



CHEMICAL PRODUCTIVITY NEXUS

Disahkan Oleh

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Nik Faizal Nik Ahmad  
Timbalan Pengarah

## PROGRAM COORDINATOR REPORT PHASE TWO

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.

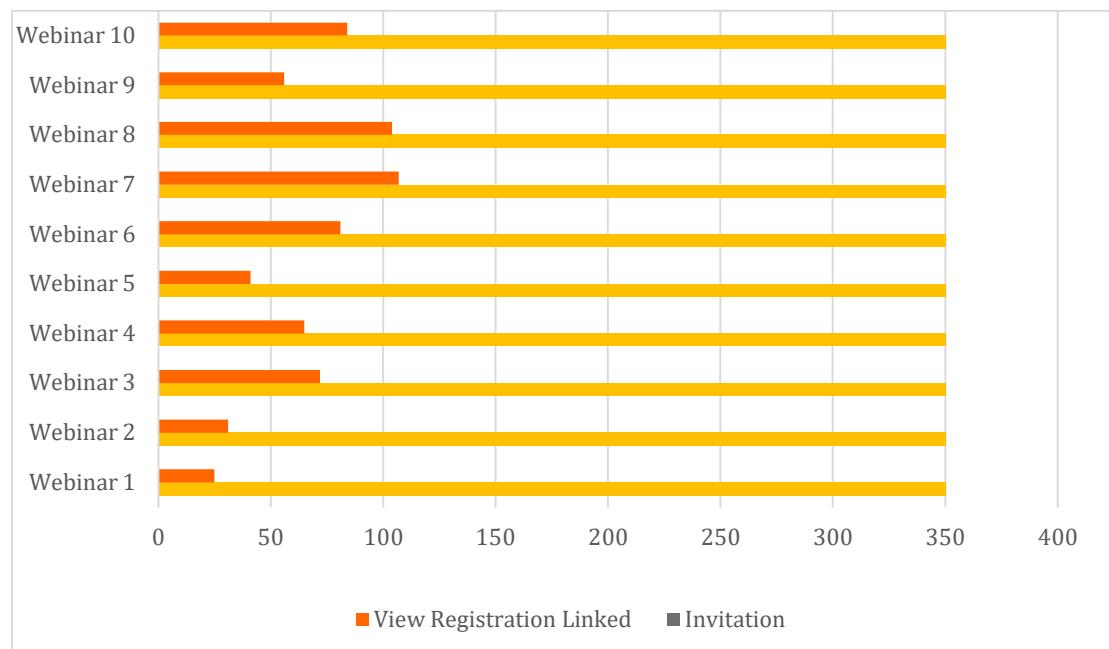
## 2. LIST OF ADVISORS AND SCHEDULE PLANNING

NAME	DESIGNATION	ROLES
<b>HARIDASS NAGALINGAM</b>	Trade Development Advisory	SPEAKER
<b>CHENG BOON SENG</b>	Elliance i4.0 Technology Centre	SPEAKER
<b>DR EDLY FERDN RAMLY</b>	EFR Management Consultant	SPEAKER
<b>MUHAMMAD KHAIRIL FAIEZ</b>	MPC Associate	MODERATOR
<b>HELCI BASRI</b>	MPC Associate	MODERATOR
<b>SAHARUDDIN KADIR</b>	MPC Associate	MODERATOR

NO	DATE	TIME	TOPIC
1.	27/11/2020	3:00 PM	Participation in International Trade Fair
2.	27/11/2020	10:00 AM	Chemical Safety Training : Introduction of chemical safety & definition of toxicology
3.	30/11/2020	10:00 AM	Total Productive Maintenance (TPM) in chemical plant
4.	30/11/2020	3:00 PM	TPM Assessment for Chemical Plant
5.	1/12/2020	10:00 AM	Harnessing the benefits of digital transformation in chemical industry
6.	1/12/2020	3:00 PM	Chemical Safety Training : Identification, classification and labelling of chemicals
7.	2/12/2020	10:00 AM	Pengurusan kimia di tempat kerja: Penambahbaikan untuk peningkatan produktiviti
8.	2/12/2020	3:00 PM	Process Readiness for IR4.0
9.	3/12/2020	3:00 PM	Chemical Safety Training : Transport and storage of chemical
10.	7/12/2020	3:00 PM	Chemical Safety Training : Chemical waste disposal

