

Organizer:

Implementing Agency:



# SMARTMELAKA

## INTERNATIONAL CONFERENCE AND EXHIBITION 2024

10<sup>th</sup> - 11<sup>th</sup> OCTOBER 2024



DOUBLETREE BY HILTON, MELAKA

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# JOIN NOW!

Better Cities: Global Mindset with Local Adaptability

### TOPICS HIGHLIGHT



Smart  
Mobility



Smart  
Governance &  
Economy



Smart  
Environment



Smart  
Digital  
Infrastructure



Smart  
Community &  
Living

## NOTABLE SPEAKERS

Smart Melaka International Conference and Exhibition 2024 (SMIX 2024) returns for its third installment this year on October 10th - 11th to further elevate the smart initiatives and solutions shaping this new era of safer, greener and more efficient urban city. The conference is a platform to network and learn from the industry leaders, to expand knowledge and find solutions to problems, to present ideas and work to others as well as to learn beyond your field or interest that may enhance both professional and personal development.



**Matthias Gelber**

Co-founder, ESG Innovation Hub  
(GERMANY)



**Satpal Singh**

Chief Governance, Risk and  
Sustainability Officer, PLUS 2 (MALAYSIA)



**Mark Thomas**

Future of Place Taskforce Member,  
Smart Cities Council Australia New Zealand (AUSTRALIA)



**Dr Gary William Theseira**

Council Member,  
Climate Governance Malaysia



**Sarly Adre Sarkum**

Chief Executive Officer,  
Green Building Index (MALAYSIA)



**Yimin Zhou**

Urban Development and Smart City  
Consultant, The World Bank (SINGAPORE)



**Krista Milne**

Chief Heat Officer, City of Melbourne  
(AUSTRALIA)



**Eugene Noh**

Strategic Advisor Korean Advanced Institute of  
Science and Technology (SOUTH KOREA)



**Ibrahim Sani**

Chief Executive Officer  
Yayasan Peneraju



**Md Fauzan Elham@Alhim**

General Manager Smart City Development,  
Selangor Industrial Corporation Sdn Bhd



**Ridwan Kamil\***

Former Governor  
West Java Province



**Alan Jiang\***

Co-Founder & Chief Executive Officer,  
Beam Mobility



**Andrew Chan\***

Asia Pacific Sustainability,  
Strategy & Transformation Partner



**David Hagerbro\***

President & Chief Executive Officer of Ericsson  
Malaysia, Sri Lanka & Bangladesh



and more speakers.....

(\*) Subject to changes

Call For Registration  
**06-2321360**

[info@smic.io](mailto:info@smic.io)



