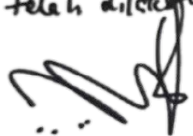


Proposed PSPN Montage Storyboard

Saya mengesahkan bahawa kerja-kerja
telah dilaksanakan dengan sempurna.



Nor Halisa Mohamad Halil
Senior Manager
Delivery Management Office (DMO)
Malaysia Productivity Corporation (MPC)

Prepared by:

tamuasia
LIFESTYLE TRAVEL ADVENTURE

Note

- This is a timeline montage to showcase PSPN's beginnings and progress towards the future.
- The video duration is between two to three minutes long.
- All images used in this proposal are based on the newsletter that was provided to us.
- Any videos that are available on PSPN (including speeches) are highly encouraged.

1) Video Architecture Promotion

2) Video ProVAC

3) Media Release Video (Ts choo, Ar Mus, Lukman, Ts Louis)

4) Media Release News

(1) Video Architecture Promotion

Malaysia Productivity Corporation (MPC)

Konsortium pelbagai perkhidmatan profesional dengan kerjasama Perbadanan Produktiviti Malaysia (MPC) melalui Nexus Produktiviti Perkhidmatan Profesional (PSPN) diwujudkan
www.facebook.com

<https://www.facebook.com/116585418370635/posts/4027632153932589/>

6:23 PM

➔ Forwarded



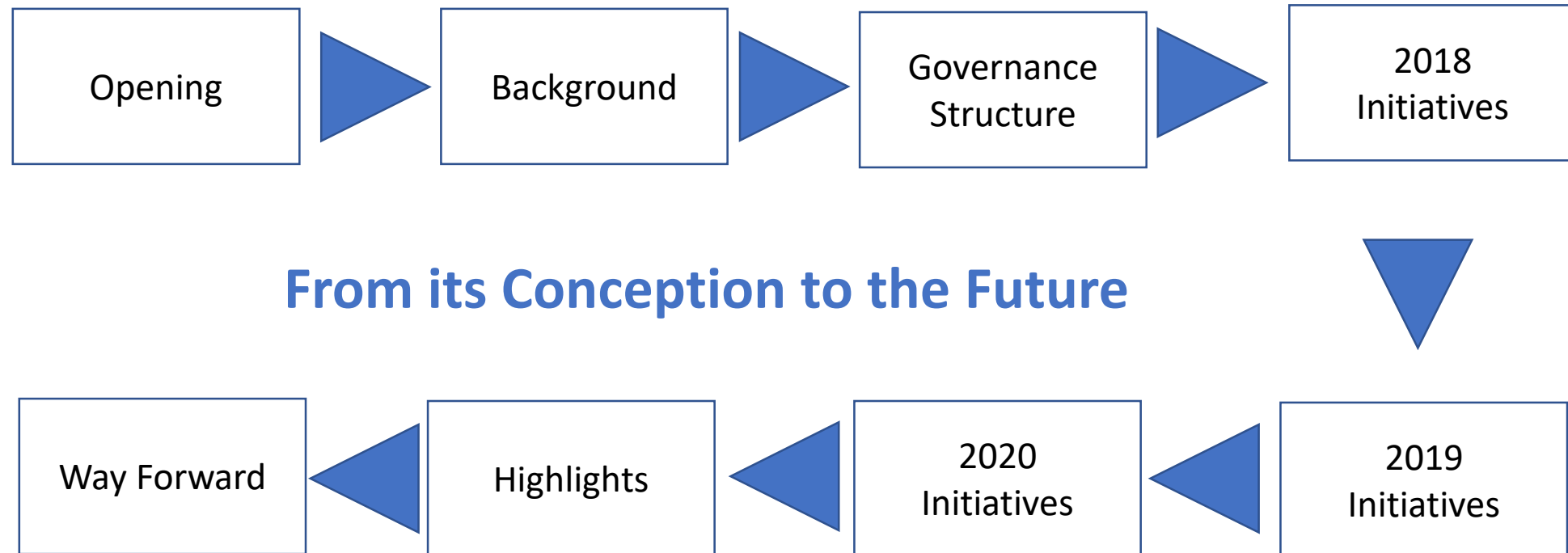
MPC bantu realisasi konsortium pelbagai perkhidmatan professional

Konsortium pelbagai perkhidmatan profesional dengan kerjasama
www.astroawani.com

MPC bantu realisasi konsortium pelbagai perkhidmatan professional | Astro Awani
<https://www.astroawani.com/video-terkini/mpc-bantu-realisasi-konsortium-pelbagai-perkhidmatan-professional-1874054>

6:23 PM

Professional Services Productivity Nexus

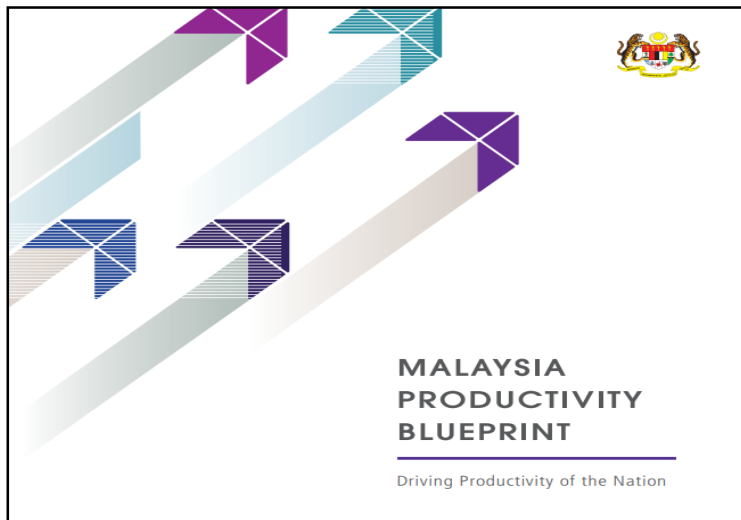


Opening

Professional Services Productivity Nexus, From its Conception to the Future

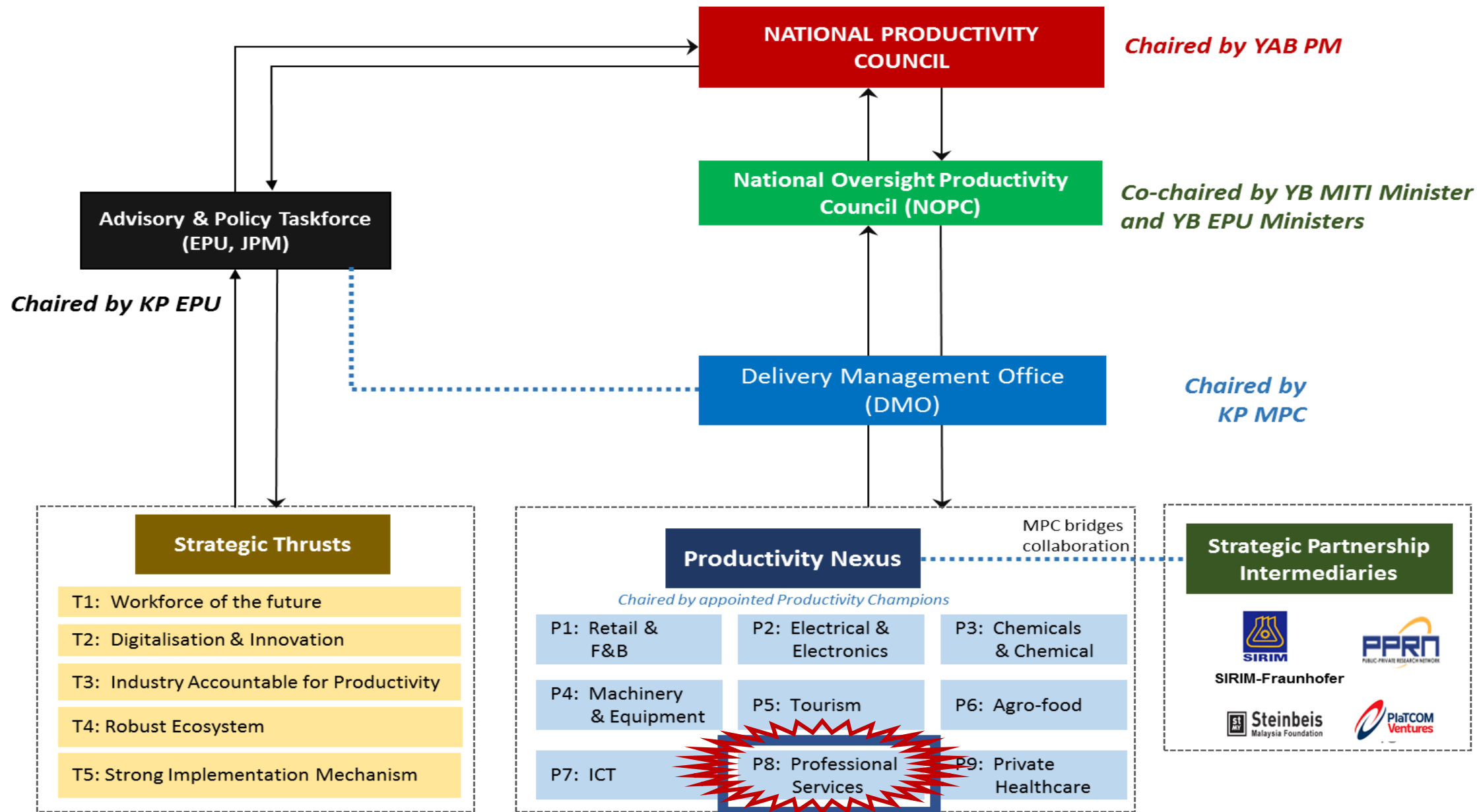
*A short inspiring speech clip on PSPN and what it encapsulates will be a better opening statement

