Business today is inundated by data, referred to as the new oil. But how can we mine and harness this data to inform strategic decision making and create new and enriched value?

As business advisors and leaders, accountants are ideally positioned to utilise big data & analytics and robotics to automate the finance function, empower their organisations, and deliver business value.

PATRICK P. GELSINGER
CEO, VMware, Inc.
To succeed, the insights-driven enterprises require a forward-learning enterprise data strategy—one that encompasses external customer data sources and far-reaching operational data.

This conference prepares you to implement data intelligence strategies and integrate artificial intelligence to reap real-time and deeper insights from your data, to accelerate your digital transformation and future proof your organisation.

**OBJECTIVES**
The conference aims to assist you to:
- Mine data to make informed strategic business decisions
- Overcome barriers to adopting big data
- Review real-life implementation experience of a big data project
- Gain insight into trends and opportunities from technology leaders and strategists
- Prepare for data intelligence and analytics implementation
- Demonstrate the use of artificial intelligence for analysis
- Set the stage for finance function transformation

**WHO SHOULD ATTEND**
- Chief Executive Officers
- Chief Financial Officers
- Chief Technology Officers
- Business owners
- Heads of Business Intelligence
- Heads of Enterprise Data Strategy
- Data Management Leaders
- Heads of Customer Insight
- Accountants
- Academicians

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**CONFERENCE PROGRAMME**

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<th>Time</th>
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<tr>
<td>8.00am</td>
<td>Registration and Welcome Refreshments</td>
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<td>9.10am</td>
<td>Welcome Address</td>
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<td>10.00am</td>
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| 10.30am| **1: Big Data—Why It Matters**<br>The Power of Big Data is in information about people's behaviour—customers, employees and prospects for your new business. The role of big data and its analysis will only grow in the coming years and with it many avenues for business improvement through marketing, customer engagement, decision making, and product development. This primer session will discuss the opportunities, challenges and implications of robotics, Industry 4.0, machine learning and artificial intelligence within the Malaysian context.  
**MODERATOR** Dr. Farouk Abdullah | Chief Data Scientist, Natural Intelligence Solutions Private Limited  
**PANELLISTS** Ir. Dr. Karl Ng | Director, Data Economy, MDEC  
| 11.45am| **2: Artificial Intelligence (AI) & Human Touch**<br>Is it man vs. machine or man + machine?<br>When it comes to the topic of AI, the world is quite clearly divided into two factions: those who strongly believe that AI is a good thing and those who vehemently deny this. The session will highlight the use of AI in industries as well as how AI works.  
**MODERATOR** George Chua | Head of Data Science & Engineering, ada Asia  
**PANELLISTS** Representative from IBM  
Representative from Aerodyne  
Representative from Axiata |
| 1.00pm | Lunch & Networking                                                                                   |
| 2.15pm | **STREAM A: ENTERPRISES**<br>3A: The Rationale and Barriers to Big Data & Analytics Adoption<br>Examine the rationale for adopting Big Data analytics in different circumstances, and gain insights into how to manage organisational barriers, data permission & sharing, systemic inadequacies and talent gaps that comprise the weak links to adopting big data analytics.  
**3B: Can You Survive Without Big Data & Analytics?**<br>Do you realise what your competitors are doing? This session will provide guidance for SMEs on adopting big data analytics, calculating the return on investment, and the pain points to watch out for. |
| 3.15pm | **STREAM B: SMEs**<br>4A: Why is it a Must to Embrace Big Data?<br>A panel discussion to enlighten the reason you need to get on board and embrace big data to enrich business value.  
**4B: Should I Invest in Big Data?**<br>A panel discussion to highlight the technological and cultural challenges within the workplace and how to overcome them. |
| 4.00pm | **5A: Leveraging Machine Learning and Predictive Analysis**<br>Guidance for enterprises on how to harvest a higher volume of insights from data to support forward-looking and more autonomous decisions, while using “smarter” systems to decipher insights, trends, and new business opportunities.  
**5B: Getting Your Data Ready**<br>This session demonstrates how SMEs can establish a data-driven culture that captures and interprets data to reach meaningful insights and embed Business Intelligence systems to heighten performance. |
| 5.00pm | Refreshments & End of Conference                                                                    |
To provide effective public services, the insight-driven public organisation requires suitable infrastructure and a shift in mindset.