### 3. PROGRAM SUMMARY

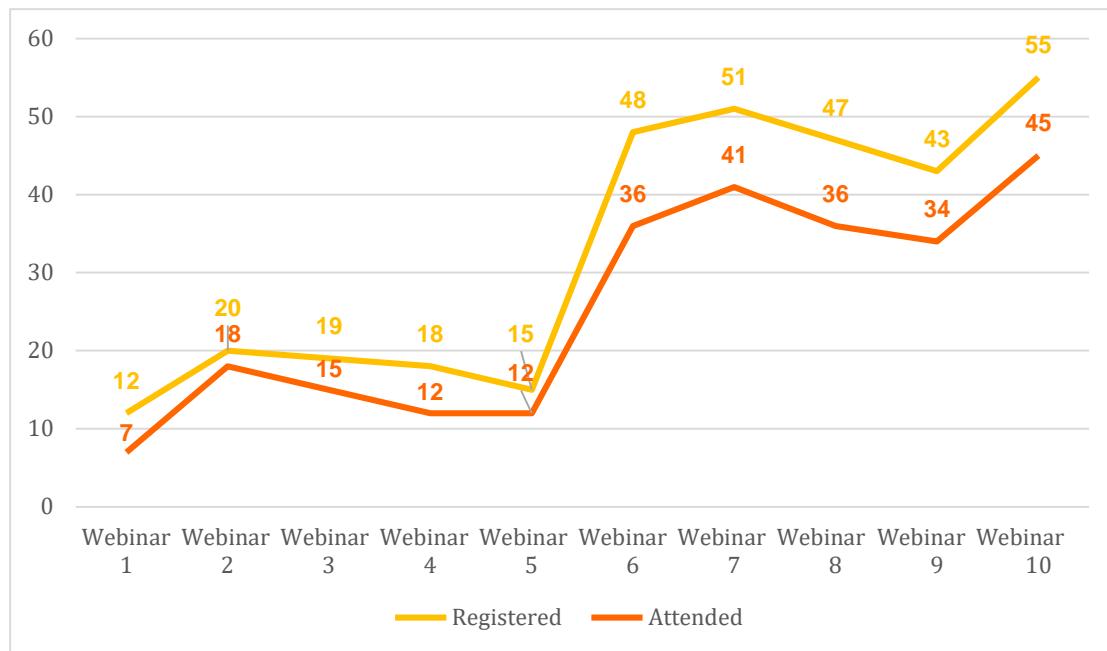
**Total Webinar Program: 10 Sessions**  
**Advisory Date: 27 November 2020 – 7 December 2020**  
**Total Advisory Involved: 6 Advisors**



Program	View Registration Link	Percentage %
Webinar 1	25	7
Webinar 2	31	9
Webinar 3	72	21
Webinar 4	65	19
Webinar 5	41	12
Webinar 6	81	23
Webinar 7	107	31
Webinar 8	104	30
Webinar 9	56	16
Webinar 10	84	24

A total Number of 10 webinar series was organized from 27<sup>th</sup> November – 7<sup>th</sup> November 2020. 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 32% clicked on the following registration link while the remaining 112 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 overall trend for this webinar series reflect an upward movement along the journey. Out of all the webinar series, webinar number ten (10) has proven to be the most participated series with the topic on “Chemical Safety Training: Chemical waste disposal” while the lowest involved goes to webinar number four (4) and five (5) with their respective titles on “TPM Assessment for Chemical Plant” and “Harnessing the benefits of digital transformation in chemical industry”.

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:

## COORDINATOR REPORT CHEMICAL PRODUCTIVITY NEXUS (8/12/2020)

**Participation in International Trade Fair**

Trade Exhibitions are an important part of business and can be ideal venue to unveil new products, assess competition and buy or sell products for your business. However participating in Trade Exhibitions poses its own challenges and can be expensive. Proper preparation for participation before, during, and after is crucial for a successful outcome.

**SPEAKER**: Haridas Nagalingam, Trade Development Advisory

**MODERATOR**: Muhammad Khairi Faiez, MPC Associates

**27th Nov 2020 (Friday)**  
3.00pm – 4.00pm  
Webinar ID: 775-644-603

**EXPORT DEVELOPMENT MODULE 7 : PARTICIPATING IN EXHIBITIONS**

PRESENTED BY  
HARISSA NAGALINGAM  
TRADE DEVELOPMENT ADVISORY

Attendees Still On Hold: 0  
Attendees 4 of 151 (max): Haridas Nagalingam - Presenter, Muhammad Khairi Faiez - Organizer, Syakir Hadali - Organizer, Me

### WEBINAR 2:

**CHEMICAL SAFETY TRAINING : INTRODUCTION OF CHEMICAL SAFETY & DEFINITION OF TOXICOLOGY**

**SPEAKER**: Associate Professor Dr. Ahmad Naim Ahmad Yahaya

**MODERATOR**: Suharuddin Kadir, MPC Associates

**27th Nov 2020 (Friday)**  
10.00am – 11.00am  
Webinar ID: 439-348-323

**Chemical Safety Training : Introduction of Chemical Safety & Definition of Toxicology**

Associate Professor Dr Ahmad Naim Ahmad Yahaya, Fellow & Board Member Malaysian Society for Engineering & Technology (MSE)