MALAYSIA PRODUCTIVITY BLUEPRINT (MPB)



- The Malaysia Productivity Blueprint (MPB) was launched on 8 May 2017.
- As per the targets set in the Eleventh Malaysia Plan (2016-2020), the MPB aims to achieve **3.7% @ labour productivity** growth per annum.
- The private sector, in partnership with the Government will be the key driver for this productivity agenda.

MPB GOVERNING STRUCTURE



PSPN BACKGROUND

- Under the Malaysia Productivity Blueprint (MPB) launched in 2017, Professional Services has been identified as one of the 9 targeted industries, covering 6 professional disciplines: Engineering, Legal, Architecture, Accountancy, Advertising, and Management Consultancy.
- The establishment of the Professional Services Productivity Nexus (PSPN) of Malaysia Productivity Corporation (MPC) led by industry associations and enterprise champions, acting as change agents to drive the productivity trajectory of this sub-sector.
- The Nexus Governing Committee (NGC) of PSPN is championed by Ts. Ir. Choo Kok Beng, Chief Executive Officer (CEO) of Malaysian Service Providers Confederation (MSPC), has focused on enhancing the productivity of professional services through common interest and digitalization goals. This initiative would cover the 4 thrusts of MPB including:
 - 1) Building Workforce of the Future,
 - 2) Driving Digitalization and Innovation,
 - 3) Making Industry Accountable for Productivity, and
 - 4) Forging a Robust Ecosystem.
- There are six professional fraternities include Accountancy, Advertising, Architecture, Engineering, Legal and Management Consultancy with two representatives from each fraternity as follows

PSPN GOVERNANCE STRUCTURE & INITIATIVES

PSPN NEXUS GOVERNING COMMITTEE (NGC)

Accountancy

Advertising

Architecture

Engineering

Legal

Management
Consultancy

Workforce

Technology

Industry
Structure

Business
Environment

PS1.1 Structured Industrial Apprenticeship Programme (SIAP)
on Architecture Talent Mismatch

PS2.1 Enhancing Small and Medium Practitioners (SMP) Practices for Accountancy

PS2.2 Formation of Integrated Digital Delivery-
Industrial Knowledge Group (IDD-IKG)

PS2.3 Encouraging the Adoption of Technology Solutions
by Professional Providers

PS3.1 Create Global Malaysian Professional Services Brand

PS3.2 Professional Services Consortiums

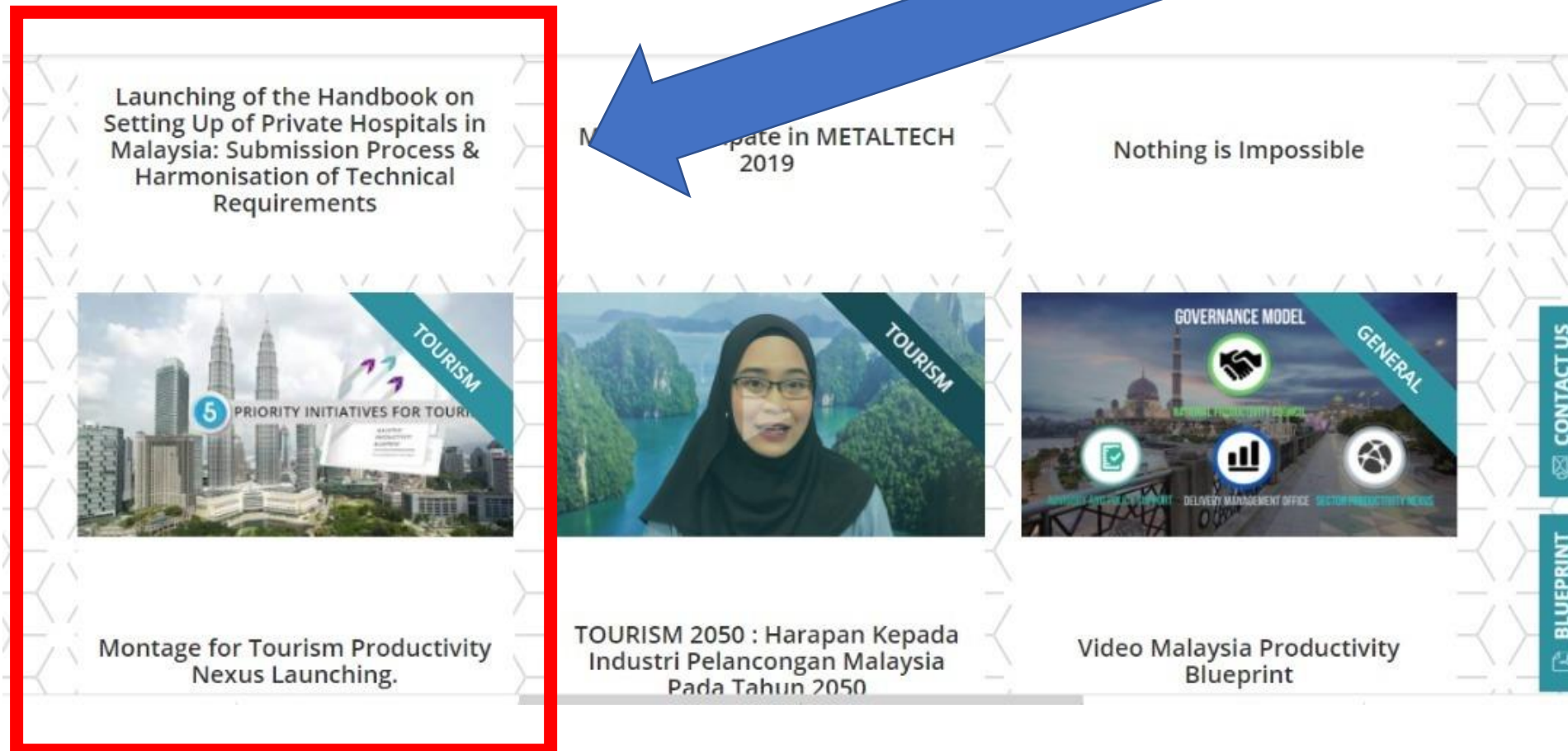
PS4.1 Sharing of Best Practices among
Small and Medium Practitioners (SMP) of Audit Firms

PS5.1 Collaborative Initiatives to Reduce Unnecessary Regulatory Burdens (RURB) by
Professional Services Fraternities

PSPN Initiatives:

Mohon Atika Buat Slides Show utk PSPN Initiatives

macam cth TPN (Video Montage for Tourism in WayUp)



5 YEARS STRATEGIES

10 YEARS AIM

- Education – more emphasis on broader education & soft skills such as communication, interpersonal, leadership, entrepreneurial, innovative thinking & research
- Working Industry – continuous learning, cross-industry exposure, cross-department exposure in order to identify & develop natural talent

- Disjointed Competency Readiness For Industry

Workforce

- Establish a Joint Body of Industry & Academia
- Promotion of technology products through awards
- Provide R&D grants and incentives
- Establish Talent Network
- Business & Research Incubation from High School to Higher Educations

- Lack of Sustainable Fund
- Lack of joint research between Industry & Academia

Technology

- Sharing best practices through ASEAN, APEC
- Develop cross fertilization industry (hybrid expertise)
- Create Professional Services through GLCs & GLICs to build capacity& capability

- Lack of Trust by Dominant Players (GLC & GLIC) in local Professional Services
- Poor Branding of Malaysian Industry Expertise

Industry Structure

- To appoint a coordinator for collaborative initiatives by all ministries
- Create Global Malaysian “Professional Services Brand”
- Develop linkages to increase visibility

