



MALAYSIAN INSTITUTE  
OF ACCOUNTANTS

STRATEGIC PARTNER



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Think Ahead



PER DAY

# DATA INTELLIGENCE & ANALYTICS CONFERENCE 2019

## MINING THE VALUE IN YOUR DATA



### ENTERPRISES & SMEs

29 April 2019 (Monday)

### PUBLIC SECTOR

30 April 2019 (Tuesday)

Connexion Conference  
& Event Centre @ Nexus  
Bangsar South, Kuala Lumpur

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.

Data is the new science. Big Data holds the answers. Are you asking the right questions?

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

### 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: Big Data—Why It Matters

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

Stan Singh | Founder, IronHouse Asia Sdn. Bhd.

#### 11.45am 2: Artificial Intelligence (AI) & Human Touch

Is it man vs. machine or man + machine?

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

#### STREAM A: ENTERPRISES

#### 2.15pm 3A: The Rationale and Barriers to Big Data & Analytics Adoption

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.

#### 3.15pm 4A: Why is it a Must to Embrace Big Data?

A panel discussion to enlighten the reason you need to get on board and embrace big data to enrich business value.

#### 4.00pm 5A: Leveraging Machine Learning and Predictive Analysis

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.

5.00pm Refreshments & End of Conference

#### STREAM B: SMEs

#### 3B: Can You Survive Without Big Data & Analytics?

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.

#### 4B: Should I Invest in Big Data?

A panel discussion to highlight the technological and cultural challenges within the workplace and how to overcome them.

#### 5B: Getting Your Data Ready

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.



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

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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.

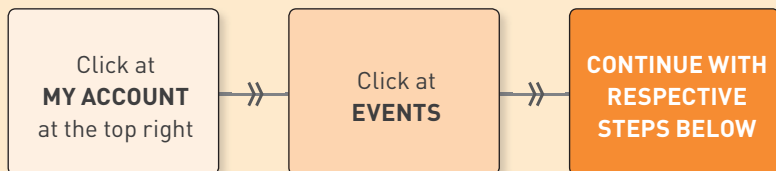
##### **SPEAKER**

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

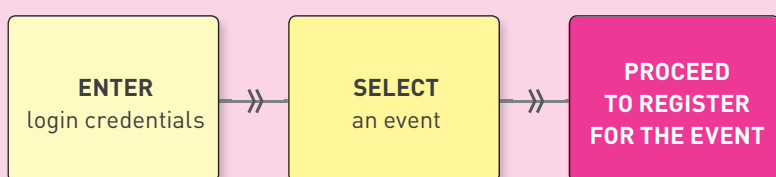
5.00pm Refreshments & End of Conference



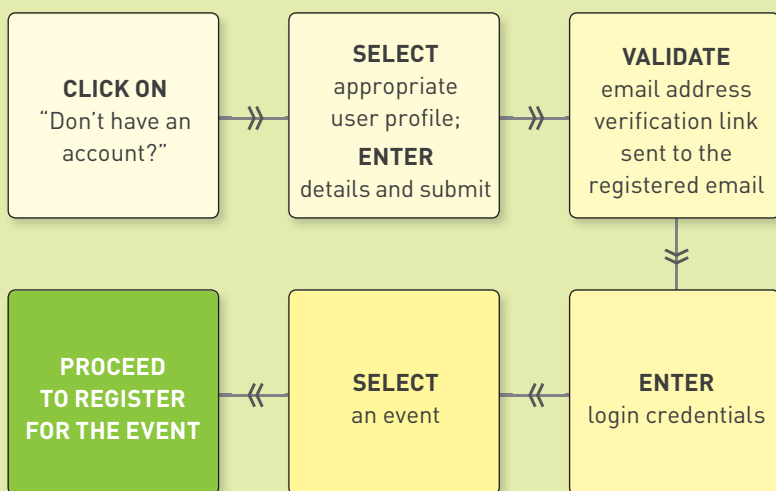
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### NEW USER



For any assistance, please call  
**MIA Help Desk @ 603-2722 9000**

### CONFERENCE FEES

	EARLY BIRD*	NORMAL
<b>Conference for Enterprises &amp; SMEs</b>		
Member (MIA/ACCA**) / Member Firm	RM 450.00	RM 500.00
Non-member	RM 585.00	RM 650.00
<b>Conference for Public Sector</b>		
Member (MIA/ACCA**) / Member Firm	RM 360.00	RM 400.00
Non-member	RM 468.00	RM 520.00
<b>Both Conferences</b>		
Member (MIA/ACCA**) / Member Firm	RM 688.50	RM 765.00
Non-member	RM 895.05	RM 994.50

\*Registration must be received by **31 March 2019**

\*\*ACCA members are required to contact MIA to register for this conference.

### CONFERENCE DETAILS & REGISTRATION

**Conference for Enterprises & SMEs**  
29 April 2019 (Monday)

**Conference for Public Sector**  
30 April 2019 (Tuesday)

**Connexion Conference & Event Centre**  
**@Nexus, Bangsar South, Kuala Lumpur**

Contact : Vino  
Tel : 03 2722 9290  
Fax : 03 2722 9009  
Email : sp@mia.org.my  
Address : Malaysian Institute of Accountants  
Dewan Akauntan  
Unit 33-01, Level 33, Tower A  
The Vertical, Avenue 3  
Bangsar South City  
No. 8, Jalan Kerinchi  
59200 Kuala Lumpur

### TERMS & CONDITIONS

#### PROGRAMME FEE

- Fee is payable to **MALAYSIAN INSTITUTE OF ACCOUNTANTS**
- Depending on the event, the fee includes course materials and/or lunch and/or tea breaks.
- **Individual Registration:** Full payment shall be made at the point of online registration.
- **Corporate Registration:** Full payment shall be made within thirty (30) days from the date of the Proforma Invoice or on the day of the event, whichever earlier.
- Admittance may be denied upon failure to make full payment as per the above requirement.

#### 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.

The above is not applicable for MIA International Accountants Conference. Please refer to the terms & conditions at <http://miaconference.mia.org.my/>.

#### PARTICIPANT'S CLASSIFICATION AND INFORMATION

Category: Corporate / Individual

- Please select the participant classification carefully as it determines the fee payable. No alteration will be allowed upon registration.

- The information on Corporate/Individual provided shall be deemed true and correct. No alteration will be allowed upon registration.

#### 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.

#### CERTIFICATE OF ATTENDANCE AND CPE HOURS

- Upon full attendance of the programme, participants will be issued an "e-certificate". For this purpose, it is **COMPULSORY** to fill in the email address clearly.
- For MIA members, the CPE hours will be credited into the Membership System within 2 weeks of the event.
- Participants will only be entitled to the CPE hours upon attending the entire duration of the programme. **CPE hours will not be accorded for partial attendance.**

#### 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.