

ESG

CHALLENGES & OPPORTUNITIES

HELP UNIVERSITY ANNUAL CONVOCATION 23RD STRATEGY SEMINAR
SHANGRI-LA HOTEL, KUALA LUMPUR • 4 MAY 2024



As a forward-thinking institution, HELP University creates a platform for global experts to discuss the multifaceted aspects of Environmental, Social and Governance (ESG) issues, aiming for collaborative solutions.

The conference highlights include:

- Raising awareness about ESG's role in future business and societal development, enhancing understanding of environmental, social and governance principles
- Discussing pressing environmental issues like climate change, waste management and biodiversity loss, and exploring sustainable solutions
- Examining social responsibilities, including labour rights, diversity, community engagement and consumer protection, urging organizations to foster inclusive growth
- Focusing on governance, stressing the importance of ethical leadership, transparency and accountability. The critical role of cybersecurity is highlighted.
- Offering networking and collaboration opportunities, bridging academia, industry and policy-making to spur sustainable innovations
- Aligning with global sustainability trends and the United Nations Sustainable Development Goals (SDGs), positioning HELP University as a contributor to global sustainability efforts.

The conference features expert insights into national policymaking and sector-specific challenges, offering case studies and strategies from various industries.

Discussions will also cover technology's role, particularly Artificial Intelligence (AI), in advancing ESG goals, emphasizing cybersecurity's importance.

Incorporating cybersecurity into the ESG strategy not only mitigates risks but also demonstrates an organization's commitment to comprehensive sustainability and responsible business practices.

Universities, industries, governments and other stakeholders can collaboratively enhance their impact on ESG initiatives through partnerships that leverage each entity's strengths and resources.



HELP UNIVERSITY ANNUAL CONVOCATION 23RD STRATEGY SEMINAR 2024

9.00 am	Welcome Speech Datuk Professor Dr Paul Chan Chancellor, HELP University
9.05 am	Opening Speech Dato' Professor Dr Mohammad Shatar bin Sabran CEO, Malaysian Qualifications Agency (MQA)
9.20 am	Keynote Speech Tan Sri Dato' Seri Dr Sulaiman Mahbob Chairman, Malaysian Industrial Development Authority (MIDA) Introduced by Prof Dr Andy Liew, Vice Chancellor, HELP University
9.40 am	Group photo

SESSION ONE

9.40 am - 10.45 am	ESG: National Policies and Execution Panel Chair: Prof Eva Latham <ul style="list-style-type: none">• Datuk Shireen Ann Zaharah Muhiudeen Founder, Corston-Smith Deputy Chairman, AIAC Ex Chairman, Bursa Malaysia• Puan Latheefa Koya Partner, Daim & Gamany Advisor, Lawyers for Liberty• Prof Mak Yuen Teen Professor (Practice) of Accounting, National University of Singapore• Dato' Ts Dr Haji Amirudin Abdul Wahab CEO, CyberSecurity Malaysia
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SESSION TWO

10.45 am - 12.00 nn	ESG and Industry Practices Panel Chair: Prof Phillip Zerrillo <ul style="list-style-type: none">• Ding Hong Sing National President, SME Association of Malaysia• Dr Stephen Moss Chairman, DAI Capital• Dr Matthew Dearth Associate Prof (Practice) of Sustainable Finance, Nanyang Technological University• Yeoh Keng Yao Chairman, Digitalization & Sustainability, Federation of Malaysian Freight Forwarders (FMFF)
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SESSION THREE

12.00 nn - 12.50 pm	Cybersecurity and ESG Panel Chair: Dr Stephen Moss <ul style="list-style-type: none">• Prof Abu Bakar Munir President, Malaysian Association of Cybersecurity and Privacy Professionals (MACPP)• Dmitry Volkov CEO and Co-Founder of Group-IB• Prof Manickam Ravichandran Chief Scientific Officer, ALPS Group• Gan Kee Lim Head, CyberSecurity & Tech Risk, GX Bank
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12.50 pm - 1.40 pm Lunch