- Fragmented Ecosystem

Business Environment

To Double Productivity By 2025

To Be A Professional Services Hub Within ASEAN Region by 2030

PSPN KEY ISSUES AND CHALLENGES

THRUST	KEY ISSUES AND CHALLENGES	STRATEGIC APPROACH
Workforce	<ul style="list-style-type: none"> Disjointed Competency Readiness for Industry Inequitable Remuneration Lack of Professional Recognition Lack of High Skill Blue Print Lack of Workforce Database Lack of Funds to Upskill Workforce 	<ul style="list-style-type: none"> Education – more emphasis on broader education & soft skills such as communication, interpersonal, leadership, entrepreneurial, innovative thinking & research Working Industry – continuous learning, cross-industry exposure, cross-department exposure in order to identify & develop natural talent
Technology	<ul style="list-style-type: none"> Lack of Cost-Benefit Analysis Stuck with Obsolete Technology Lack of Infrastructure Lack of Sustainable Funds Lack of joint research between Industry & Academia 	<ul style="list-style-type: none"> Establish a Joint Body of Industry & Academia Promotion of technology products through awards Provide R&D grants and incentives Establish Talent Network Business & Research Incubation from High School to Higher Educations
Industry Structure	<ul style="list-style-type: none"> Lack of Trust by Dominant Players (GLC & GLIC) in local Professional Services Fragmented Capacity Poor Branding of Malaysian Building Industry Expertise Lack of Legal Framework for Multidisciplinary Companies Lack of Enforcement of Professional Regulations Lack of Support for SMEs to Build Capacity 	<ul style="list-style-type: none"> Sharing best practices through ASEAN, APEC Develop cross fertilization industry (hybrid expertise) Create Professional Services through GLCs & GLICs to build capacity& capability
Business Environment	<ul style="list-style-type: none"> Fragmented Ecosystem Lack of Incentives Lack of Enforcement Lack of Regulation 	<ul style="list-style-type: none"> To appoint a coordinator for collaborative initiatives by all ministries Create Global Malaysian “Professional Services Brand” Develop linkages to increase visibility

2018

“The Very Beginning”

**Untuk Slides bagi 2018 events
(Slides No 14 – 19)**

Highlightkan nama event besar2, tapi gambar kecilkan.



18 January 2018

Productivity Nexus Professional Services (PN-PS) NGC Meeting 1/2018 at Malaysian Petroleum Club, KLCC



8 March 2018

Productivity Dialogue between YB MITI Minister & Engineering Fraternity at Perdana Hall, MITI Tower



27 March 2018

Malaysia Productivity Blueprint Conversation & Professional Talk on Technology & Legal Industry Needs at Hilton Hotel, Kota Kinabalu, Sabah



2 July 2018

PN-PS Secretariat attending the Malaysia Economic Monitor June 2018 launch by World Bank Malaysia at Sasana Kijang, Bank Negara Malaysia



4 September 2018

Research Grant Presentation by Prof. Dr. Nor Aini Yusof (USM) on Productivity Performance of BIM Adoption in Construction Projects and Companies at MPC PJ8



28 November 2018

Collaboration Meeting between PN-PS Secretariat, Bar Council, MITI, MATRADE and MIDA

2019

“The Assembling”



1 April 2019 :
Collaboration Meeting with the Accountancy Fraternity at MICPA.
Representatives from MIA also joined the meeting to discuss regarding
the issues raised for the Productivity Dialogue with YBhg Deputy Min-
ister Ministry of Economic Affairs (MEA) scheduled on 16 April 2019.



16 April 2019:
Productivity Dialogue between YBhg Minister Ministry of Economic Affairs (MEA) and Accountancy Fraternity at Pulse Grande Hotel, Putrajaya



20 April 2019:
Focus Group Workshop on Building Work-
force Of The Future in Architecture : Chal-
lenges and Opportunities at Royale Chulan
Damansara.



24 May 2019:
Coordination Meeting with MITI regarding the
Productivity Dialogue with Legal Fraternity at MITI.





COORDINATION MEETING WITH THE ADVERTISING FRATERNITY

Venue : Hilton Petaling Jaya Hotel

Date : 18 Jul 2019

Coordination Meeting with the advertising Fraternity. The purpose of this meeting is to finalise the key issues faced by the advertising fraternity to be discuss during the Productivity Dialogue schedule in October 2019. Participants are from Sin Chew Media Group, Sinar Karangraf, The Sun Media, The Star, Utusan, China Press and representatives from MITI.



EXECUTIVES STRATEGIC SESSION (ESS) FOR PROFESSIONAL SERVICES PRODUCTIVITY NEXUS (PSPN)

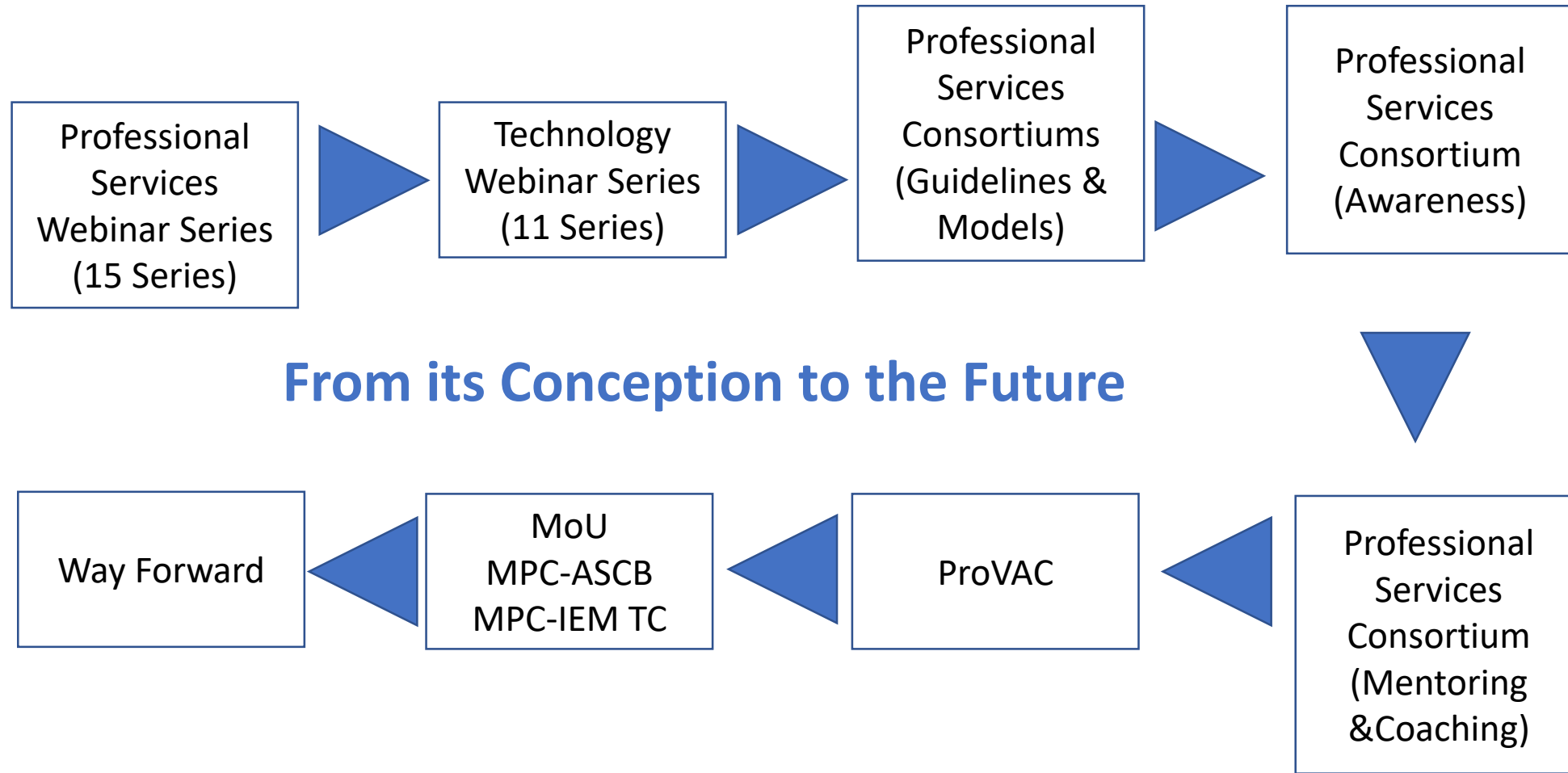
Venue : Impiana KLCC Hotel

Date : 23 Oct 2019.

Untuk Event 2020

- **Ambil gambar events dalam slides DMO yg diberikan sebelum ini (File Name: PSPN Presentation DMO Meeting 4/2020 19 May 2020) sebagai tambahan drp slides di bawah.**

2020 “Going Digital”



Professional Services Webinar Series (15 Series)

1

Many question arise by the construction industry in relation to PAM 2006/ PWD 203 which is the contract administrator / SO representative can we anticipate?