Specially tailored for the public sector, this conference will discuss the potential of big data and analytics, as well as the challenges for successful implementation in the public sector.

OBJECTIVES
The conference aims to assist you to:
- Assess potential impacts of big data application in the public sector
- Be aware of the challenges to successfully utilise big data
- Gain from the experience of a successful big data project in a public organisation
- Demonstrate the use of artificial intelligence to simplify analysis
- Impart the latest trends relating to big data and analytics
- Prepare for finance automation

WHO SHOULD ATTEND
- Heads of Government Departments and Agencies
- Directors & Managers of IT Unit in Government
- Accountants & Auditors in Public Sector
- Government Officers
- Academicians

CONFERENCE PROGRAMME

8.00am  Registration and Welcome Refreshments
9.10am  Welcome Address
9.20am  Keynote Address
10.00am Morning Refreshments and Networking
10.30am 1: Optimising Service with Big Data

It’s high time that the public sector harnesses the power of big data to enable early interventions, more targeted services, and better service design to make the most of squeezed budgets, especially in vital areas like healthcare and social services. Panellists will also share how big data analytics can be used to evaluate policies and execution to prevent wastage, fraud and error.

SPEAKERS
- Representative from Inland Revenue Board
- Representative from Securities Commission Malaysia
- Representative from Telekom Malaysia

11.30am 2: Challenges & Success

How can the public sector get buy-in for big data implementation? Key to acceptance is to overcome barriers such as poor data access and sharing, resistance to change, government complexity and skills mismatch. To drive big data adoption, panellists will share how the public sector can deploy champions of data backed by data specialists, to help incentivise big data use and enable safe access to government data.

12.30pm Lunch & Networking
2.00pm 3: Data Sharing & Governance—Why Do it?

Protecting customer data is becoming even more challenging, more so for the public sector. This session looks at why and how public sector organisations should embrace best practices for data sharing and governance to build an effective data governance framework, and outlines steps to govern data effectively.

MODERATOR
- Dr. Farouk Abdullah  |  Chief Data Scientist, Natural Intelligence Solutions Private Limited

PANELLISTS
- Representative from MAMPU
- Representative from Bank Negara Malaysia

3.00pm 4: Sharing From Other Countries

Get insights into big data adoption experiences of other countries and replicate best practices in the Malaysian public sector context.

4.00pm 5: MIMOS Demonstration

See artificial intelligence (AI) in action in selected public sector scenarios.

SPEAKER
- Thillai Raj T. Ramanathan  |  Chief Technology Officer, MIMOS Bhd.

5.00pm Refreshments & End of Conference
Data Intelligence & Analytics Conference 2019
Mining the Value in Your Data

CANCELLATION
Should the participant decide to cancel his/her enrolment, a cancellation policy shall be applied as follows:

a. Written cancellation received less than seven (7) days from the date of the event:
   - A refund (less administrative charge of 20%) will be made.
   - Unpaid registrations will also be liable for 20% administrative charges.
b. Written cancellation/no show on the day of the programme:
   - No refund will be entertained.
   - Unpaid registrations will also be liable for full payment of registration fee.

Substitutes for cancellation will be treated as a new registration and full payment shall be made as per the above requirement.

VERIFICATION OF ATTENDANCE
• All participants are required to present photo identification (NRIC, driving licence or company’s ID card) at the point of registration prior to signing the registration list when attending MIA CPE programme. Admittance may be denied upon failure to present photo identification.

CARTERIFICATE OF ATTENDANCE AND CPE HOURS
• All participants are entitled to CPE hours upon attending the entire duration of the programme. No alteration will be allowed upon registration.

DATA PROTECTION
Personal Data is gathered in accordance with the Personal Data Protection Act 2010 (Act 709).

DISCLAIMER
Malaysian Institute of Accountants (MIA) reserves the right to change the speaker(s), date(s) and to cancel the programme should circumstances beyond its control arise. MIA shall not be responsible for any costs, damages or losses incurred by the participant due to the changes and/or cancellation. MIA also reserves the right to make alternative arrangements without prior notice should it be necessary to do so. Upon registering, you are deemed to have read and accepted the terms and conditions herein.