SESSION FOUR

1.45 pm - 3.00 pm	Industry Experiences and ESG Panel Chair: Prof Dr Andy Liew <ul style="list-style-type: none">• Neil Foo CEO, Bukit Jalil Global Acquisition 1 Ltd Chief Strategist, NCT Smart Industrial Park• Kamarul A Muhamed Founder and Group CEO, Aerodyne Group• Alvin Toh Co-Founder & Chief Marketing Officer, Straits Interactive• KC See Founder & CEO, Quest Corp Group
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SESSION FIVE

3.00 pm - 4.15 pm	ESG Agenda for Execution Panel Chair: Datuk Prof Dr Paul Chan <ul style="list-style-type: none">• Syed Kamal Muzaffa Director, Sustainability Division, MIDA• Prof Dali Kaafar Executor Director, Macquarie University Cyber Security Hub• Rony A Gobilee Chief Strategy Officer, HRD Corp• KL Looi Advisor, Amiya Japan (International Business) Advisor, Ako Lab, Singapore
4.15 pm	Closing remarks: Prof Dr Andy Liew
4.25 pm	Gift presentation: Datin Chan-Low Kam Yoke Co-Founder, HELP University
4.40 pm	Social networking
5.00 pm	End

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Dato' Professor Dr Mohammad Shatar bin Sabran
CEO, Malaysian Qualifications Agency (MQA)

Prof Mohammad Shatar has held high leadership positions as Deputy Vice Chancellor of Universiti Putra Malaysia and Vice Chancellor of Universiti Pendidikan Sultan Idris (UPSI). Recognised as one of the National Social Experts, he has delivered more than 800 talks and published more than 40 books on motivation, leadership and community development. He has received national and international awards for excellence in higher education. Prof Shatar is included in Outstanding Intellectuals of the 21st Century (2012) and in Who's Who in the World (2012).



Tan Sri Dato' Seri Dr Sulaiman Mahbob
Chairman, Malaysian Industrial Development Authority (MIDA)

After a distinguished career professing economics and public policy in Universiti Malaya, Universiti Sains Malaysia and Universiti Tun Abdul Razak, Tan Sri Dr Sulaiman entered the civil service, culminating in his appointment as Director-General of the Economic Planning Unit of the PM's Department. Currently Tan Sri Sulaiman sits on the boards of the MIER, Yayasan Pesara Kerajaan and Yayasan D-8 Malaysia. He is an Honorary Fellow of Institut Masa Depan Malaysia (MASA), an independent think tank of experts in government and academia. Tan Sri Sulaiman writes regularly on economic policy, public finance and development for the media and has lectured in Australia, NZ, Japan and South Korea.



Datuk Professor Dr Paul Chan
Chancellor, HELP University

Dr Chan is a co-founder of the HELP Education Group. He is the Chancellor of HELP University. An economist, he focuses on life management and future legacy building.



Professor Andy Liew
Vice Chancellor, HELP University

Over a span of 30 years Prof Liew has held senior positions in conventional and open distance learning institutions in Malaysia. His focus is on quality assurance in higher education, strategic planning, online teaching and learning, Open Educational Resources (OER) and accreditation of prior experiential learning (APEL). As lead assessor for the Malaysian Qualifications Agency (MQA), he helped shape national policies and frameworks, including the development of the General Guidelines of Practice for Accreditation of Prior Experiential Learning (APEL.C and APEL.Q), and the Code of Practice for Programme Accreditation for Open and Distance Learning (ODL) programmes. He also collaborates with a vast network of ODL experts across Asia.



Professor Phillip C Zerrillo
Professor of Marketing Strategy and Innovation, Thammasat University

Prof Zerrillo has worked globally in numerous industries and fields. He has served on the board of directors of startups and public listed companies (including as Chairman) while holding senior academic and management positions in business schools in the US, Thailand, Singapore and India. As the founding editor of *Asian Management Insights*, he provided editorial insight and thought leadership to one of the fastest emerging business publications in Asia, as a platform for Asia's brightest thought leaders to address challenges and examine trends in innovation and creativity in Asian management. He received an Honorary PhD in Marketing from King Rama X of Thailand. Prof Zerrillo is Professorial Chair of Research at HELP University.