AR RIDHA RAZAK
PAM COUNCIL MEMBER
CHAIRMAN
ARCADA COMMITTEE ON YOUNG ARCHITECTS

The Affect of Covid-19 to Professionals in Construction Building Industry Contracts
Date: 26th March 2020 (Thursday)
Time : 3.00pm – 4.00pm
To register please click:
<https://attendee.gotowebinar.com/register/862063336243632973>

MPC PS/PN

2

HOW ARE CITIES TO COPE AFTER THE DEADLY PANDEMIC OF COVID-19?

A good living in an urban setting for it to be healthy living requires a good coordination between good urban design as well as a good creative urban governance or development controls. It will ensure that the city development is the most effective way to be safe as well as productive in that city.

Join the PSPN Series 2 Webinar Session

Urban Health Through Good Governance and Good Urban Design - Post COVID-19
Date: 1st April 2020
Time: 3.00 PM – 4.00 PM

To Register:
<https://attendee.gotowebinar.com/register/244807622717194254>

AR. MUSTAPHA KAMAL
Chief Architect, ARCADIA Strategic Design
ARCADA COMMITTEE, Chairman, Design & New Urban Agenda Committee

MPC PS/PN

3

03 APR 2020 10:00 AM

the Platform is BURNING

Datuk Ar. Ezumi Harizan Ismail
Friday, 3 April 2020, 5:00pm - 6:00pm

MPC PS/PN

4

S04

Keep Yourself Productive through an Interactive Webinar Session

Date: 7th April 2020
Time: 3.00PM-4.00PM

Topic: Strategy to Achieve IDD with IBM Adoption

Ts. Louis Tay CS
Chairman of IBM, IBM BIM Work Group Member of MSPC Technical Committee

IBM implementation is not just acquiring a new technology and skills uplating of human capital. It is also about transformation towards digitalisation and create a standardised information management systems for the industry. It requires extensive change management and aligned strategies in work flow and operation procedures within organisation and cross value chain.

To Register:
<https://attendee.gotowebinar.com/register/603737005514995323>

MPC PS/PN

5

S05

Keep Yourself Productive through an Interactive Webinar Session

Date: 10th April 2020
Time: 3.00PM-4.00PM

DIGITALISING PROFESSIONALS POST COVID-19

THE EFFECTS OF COVID-19 WILL IMPACT THE CONSTRUCTION INDUSTRY. WITHIN THE INDUSTRY, INDIVIDUALS ARE ALSO IMPACTED. TO SURVIVE FOR COMMERCIAL AND THE LATEST TECHNOLOGICAL INNOVATIONS.

PROFESSIONALS SHOULD TAKE THIS OPPORTUNITY TO REINVENT THEMSELVES INTO THE NEW NORMAL, BY GETTING SKILLED AND READY.

PROFESSIONALS SHOULD TAKE THIS OPPORTUNITY TO REINVENT THEMSELVES INTO THE NEW NORMAL, BY GETTING SKILLED AND READY.

SESSION MODERATOR:
Ar. Ridha Razaq
Chairman of PAM 2006/ PWD 203

To Register: <https://attendee.gotowebinar.com/register/180715661798553100>

MPC PS/PN

6

S06

Keep Yourself Productive through an Interactive Webinar Session

Date: 21st April 2020
Time: 3.00PM-4.00PM

Company contemplating pay cuts or retrenchment of employees?

- What other solutions are available to employers?
- How do you convince your employees to agree to cost cutting measures?
- Want to know the answer to these questions?

Presenter:
Ms. Winkie Hui
Human Resources & Labour Relations
and Human Capital Development
for the Employer & Employee

"RISK MITIGATION MEASURES FOR EMPLOYERS AMIDST COVID-19"

Moderator:
Ar. Ridha Razaq
Chairman of PAM 2006/ PWD 203

To Register: <https://attendee.gotowebinar.com/register/456110889845390093>

ZUL RAFIQUE & partners

7

S07

Keep Yourself Productive through an Interactive Webinar Session

Date: 24th April 2020
Time: 3.00PM-4.00PM

MEDIATION AS A DISPUTE RESOLUTION OPTION: POST MCO & COVID-19

The Covid-19 pandemic has created an unprecedented global crisis. All industries grapple with learning disputes and uncertainties. There will be conflicts, conflicts potentially arise. Many people want solutions or mechanisms that lead to swift solutions. Can Mediation play a positive role in both preventing and amicably enabling conflict resolution.

What do you or your business need to consider for potential conflicts that may arise as everyone emerges from the extended MCO. For the construction industry – are there special considerations?

Presenter:
SHANTI ABRAHAM
Associate Director, Associate and Mediator
MEMBER SHANTI ABRAHAM & ASSOCIATES

THAYANANTHAN BASKARAN
Associate Director, Associate and Mediator
Partner of SASARAN

Moderator:
Ar. Ridha Razaq
Chairman of PAM 2006/ PWD 203

To Register: <https://attendee.gotowebinar.com/register/120403292702860557>

MPC PS/PN

8

S08

Keep Yourself Productive through an Interactive Webinar Session

Date: 28th April 2020
Time: 3.00PM-4.00PM

BUSINESS SUSTAINABILITY & CONTINUITY IN PREPARATION OF POST-COVID-19

COVID-19 has impacted most of the world and the uncertainty profession and industry are not immune to the impact of the pandemic. The pandemic will impact on the business and the professionals will operate in the new normal.

Presenter:
Hoay Teo
CEO Malaysia Institute of Certified Public Accountants (MICA)

Moderator:
Ar. Ridha Razaq
Chairman of PAM 2006/ PWD 203

To Register: <https://attendee.gotowebinar.com/register/6341762702588604>

MPC PS/PN

9

S09

Keep Yourself Productive through an Interactive Webinar Session

Date: 1st May 2020
Time: 3.00PM-4.00PM

PROFESSIONAL NEW GATEWAY POST-COVID-19

History shows us that crises often inspire innovation. Tectonic shifts in demand and supply spur the emergence of new technologies and changes in behaviour. How can we as professionals bounce back to adapt to the new normal?

Presenter:
Ar. Zamri Ismail
Director of Architecture, BIM, and Design
Director of BIM Manager

Ar. Dr. Elina Mohd Husin
Architect, Educator, Green Building Professional

Moderator:
Ar. Ridha Razaq
Chairman of PAM 2006/ PWD 203

To Register: <https://attendee.gotowebinar.com/register/999412495654499341>

MPC PS/PN

10

RETHINKING THE FUTURE OF SPACES POST THE GREAT LOCKDOWN

22 APRIL 2020
thinkrry

11

S11

Keep Yourself Productive through an Interactive Webinar Session

Date: 8th May 2020
Time: 3.00PM-4.00PM

YOUR INSURANCE WORK FOR YOU WHEN YOU ARE NOT FIT TO WORK

Since the MCO, many have been registered to all design due to the covid-19. Some times, times have been slow and many are cancelling or suspending work. It is important that you have insurance that will cover you for a good policy when you are not able to work properly in the new normal.

Presenter:
Ar. Ridha Razaq
Chairman of PAM 2006/ PWD 203

Moderator:
Ar. Ridha Razaq
Chairman of PAM 2006/ PWD 203

To Register: <https://attendee.gotowebinar.com/register/4560281986345231886>

MPC PS/PN

12

S12

Keep Yourself Productive through an Interactive Webinar Session

Date: 12th May 2020
Time: 3.00PM-4.00PM

You Owe Me.. Aren't we a Happy Family..? Let's talk 'Payment Recovery'

When the MCO is lifted, the full extent of its impact on the construction industry will begin to surface. Cash flow constraints is inevitable. This may lead to payment disputes. Professionals in the construction industry are not immune to payment disputes. A survey within the industry shows that payment recovery is a major issue in the construction industry. The MCO and its aftermath impact on the construction industry may make this problem more acute. Is this a wider industry problem?

In this webinar, we will:

- Look at what has caused the build up of outstanding professional fees
- Identify the best practices in the industry that may assist these practitioners
- Examine the remedies available to the professional fees in a construction project for the recovery of the outstanding professional fees

Presenter:
Ar. Anthony Lee
The GROUP OF COMPANIES OFFICERS
MANAGEMENT OFFICER
PAM PULAU TENGKONG OFFICE

Foo Joon Liang
PARTNER, C&A INTERMED
ASSOCIATE & SENIOR
REGULATORY & MALAYSIA

Moderator:
DATUK AR. EZUMI HARIZAN
PAM PULAU TENGKONG OFFICE
ASSOCIATE & SENIOR
REGULATORY & MALAYSIA

To Register: <https://attendee.gotowebinar.com/register/66159647972113103>

MPC PS/PN

13

S13

Keep Yourself Productive through an Interactive Webinar Session

Date: 15th May 2020
Time: 3.00PM-4.00PM

CONSTRUCTION BUSINESS THROUGH SOCIAL MEDIA DATA MINING

With the current COVID-19 pandemic, we are expecting a surge of digital work environment across various industries and professions. Construction organisations are seen to begin their digital transformation journey and big data is key to its success. While organisations are clear on the effect of digitalisation, not many are positioned to take advantage of the digitalisation environment.