*Bijak Laksana Tuah  
Berani Laksana Jebat*





# AGENDA

## DAY 1

8:00 am	Delegates Registration & Morning Refreshments
9:30 am	<b>Welcome Address</b>
10:00 am	<b>SMIX2024 Launching Address by Datuk Seri Utama Ab Rauf bin Yusoh, Chief Minister of Melaka</b> <b>Fireside Chat: VVIP - YAB Datuk Seri Utama Ab Rauf bin Yusoh, Chief Minister of Melaka</b>
11:00 am	<b>Keynote Address: Digital and Democratic Challenges for Smart Cities Around the World</b> Governance plays a crucial role in the development of smart cities. Still, technological developments are advancing increasingly faster, and there is a growing public power inability to generate the necessary regulatory frameworks and lead a model of public tech development for democracy. Can we imagine new models based on free open-source software and communities, that put democratic issues and the rights of citizens at its core? How can data be governed collectively to be used for the common good? In what ways can different stakeholders be brought to work together on smart city developments?
11:40 am	<b>Fireside Chat: The Green Challenge – Decarbonization, Energy and Climate Emergency</b> Cities are major contributors to climate change, responsible for 70-75% of global greenhouse gas emissions. How can cities leverage cutting-edge technology to enhance urban sustainability and assume leadership roles in the global effort to combat the climate emergency?
12:00 pm	<b>Mayor's Forum: Smart Governance and New Economy Models in the Digital Age</b> Smart Governance is a key pillar of Smart City framework, and an important pathway to achieve sustainable economic models through digital transformation via application of Big Data, IoT, AI and other tools. How are cities adapting their policies and implementation plans to reach set economic goals and prepare for the future?
12:45 pm	Lunch Break and Tour to Exhibition Space
2:00 pm	<b>Case Study 1 : The Path to Future of Energy</b> Malaysia launched its National Energy Transition Roadmap (NETR) to much fanfare in 2023, setting the goal of reaching 70% renewable energy installed capacity by 2050. Let's take stock of the implementation pathway and some of the pain points that need to be addressed. How are cities navigating the transition to clean energy sources? What strategies can cities employ to integrate the latest green technologies and solutions, and how do these impact urban dynamics?
2:30 pm	<b>Case Study 2: Smart Citizens – Empowering Digital Future Workforce</b> According to EY2022 Tech Horizon Survey, 80% of government leaders agreed that their culture needs to change to get the full benefit of transformation. What are the ways which policies, public programs and incentives can be utilized to bridge the talent gap in workforce through digital upskilling and reskilling? How best can governments and industry players work together to up-level our existing and upcoming national talent pool with High Growth, High Value skills?
3:00 pm	<b>Panel Discussion 1: New Mobility Solutions – Data - Driven Predictions</b> With cities rapidly expanding and new technologies constantly appearing on the horizon, the sector needs a place to convene, discuss the big issues and discover solutions – and that's where this session comes in. Let's deep dive into how big data is being used to support not only business decision, but also providing insights and predictions in dealing with real ground-level challenges to push urban mobility forward.
4:00 pm	Evening Refreshments and End of Day One

## DAY 2

8:00 am	Delegates Registration & Morning Refreshments
9:30 am	<b>Keynote Address: Optimising Urban Development Planning to Enhance City Development In Melaka</b> Planning meticulously with sustainable approaches to create cities of tomorrow. Creating a balance in conservation and the expansion of urban spaces.
10:00 am	<b>Panel Discussion 2: Digital Trust – A Discourse on Data Protection, 5G and IoT</b> For 5G to be successful in Malaysia, several key factors need addressing, namely affordability, security, and customer experience. What are the approach industry players and government can ensure 5G deployment in Malaysia contributes to the nation's economy as much as transforming cities to benefit the end user, its citizen.
11:00 am	<b>Case Study 3: A Look Into the Lion City: Whole-of-Government and Open Data</b> Singapore's vision for a digital-first nation is one where a Digital Government, Digital Economy and Digital Society harness technology to effect transformation in health, transport, government services and businesses. 99% of Singapore government's services today are digital from end to end. The Smart Nation and Digital Government Group (SNDGG) takes a concerted effort to build cybersecurity capabilities across the Government to help prevent cybersecurity incidents.
12:00 pm	Closing & Lunch

**EVENT COMPONENTS**



Launching



Conference



Exhibition



Product Briefing

## CONFERENCE FEE

a.	GOVERNMENT RATE	RM 500.00/PAX
b.	CORPORATE RATE	RM 1000.00/PAX



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b.	Free Full Day Conference Passes	5	3	2
c.	5% Discount on Additional Passes	✓	✓	✗
d.	Company Booth Exhibition*	✓	✗	✗
e.	Logo & Link on Sponsor Page	✓	✓	✓
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h.	Colour Ad in Printed Program Guide	2 pages	1 page	½ page
i.	Logo on Conference Materials	On bags, Lanyard, Web	On bags, Web	On Lanyard, Web
j.	Mention in Video	✓	✓	✗
k.	Giveaway (Items Allowed)	Up to 3	Up to 2	Up to 1
l.	Display of Company's Banner	Whole time	Whole time	Whole time
m.	Product Briefing Slot**	✓	✓	✓

\* Booth availability are limited

\*\* Slots availability are limited

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