**

**Germany**  
High-Tech Strategy

**Platform Industrie 4.0**  
Computerised Manufacturing

**Convergency of Operational Technology & Information Technology**

**ELLIANCE**

Attendees Still On Hold Start Broadcast

Attendees: 6 of 151 (max)

Names: Alphabetically

Cheng Boon Seng - Presenter

Helmy Basri - Organizer

MPCE GTW LITE 2 (No Reply) - Organizer

Syukri Husaini - Organizer

Audio: Computer audio, Phone call, No audio

Talking: Cheng Boon Seng

Introduction of Industry 4.0 & It's Technologies Related to Chemical Industry  
Webinar ID: 268-692-843

**GotoWebinar**

## WEBINAR 9:

**MPCE CHEMICAL PRODUCTIVITY NEXUS**

**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.

**Dr. Eddy Tenda Rany**  
Managing Director, Chemical Plant Operations

**Dr. Syukri Husaini**  
Moderator, MPC Associates

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

Webinar ID: 593-791-779

<https://attendee.gotowebinar.com/register/35906W0927075603981>

**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.

**Dr. Eddy Tenda Rany**  
Managing Director, Chemical Plant Operations

**Dr. Syukri Husaini**  
Moderator, MPC Associates

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

Webinar ID: 593-791-779

**GotoWebinar**

Attendees Still On Hold Start Broadcast

Attendees: 1 of 151 (max)

Names: Alphabetically

Edy Ferdin Rany - Presenter

Dr. Syukri Husaini - Organizer

MPCE GTW LITE 2 (No Reply) - Organizer

Audio: Computer audio, Phone call, No audio

Talking: MPC GTW LITE 2 (No Reply) & Eddy Ferdin Rany

Application for Effective and Efficient Manufacturing in Chemical Plant  
Webinar ID: 593-791-779

**GotoWebinar**

## WEBINAR 10:

**MPCE CHEMICAL PRODUCTIVITY NEXUS**

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

One of the main sources of waste in chemical plant is product and people movement. In this webinar, we share the strategy to determine the movement and eliminate as avoidable and unavoidable movement. All the avoidable movement can be eliminated, and unavoidable movement can be reduce through effective kaizen program.

**Dr. Eddy Tenda Rany**  
Managing Director, Chemical Plant Operations

**Dr. Syukri Husaini**  
Moderator, MPC Associates

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

Webinar ID: 695-534-939

<https://attendee.gotowebinar.com/register/8955915144971458061>

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

One of the main sources of waste in chemical plant is product and people movement. In this webinar, we share the strategy to determine the movement and eliminate as avoidable and unavoidable movement. All the avoidable movement can be eliminated, and unavoidable movement can be reduce through effective kaizen program.

**Dr. Eddy Tenda Rany**  
Managing Director, Chemical Plant Operations

**Dr. Syukri Husaini**  
Moderator, MPC Associates

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

Webinar ID: 695-534-939

**GotoWebinar**

Attendees Still On Hold Start Broadcast

Attendees: 2 of 151 (max)

Names: Alphabetically

Edy Ferdin Rany - Presenter

Dr. Syukri Husaini - Organizer

MPCE GTW LITE 2 (No Reply) - Organizer

Audio: Computer audio, Phone call, No audio

Talking: MPC GTW LITE 2 (No Reply) & Eddy Ferdin Rany

Improving Chemical Plant Productivity & Safety Through Lean Plant Product Movement  
Webinar ID: 695-534-939

**GotoWebinar**

## 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