Among data available through digitalisation, social media data plays a significant role in enhancing construction business. Social media data mining provides alternative for organisations to align the new norm and revolutionise construction business growth. This discussion will explore the roles which organisations can take to transform viable social media information.

Presenter:
Dr. Rafia Nuzha Mohd
UNIVERSITI TEKNOLOGI MALAYSIA

Moderator:
Ar. Ridha Razaq
Chairman of PAM 2006/ PWD 203

To Register: <https://attendee.gotowebinar.com/register/5798811537462557327>

MPC PS/PN

14

S14

Keep Yourself Productive through an Interactive Webinar Session

Date: 19th May 2020
Time: 3.00PM-4.00PM

LESS LEADERSHIP ROLE & SURVIVAL IN CRISES OF COVID-19

What happened recently with the global Covid-19 pandemic was well documented and is readily available for a minute-by-minute update. Effects by all government industries to mitigate the spread and alleviate the impact of their mission are applauded. SME business owners are greatly affected by the crisis particularly their cash flow, survival and business sustainability. Typically, traits such as knowledge, experience, analytical skills, and confidence are important in building a well-rounded leader but in challenging times leadership skills for greater commitment and good business leadership are more valued.

Presenter:
Mohamed Ridwan Mohd Razi
Business Advisor at TMC
Council member of
Malaysian Institute of Accountants (MIA)

Moderator:
Ar. Ridha Razaq
Chairman of PAM 2006/ PWD 203

To Register: <https://attendee.gotowebinar.com/register/447267187186646526>

MPC PS/PN

15

S15

Keep Yourself Productive through an Interactive Webinar Session

Date: 22nd May 2020
Time: 3.00PM (Malaysia) (2.00PM (Jakarta))

IMAGINE: REAL ESTATE IN THE NEW NORMAL

A lot of information that we hear about coronavirus (COVID-19) is very scary because they often see the health victims broadcast from a disaster perspective. But many people talk about this pandemic as something that will benefit our lives in the future.

This life is forced to re-appreciate human values and the balance between. Business is built on the power of enormous capital. This was very capitalistic and only oriented towards the growth of machine economics. The environment quality of our city will feel better, renewable energy is less consumed, and the increased power in family values.

Presently, a real estate product will be one of the success factor. Building a house is a human civilisation. Houses are no longer fenced individuality, they are shared into good and friendly neighbours. Urban is no longer wasteful of consuming fossil energy and waste. They build new parks in their meetings online. Supermarkets have more people who come but merchandise remains in demand as in the new normal.

Presenter:
Ar. Ridha Razaq
Chairman of PAM 2006/ PWD 203

Moderator:
Ar. Ridha Razaq
Chairman of PAM 2006/ PWD 203

To Register: <https://attendee.gotowebinar.com/register/5118202844935614476>

MPC PS/PN

Technology Webinar (11 Series)

[illegible]



PROFESSIONAL TECHNOLOGY SERIES
Malaysian Institute of Architects Singapore Chapter

Date: 25 June 2020
Time: 9.00PM - 10.00PM

2

**TECHNOLOGIES FOR PLANETARY
 SUSTAINABILITY AND HUMAN HEALTH**

PRESENTER
Ar Tan Sze Huan, M. Arch
 Chairman, Sustainability,
 Singapore Institute of Architects

With the advent of a global pandemic, it has become imperative for us to ensure that our living, working and leisure environments are conducive for good health, on top of environmental sustainability. While the present design of a building plays a big role in building naturally ventilated environments, building technologies can come in and play to manage building efficiency and occupant health. The talk looks at technologies that improve building sustainability and occupant health, including building management system, building integrated photovoltaics, indoor air quality monitoring, as well as drone for façade inspection amongst other new innovations.



Ar Tan Sze Huan, M. Arch is an award-winning architect and thought leader in sustainability, and is currently working on sustainable development for a leading technology client. He is also Chairman - of Sustainability, Singapore Institute of Architects and Board Member of the Singapore Green Building Council.



MODERATOR
Ar Lee Sheng Pan
 Managing Director



[illegible]



**PROFESSIONAL TECHNOLOGY SKILLS
PERSONNEL CERTIFICATION PROGRAM**

9th July 2020
Time: 8.00PM-10.00PM

4

4th

**Red 3d Tools for better
Communication and Marketing**

It is efficient in these format requires better utilization of an cloud based technology to ensure better communications and collaboration. Cloud based technology also increase the marketability of any practice by many fold. The presentation will explain, really products look for consumers and also processes to make such activities.



SPICER

**AS GENERAL MANAGER, REGIONAL
MANAGING DIRECTOR (SD BUD
PARAMETRA, SUN BUD**




Cloud technology: Meet the future needs of your business

MPC

To Register:
https://ncc2web.asia.com/webinar/register.htm?D_0004680776754796&ID_K&K






PROFESSIONAL TECHNOLOGY NEWS
5020

Dates: 16 July 2020
Times: 9.00PM-10.00PM

5

Reality & Augmented Reality technologies for professionals

How can we consultants be part of this technology?

Virtual Reality and Augmented Reality are one of the latest electronic innovations in the market. Although both currently available in the market, VR/AR tools will be much more prominent in the future and gaming, industry, training, education and making the present on-line world more professional to improve productivity, increase sales and enhance efficiency. AR and VR are being utilized by firms as a part of digital transformation efforts, beyond marketing and sales.




DAVID MARIO
FOUNDER & MANAGING DIRECTOR
 MARIO CONSULTING INC. (MCI)

MODERATOR
PROFESSIONAL USE
OF VR & AR
DIRECTOR
REPRESENTATIVE OF
THE BOARD

MPC To Register: https://m2pweb.com/en/webinars/register?NM_FWIU&UGN55&eFW_rjDp716Q

[illegible]



7

Technology Adoption
Professional Services

Journal towards Integrated Digital Delivery (IDD) for Professional Services

PSPN Webinar Series Oct. - Nov 2020	
01st	Open gate for Digital Transformation
04th	Security Systems Integrated Digital Delivery (IDD) for Professional Services
11th	Key Success Factors for Professional Services in Technology Adoption
18th	Change Management/Paradigm and Roadmap for Successful Digital Transformation
25th	Leveraging Patent Pools and Digital Rights

Digital revolution is the current driving force towards transforming the way we do things. The digital revolution is not just a buzzword, it is a reality. The digital revolution is a reality that is transforming the way we do things. The digital revolution is a reality that is transforming the way we do things. The digital revolution is a reality that is transforming the way we do things.



Panelist:
Dr. Louis Tay
Professional Technology Corporation (PTC) of Singapore



Moderator:
Dr. Chu WY
Senior Development Specialist in Research & Development

Wednesday, NOVEMBER 11th, 11.00am – 12.00pm

Register here:

https://zoom.us/joiner?jvsn_15v8vjGMSZC0919p_11thw





Professional Services Productivity Nexus (PSPN)

8

Technology Adoption

Session 03: Key Priorities for Digital Transformation in Technology Adoption

PSM Webinar Series Oct. - Nov 2020

Date	Next event to be held for Transformation
Topic	Keynote Session: Digital Safety Delivery (Oct 2020)
Time	12.00pm - 1.00pm
Host	Organized by Professional Services in Technology
Guest	Chief Marketing Officer and Head of Digital Marketing
Topic	Digital Marketing Performance and Roadmap for Digital Transformation
Time	1.30pm - 2.30pm

Professional services may be reluctant to market its offerings in digital, changing needs, but successful digital marketing is essential for business growth and significantly increasing productivity. To be successful, it must be designed for the same end-user satisfaction. The chapter is looking at digital marketing in relation to digital transformation strategy, marketing objectives in digital marketing, digital marketing strategy, customer experience as a driver of business success and business model innovation. The chapter will remain relevant.



Panelist:
Dr. Shen
President, PSM



Moderator:
Xu Chu Ying
President, Professional Services Productivity Nexus (PSPN)



Wednesday, November 12th, 11.00am - 12.00pm

Register here
<https://zoom.us/join/register?u=00WAKV7L8NDE8K&q=2w>

[illegible]

10

Technology Series 09 - Leadership

Services

Digital Agility

PSPN Webinar Series Oct. - Nov 2020

09th	Aligning for Digital Transformation
10th	Security Incident Response Digital Services (SDS) for Professional Services
11th	Key Elements of the Digital Services in Technology Adoption
12th	Key Elements of the Digital Services in Technology Adoption
13th	Successful Project Implementation and Building for Successful Project Implementation
14th	Managing Talent from Digital Agility
20th	

Professional Services may be perceived as walking the tightrope between the need to be innovative and the need to be reliable. Digital disruption has created a new set of challenges for Professional Services. The need to be reliable is the same as in the past, but the need to be innovative is a new requirement. Digital disruption has created a new set of challenges for Professional Services. The need to be reliable is the same as in the past, but the need to be innovative is a new requirement. Digital disruption has created a new set of challenges for Professional Services. The need to be reliable is the same as in the past, but the need to be innovative is a new requirement.