Attendees Still On Hold: 0  
Attendees 4 of 151 (max): Ahmad Naim Ahmad Yahaya - Presenter, MPC GTW LITE 2 (No Reply) - Organizer, Suharuddin A.Kadir - Organizer, Syakir Hadali - Organizer, Me

### WEBINAR 3:

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

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

**SPEAKER**: Haridas Nagalingam, Trade Development Advisory

**MODERATOR**: Muhammad Khairi Faiez, MPC Associates

**13th Nov 2020 (Friday)**  
3.00pm – 4.00pm  
Webinar ID : 625-462-819

**Total Productive Maintenance (TPM) in Chemical Plant**

1. **TPM Assessment for Chemical Plant**: The presentation will cover the basic concepts of TPM and its application in the chemical industry. The presentation will also cover the implementation of TPM in a chemical plant.

2. **TPM in Chemical Plant**: The presentation will cover the basic concepts of TPM and its application in the chemical industry. The presentation will also cover the implementation of TPM in a chemical plant.

Attendees Still On Hold: 0  
Attendees 10 of 151 (max): Siti Firdaus Ramli - Presenter, Nurul Muzamir - Organizer, Syakir Hadali - Organizer, Me

### WEBINAR 4:

COORDINATOR REPORT CHEMICAL PRODUCTIVITY NEXUS (8/12/2020)



EXPORT DEVELOPMENT  
MODULE 7: PARTICIPATING IN EXHIBITIONS

PRESENTED BY  
HARIDASS NAGALINGAM  
TRADE DEVELOPMENT ADVISORY

27th Nov 2020  
(Friday)  
3.00pm – 4.00pm  
Webinar ID: 775-644-603

SPAKER  
Haridas Nagalingam  
Trade Development Advisory

MODERATOR  
Muhammad Khairi Faiez  
MPC Associates

Attendees Still on Hold Start broadcast Record on start

Sharing Dashboard Attendees: 4 of 15 (max) Participants (1) Draft (1)

Attendee list: Muhammad Khairi Faiez, Haridas Nagalingam, Syukri Hadi, Organizer, Me

Audio Webcam Questions Polls Handouts Chat

Participation in International Trade Fair  
Webinar ID: 775-644-603

GoToWebinar by LogMeIn

https://attendee.gotowebinar.com/register/3899486568326965260

## WEBINAR 5:

## **WEBINAR 6:**

The screenshot shows a GoToWebinar interface. At the top, the 'MPC CHEMICAL PRODUCTIVITY NEXUS' logo and the title 'CHEMICAL SAFETY TRAINING: Identification, Classification And Labelling Of Chemicals' are displayed. The main content area features a 3D rendering of a chemical structure and a brain, with two circular portraits of speakers: 'SPEAKER Associate Professor Dr Ahmad Naim Ahmad Yahaya' and 'MODERATOR Sekarudin A. Kadir MPC Associate'. Below this, a QR code and the webinar URL are provided. The right side of the screen shows a video conference interface with three participants: 'Associate Professor Dr Ahmad Naim Ahmad Yahaya', 'Saherudin A. Kadir', and 'Syaiful Hadi'. The top right corner shows the 'DelhiOnline Control Panel' with various session controls. The bottom right corner features the 'GoToWebinar' logo.

## WEBINAR 7:

## COORDINATOR REPORT CHEMICAL PRODUCTIVITY NEXUS (8/12/2020)



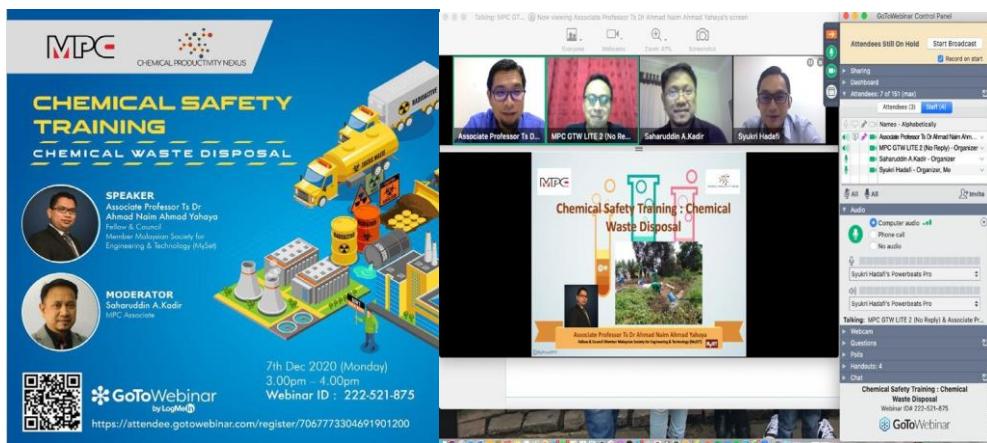
### WEBINAR 8:



### WEBINAR 9:



### WEBINAR 10:



## 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