Panelist:
Dr. Shien Lim
Senior Director of Professional Investment



Moderator:
Tan Chai WY
Senior Director of Professional Investment

Wednesday, November 26th, 11.00am – 12.00pm

Register here: https://www.pspn.com/webinar/register/WSN_10c9c9f8-3d81713d11XWVWQf






Professional Services Productivity Nexus (PSPN)
Malaysia Productivity Corporation



11

Technology Adoption for Professional Services

Series 06

Panelist: En. Mohamed Faisal
 About Mohd
 Chairman of Small & Medium Enterprises
 Corporation, M&S



TOPIC 1: Moving your Business with Technology Evolution



Moderator:
 En. Mohd Khairul Idzham

Panelist: Mr. Steven Chong
 Founding Chairman, M&S Digital Technology
 Entrepreneurship Corporation



TOPIC 2: Capitalising on Cloud Technology for Professional Firms

Thursday, NOVEMBER 12th, 2.00pm – 4.00pm
 Register here
https://zoom.us/join/register/WN_GPHVMVCNKRGS5GTS3b-PQ





Professional Services Productivity Nexus (PSPN)
 Malaysia Productivity Corporation (MPC)

Professional Services Virtual Advisory Clinic (ProVAC)



Date : 21/8/2020 (Friday), 11.00am - 12.00pm

Coordinator: Ar. Mustapha Kamal Zulkarnain

Advisor: En. Shaifubahrim Mohd Saleh, Malaysian Service Providers Confederation (MSPC)

Company : En. Mohd Tahir Ahmad Zawawi, AT Azry Consultants PLT



26/8/2020, 11.00am

Coordinator

Ar. Mustapha Kamal Zulkarnain, Member, Pertubuhan Aritek Malaysia (PAM)

Advisor

Mr. Soo Hoo Yunn Hoon,

Immediate Past President, Malaysia Association of Professional Trainers & Coaches (MAPTaC)

Company: Mr. Mahmoud Abdelmohsen, Premier Middle East Solution

Professional Services Productivity Nexus (PSPN) of MPC is welcoming registrations for Professional Services Virtual Advisory Clinic (ProVAC) in helping out small and medium professional services providers to re-strategize their businesses in surviving post COVID-19 traumas. This program is complimentary to all and limited to ONLY 50 professional services providers.

✓ Are you interested?

✓ Do you need advisory and consultancy services?

REGISTER NOW

<http://inet-tmsolutions.com/eVAC/submission?lang=E>

Our focus for this advisory and consultancy services are on the three (3) following areas which aims at assisting the professional services industry players to recalibrate the industry for a stronger comeback:

(1) Financial Consultation

Advisory on challenges and issues faced by professional services industry players in relation to finance and capital including securing assistance from banks, Government ministries and agencies during this COVID-19 outbreak to sustain and continue running the business at minimal cost.

(1) Innovative Business Operation

Advisory on key elements in innovation business operations and redesigning of business model to fit in current situation and towards flexible downside or expansion; such as value propositions, business activities toward wealth sharing model, agile human resource and staffing, new business partnership & collaboration, quality control, and standards compliance.

(1) Intelligent Services Solutions

Advisory on the major aspects on intelligent professional services setup, and businesses may contribute in strengthening the professional services industry in Malaysia. Areas covered may include adaption of digitalisation, industry 4.0, data analytics and supply chain in professional services ecosystem.

ProVAC Poster

Come and join us at

ProVAC

**VIRTUAL ADVISORY CLINIC
FOR PROFESSIONAL SERVICES**

GET FREE
CONSULTATION FROM OUR
EXPERTS

MPC **PSPN**
Professional Services Productivity Nexus

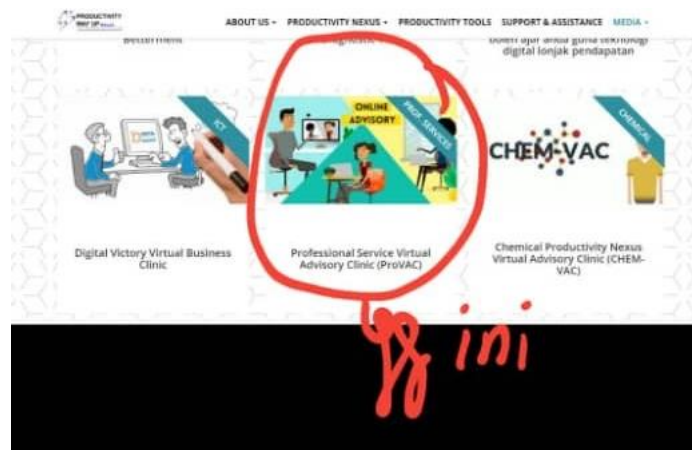
**PROPOSED
SCOPE OF ProVAC**

- SERVICES 1 Financial Consultation
- SERVICES 2 Innovative Business Operations
- SERVICES 3 Intelligent Services Solution

<http://www.mpc.gov.my/provac>
REGISTER NOW!



ProVAC Video (ambil dalam Wayup PSPN)



Professional Services Consortiums (Awareness 10 Series)

1

PROPOSED MODEL FOR A SUSTAINABLE ENGINEERING CONSULTANCY FIRMS

IR. DR. TAN YEAN CHIN

PAST PRESIDENT OF IEM

FOUNDER OF G&P PROFESSIONAL GROUP

PROFESSIONAL SERVICES CONSORTIUM (ENGINEERING FRATERNITY)

VIRTUAL SHARING SESSION (TYC 001)

Saturday | 22 August 2020
10:00am - 12:00pm

REGISTER HERE:
<https://www.gpprofessional.com/register/tyc001/53348740200>

"Proposed a model on the necessary attributes for a successful sustainable engineering consulting firm."

MPC **PSPN**

2

PROFESSIONAL SERVICES CONSORTIUM

BUILDING RESILIENT PROFESSIONAL SERVICES CONSORTIUM (PSC) FOR THE ENGINEERING FRATERNITY

The global economy has transformed and is a new economy that is knowledge-intensive and greater in innovation by the digital revolution and rapid technological advancement. Countries in the world now look into gaining competitive advantage by being innovative through collaboration, high value-added, technology-enabled and unique business models.

For Malaysia's aim to become a developed and high-income nation, it has to leverage on new economic opportunities especially in Professional Services Collaborative Network entering the global markets.

HALIMAH OSMAN
MANAGING DIRECTOR OF MARKET INSIGHTS CONSULTANCY

Ts Ir CHOO KOK BENG
MANAGING DIRECTOR OF VERTITECH (M) Sdn Bhd

PROFESSIONAL SERVICES CONSORTIUM

VIRTUAL AWARENESS SESSION

Tuesday | 22nd September 2020
10:00am - 12:00pm

REGISTER HERE:
<https://www.gpprofessional.com/register/tyc002/53348740200>

"Together to achieve same objective, numerous companies speaking with one voice."

MPC **PSPN**

3

PROFESSIONAL SERVICES CONSORTIUM

PROPOSED MODEL FOR EXPORTING LEGAL SERVICES

Dato' Ricky finds that this is necessary to bridge the gap for legal services between two countries that has two different legal systems, common law and civil law, to work together. They have associates partner in China, Cambodia, Laos, Myanmar, Singapore, and Indonesia under the brand name of CALCC.

He has also found ways to build and develop the legal market, business and brand in the region rather than to wait for business. He believed in creating the need and bringing the legal service to the door steps and easily accessible by all by having cross border talks and cooperation between different institutes and lawyer societies. That's why by bringing the institute to work closer, the business community will have more confident in cross border investment.

HALIMAH OSMAN
MANAGING DIRECTOR OF MARKET INSIGHTS CONSULTANCY

DATO' RICKY TAN
PRESIDENT OF CHINA-ASIAN LEGAL COOPERATION CENTER

PROFESSIONAL SERVICES CONSORTIUM

VIRTUAL AWARENESS SESSION

Wednesday | 30th September 2020
10:00am - 12:00pm

REGISTER HERE:
<https://www.gpprofessional.com/register/tyc003/53348740200>

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MPC **PSPN**

4

PROFESSIONAL SERVICES CONSORTIUM

IT'S A MATTER OF SURVIVAL

The topic will discuss about project creation, reducing the risk of venturing overseas, addressing what the market demands and specialization is a must.

Ar. Meor Wazir have lots of experience in the industry. Some of the companies that he already worked include Perama Holdings Bhd, Perambajaya Holdings Sdn Bhd, Carrefour (M) Assets Development Sdn Bhd, Myanman Biotechnology Corporation Sdn Bhd, Arkitek Meor & Chew Sdn Bhd and currently with MWZ Consortium Sdn Bhd. The positions that he already held include as Project Director, Client (COO), Consultant and Consortium Head (MO).

HALIMAH OSMAN
MANAGING DIRECTOR OF MARKET INSIGHTS CONSULTANCY

Ar. MEOR WAZIR ZUL'ADIN
DIRECTOR OF MWZ CONSORTIUM SDN BHD

PROFESSIONAL SERVICES CONSORTIUM

VIRTUAL AWARENESS SESSION

Thursday | 1st October 2020
10:00am - 12:00pm

REGISTER HERE:
<https://www.gpprofessional.com/register/tyc004/53348740200>

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MPC **PSPN**

5

PROFESSIONAL SERVICES CONSORTIUM

PROPOSED MODEL OF A SUSTAINABLE ENGINEERING CONSULTING FIRM (ECF)

Dr. Tan proposed a model on the necessary attributes for a successful sustainable engineering consulting firm (ECF). The challenges and solutions for issues that always affecting the growth and sustainability of ECF such as ownership, profit sharing, grooming of successors, quality works, retention and usage of lessons learned and experiences of the staff, efficiency and profitability etc. The model hope to achieve sustainable ECF that will meet the demand and challenges for engineering consulting works locally and with potential to export our services overseas.

HALIMAH OSMAN
MANAGING DIRECTOR OF MARKET INSIGHTS CONSULTANCY

Ir. Dr. TAN Yeann Chin
FOUNDER OF G&P PROFESSIONAL GROUP

PROFESSIONAL SERVICES CONSORTIUM

VIRTUAL AWARENESS SESSION

Saturday | 3rd October 2020
10:00am - 12:00pm

REGISTER HERE:
<https://www.gpprofessional.com/register/tyc005/53348740200>

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MPC **PSPN**

6

PROFESSIONAL SERVICES CONSORTIUM

SUSTAINABLE COLLABORATIVE MODEL FOR MANAGEMENT CONSULTANCY FIRMS

Our webinar session will be focusing on the Sustainable Collaborative Models and its process management for the solutions of Management Consultancy firms. More important in this session are the mechanisms in operationalization of the models of collaborations with effective methodology and internationally tested business building framework by ABA Malaysia.

HALIMAH OSMAN
MANAGING DIRECTOR OF MARKET INSIGHTS CONSULTANCY

ASRI JUSOH
PRESIDENT OF PETRON BUSINESS ADVISOR MALAYSIA (PABAM) MALAYSIA

SHAMSUL AFZAN
GROUP CEO OF PETRON BUSINESS ADVISOR MALAYSIA (PABAM) MALAYSIA

PROFESSIONAL SERVICES CONSORTIUM

VIRTUAL AWARENESS SESSION

Tuesday | 6th October 2020
10:00am - 12:00pm

REGISTER HERE:
<https://www.gpprofessional.com/register/tyc006/53348740200>

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MPC **PSPN**

7

PROFESSIONAL SERVICES CONSORTIUM

MODEL FOR GOVERNMENT TO GROW MALAYSIA SUSTAINABLE ENGINEERING CONSULTANCY FIRMS

Dr. Tan proposed a model for growth and sustainability of ECF with government facilitation, without extra cost to our government. The government only needs to refine and re-align particular regulations and procurement system to promote growth and sustainability in engineering consultancy services, such as incorporating the national agenda to encourage bumiputera participation. Our consultancy firms (ECF) could grow with few of them double their size and capacity within about five to ten years. This paper also lays out methods for ECF to improve efficiency, retention of knowledge, as well as technical capabilities and capacities. This proposed model could groom Malaysian engineering consultancy firms for growth and competitiveness, and even to export our services overseas.

Ir. Dr. TAN Yeann Chin
FOUNDER OF G&P PROFESSIONAL GROUP

PROFESSIONAL SERVICES CONSORTIUM

VIRTUAL AWARENESS SESSION

Saturday | 11th October 2020
10:00am - 12:00pm

REGISTER HERE:
<https://www.gpprofessional.com/register/tyc007/53348740200>

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MPC **PSPN**

8

PROFESSIONAL SERVICES CONSORTIUM

CROSS SERVICES JOINT VENTURES

Lukman Sheriff Alau has been in practice since 1993 and specializes in corporate, energy, utilities, privatisation and corporatisation transactions. He has extensive experience in advising in large-scale privatisation, infrastructure and construction projects. He was formerly the General Manager of the legal and enforcement division/ Legal Advisor of Lembaga Tabung Haji and has advised on various Islamic investment and financing matters. He previously as a member in the Bank Negara Law Review Committee for Islamic Banking and Finance. He currently is the Chairman for the Bar Council Islamic Finance Committee and International Professional Services Committee.

For the purpose of overseas projects, the webinar seeks to explore various models of joint venture/ consortiums for a cross section of professional services from the legal perspective.

LUKMAN SHERIFF ZUL RAFIQUE & PARTNERS

PROFESSIONAL SERVICES CONSORTIUM

VIRTUAL AWARENESS SESSION

Thursday | 11th October 2020
10:00am - 12:00pm

REGISTER HERE:
<https://www.gpprofessional.com/register/tyc008/53348740200>

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MPC **PSPN**

9

PROFESSIONAL SERVICES CONSORTIUM

COLLABORATING ARCHITECTURE SERVICES

Development projects are becoming more complex for any one person to know everything. Architects need to decentralize to lead a collaborative future or risk being further marginalised. Not knowing how to effectively collaborate will lead to their irrelevance. Collaboration in Architecture services is complex and requires deliberate effort to build relationships among the collaborators in achieving mutual objectives. Past experience and creation of identity can be impediments to a collaboration, leaving collaborator in organisational silos.

As collaborators, architects are no longer decision-makers, but facilitative leaders who should know how to find required information as opposed to knowing the information themselves. When collaborating, it is not about how much any one person happens to know, but how to serve as team players from the earliest stages to project completion.

DATUK Ar. EZUMI
PAM PRESIDENT 2020

PROFESSIONAL SERVICES CONSORTIUM

VIRTUAL AWARENESS SESSION

Saturday | 17th October 2020
10:00am - 12:00pm

REGISTER HERE:
<https://www.gpprofessional.com/register/tyc009/53348740200>

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MPC **PSPN**

10

PROFESSIONAL SERVICES CONSORTIUM

VALUE-ADDING ENGINEERING PSC WITH INTEGRATED DIGITAL DELIVERY (IDD)

Digital revolution is the current driving force towards sustainability under the new economy spectrum. IDD is hence both an essential Value Added Service (VAS) and a potential Unique Value Proposition (UVP) that are critical to the success of a PSC. This paper elaborates how BIM adoption at high maturity level achieves IDD that empowers engineering fraternity to realize digital transformation of construction industry and productivity improvement.

Louisa Tay CS is the NGC member of MPC PSPPN leading the engineering fraternity in the subject of Integrated Digital Delivery (IDD). His company PLYTEC is the MBR holder of the first Malaysian company certified with the BIM standard of ISO 19650-2.

LOUIS TAY CS
DIRECTOR OF PLYTEC ENGINEERING

PROFESSIONAL SERVICES CONSORTIUM

VIRTUAL AWARENESS SESSION

Thursday | 22nd October 2020
10:00am - 12:00pm

REGISTER HERE:
<https://www.gpprofessional.com/register/tyc010/53348740200>

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MPC **PSPN**

Professional Services Consortium (Mentoring & Coaching 10 Sessions)

PROFESSIONAL SERVICES MENTORING & COACHING SERVICE FOR ENGINEERING FRATERNITY

BUILDING RESILIENT PROFESSIONAL SERVICES CONSORTIUM (PSC) FOR THE ENGINEERING FRATERNITY

The global scenario and transformation of the world economy that is knowledge-intensive and greater in innovation by the digital revolution and rapid technological advancement. Countries in the world are looking for innovative advantage to bring innovation through collaboration, high value-added, technology-enabled and unique business models.

For Malaysia's aim to become a developed and high-income nation, it has to increase its gross economic opportunities especially by Professional Services.

CHANGE MANAGEMENT & ROADMAP TO DIGITAL TRANSFORMATION FOR ENGINEERING PSC

Inclusion of Integrated Digital Delivery (IDD) empowerment is critical to achieve both the requirements and product of the Engineering Profession Development (EPD), management principles to assist deployment which disrupts existing norms. A PSC's developed roadmap to digital transformation will also be introduced in this session.

1

TIUM



Teir Choo Kok Beng
MANAGING DIRECTOR
OF VERTICENT Pte Ltd
Singapore



LOUI TSAI CS
DIRECTOR OF
PLYTEC ENGINEERING

PROFESSIONAL SERVICES CONSORTIUM

VIRTUAL AWARENESS SESSION



Monday 11/16th November 2020

10.00am - 12.00pm

REGISTER HERE:

<https://www.eventbrite.com/e/professional-services-consortium-virtual-awareness-session-tickets-711944611194>



SCAN ME

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some objective, numerous
companies speaking with
one voice."*






2

PROFESSIONAL SERVICES CONSORTIUM

MENTORING & COACHING SESSIONS
FOR LEGAL FRATERNITY

**EXPANDING YOUR LEGAL PRACTICE
BEYOND MALAYSIA**

Creation of consortium model and guidelines to promote professional services consortium for the legal fraternity

By Dato Ricky Tan



DATO' RICKY TAN
PRESIDENT OF
CHINA-ASIAN LEGAL
COOPERATION CENTER

VIRTUAL AWARENESS SESSION



SCAN ME

Monday 16th November 2020
3:00pm - 5:00pm

REGISTER HERE:

[http://tinyurl.com/ygkz3y3w](#)
[https://www.eventbrite.co.uk/e/virtual-awareness-session-for-the-professional-services-consortium-tickets-121212121212?aff=ebdshare](#)
[https://www.eventbrite.co.uk/e/virtual-awareness-session-for-the-professional-services-consortium-tickets-121212121212?aff=ebdshare](#)

*"Together to achieve
same objective, numerous
companies speaking with
one voice"*




Moving Forward to 2021...

Professional Services Initiatives 2021

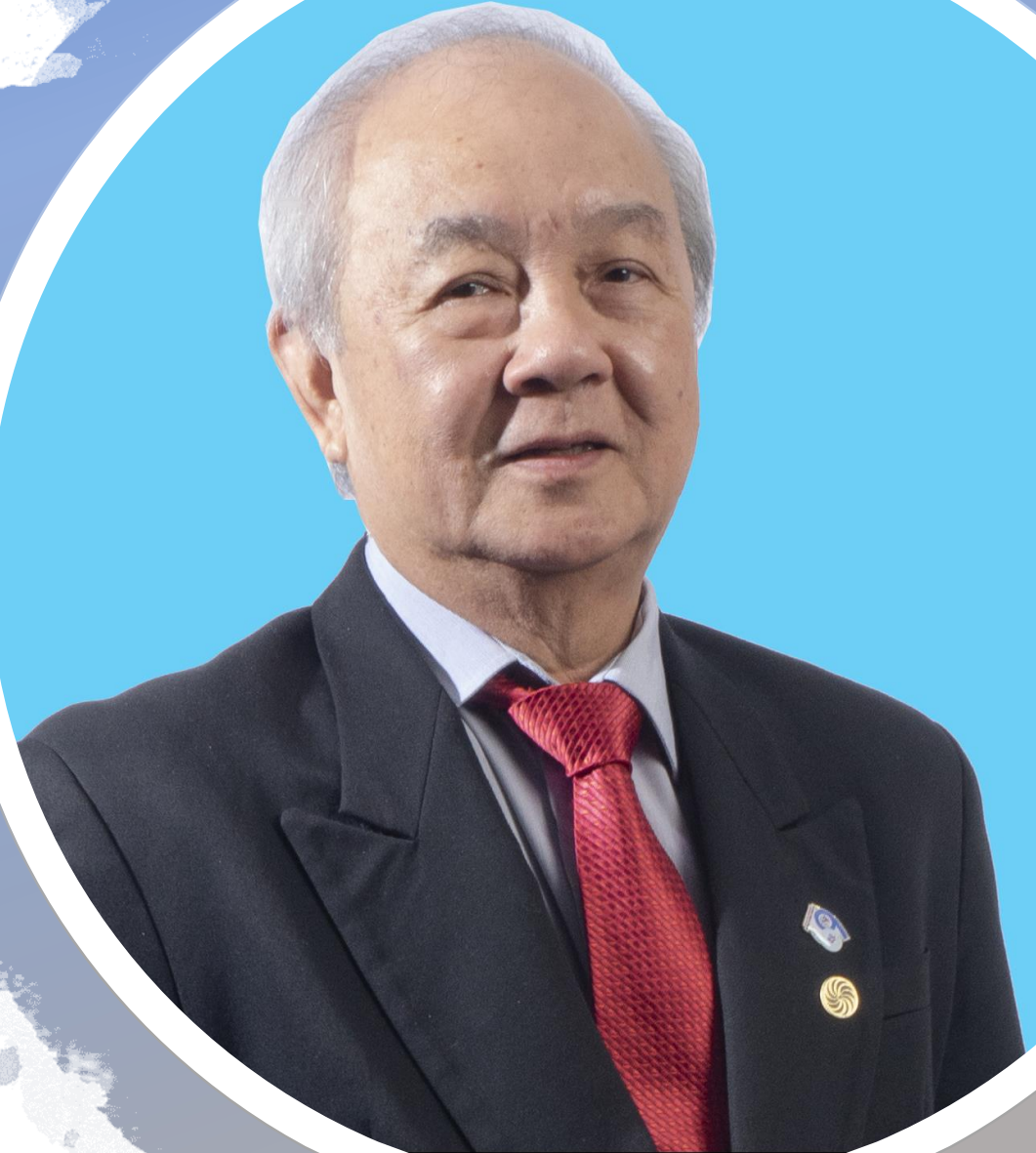
Thrusts	Initiatives	Sub Initiatives
Workforce	PS1. Provide input to colleges and universities to ensure curriculum and training are industry-relevant	PS1.1 Reduce Mismatch towards Building Workforce for the Future
Technology	PS2. Encourage adoption of technology solutions, such as to tract progress digitally rather than on paper	PS2.1 Enhance Technology Solutions Adoption
Industry Structure	PS3. Form cross-country professional services consortiums to increase capability to compete abroad	PS3.1 Develop Professional Services Consortiums
	PS4. Encourage adoption of operational metrics and performance-linked KPIs by professional services firms	PS4.1 Encourage Operational Metrics and Performance-linked KPIs Adoption
Business Environment	PS5. Address regulatory inconsistency and constraints to enable the set up of alternative business models that are in line with global trends	PS5.1 Address Unnecessary Regulatory Burdens

Professional Services (PS) is set to make a significant impact to the nation's post COVID-19 economic recovery boosted using digital technology and collaboration to enhance its productivity further. This crucial role mandated to the Professional Services Productivity Nexus (PSPN) in the Malaysia Productivity Blueprint (MPB) launched on 8 May 2017 has had some remarkable achievements to date. Professional services topped national productivity contribution consecutively in 2018 and 2019 and is poised to maintain this position going forward. It had surpassed the national average growth target of 3.7% by more than 80% in recording productivity of 5.7% in 2018 and 5.9% in 2019 respectively. Since its formation in 2018, PSPN has created an agile, sustainable and resilient ecosystem for the Professional Services sector. Adoption of a quadruple helix model based on a demand and market driven collaborative platform, led by industry which includes Government agencies, Civil societies and Research & Development bodies has made it possible. The future looks bright for the Professional Service Providers in Malaysia. **BUY MALAYSIAN PROFESSIONAL SERVICES FIRST** will make our dreams come true.

Ts. Ir. Choo Kok Beng

PSPN Champion

17th November 2020





Datuk Ar. Ezumi Harzani Ismail
President, Pertubuhan Akitek Malaysia (PAM)

Developing professional services sector is one of the national agenda in facing global liberalisation challenges. Emerging technologies are coming into local market in a big way, making constructions and developments to be more complex for any one person to know everything. Through MPC Professional Services Productivity Nexus (PSPN), we are preparing Malaysian professionals to work on professional collaborative skills development to be competitive internationally and to remove foreign domination in local industry. In construction industry, professional services collaboration requires deliberate effort to build relationships among the collaborators and to break its organisational silos. This is where PSPN plays significant roles in facilitating collaborations among professionals and creating more Malaysian lead collaborators in the industry to lead other professionals in various joint skills development programmes and job implementations.

End card (fade in)



Facebook: @professionalservicesnexus

Instagram: professional.services.nexus

Proposed songs to be used

**Choose
No.3**

https://www.youtube.com/watch?v=Ch2GzlOsUDU&list=PLQtpqy3zeTfBVaiZyrsv_fG&index=21&ab_channel=CorporateMusicO

https://www.youtube.com/watch?v=9fJx5bzLqw8&list=PLQtpqy3zeTfBVaiZyrsv_fG&index=34&ab_channel=CorporateMusicO

[only](#)

- https://www.youtube.com/watch?v=pZD66AVzQRY&list=PLQtpqy3zeTGB7V5lkhkfBVaiZyrsv_fG&index=52&ab_channel=MarcusNeely