Datuk Shireen Ann Zaharah Muhiudeen
Founder, Corston-Smith
Deputy Chairman, AIAC
Ex Chairman, Bursa Malaysia

Datuk Shireen's career spans over 30 years in the financial services and corporate sectors. She was the founder of Corston-Smith Asset Management and CEO of AIG Investment Corporation (Malaysia). A strong advocate of corporate governance best practices and Environmental, Social and Governance (ESG) activism, Datuk Shireen has served on boards and board committees of leading corporates. She was a member of the Prime Minister's Economic Action Council as well as the FELDA board. *Asian Investor* named her one of the 25 most influential women in Asia Pacific for asset management, and *Forbes Asia* recognised her as one of the 50 Asia's Power Businesswomen.



Latheefa Koya
Partner at Daim & Gamany
Adviser, Lawyers for Liberty

Latheefa is a lawyer, consultant and human rights activist. She specialises in general litigation, public administrative law and employment law. As Chief Commissioner of the Malaysian Anti-Corruption Commission (MACC) from 2019 to 2020 she implemented mandated responsibilities in fighting corruption at the national level, including the abuse of power and malpractice. She has also worked on law reform in the field of human rights. Latheefa was co-founder, ex-executive director and current adviser of Lawyers for Liberty, a human rights and law reform initiative.



Prof Mak Yuen Teen
Professor (Practice) of
Accounting, National University
of Singapore

A fellow of CPA Australia, Prof Mak was the founder and director of the first corporate governance centre in Singapore at NUS. He was head of research in major consulting firms in Asia Pacific and Singapore. He has served on key corporate governance committees in Singapore, developing and revising codes of corporate governance for listed companies and not-for-profit organizations. He has helped develop corporate governance ratings and scorecards and has chaired judging panels for corporate governance-related awards in Singapore and the region.



Dr Eva Latham
Founder & President,
Human Rights Teaching
International, The Hague

Dr Eva Latham has been recognized by Unesco for her research, teaching, training and publications in the field of Human Dignity, Ethics and Human Rights. She has written articles and published books aimed at educating people and organizations in ethics and human dignity as a *conditio sine qua non* for peace. She is the recipient of a Unesco award for her work in teaching Human Rights. Dr Latham has championed women's issues at the UN while serving as the Secretary General of the board of the Dutch Council of Women. Prof Latham is Professorial Chair of Human Dignity at HELP University.



Dato' Ts Dr Haji Amirudin Abdul Wahab
CEO, CyberSecurity Malaysia

Dato' Dr Amir has more than 25 years of experience in the telecom and IT fields. He led CyberSecurity Malaysia to achieve successes like top 10 world ranking in the International Telecom Union (ITU) Global Cyber Security Index; Best Cyber Security Innovation Award 2015 from FireEye Malaysia; Championships at the World Summit of the Information Society (WSIS); and being named Permanent Secretariat to the Organisation of Islamic Cooperation Computer Emergency Response Team. He received an Outstanding Award at the ASEAN CIO-CSO Summit. He was a board member of The Economist Intelligence Unit's Asia Smart City Program. Dato' Dr Amir is an Adjunct Professor at leading local universities. He is Professorial Chair of Cybersecurity at HELP University.

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Ding Hong Sing
**National President,
SME Association of Malaysia**

Mr Ding is the founder and managing director of diverse companies, including PA Food Industries, Malaysia's leading frozen food manufacturer and supplier. Based on Mr Ding's 40 years' experience in the food industry, he created Malaysia's first halal steamed bun which successfully brought the authentic taste of Malaysia to the world. PA Food supplies to industries and markets worldwide, delivering premium quality shelf-stabled frozen foods to food industry professionals and quality-conscious consumers. Mr Ding's is an influential voice in the Malaysian food industry, helping SMEs to realise their potential. As an industry leader Mr Ding also holds prominent positions in numerous organizations in the public and private sector.



Dr Stephen Moss
Chairman, DAI Capital

Dr Moss is a consultant and adviser with a background in law, psychology and business. He is also an early-stage entrepreneurial investor in start-ups and growth companies in financial and professional services, law and biotechnology. He held leading roles in PwC, IBM Consulting and Cardno Acil, as well as managed company sales, acquisitions and mergers. He has consulted for over 25 years with international, UK and Australian law firms in the legal and health services industries. Dr Moss's commitment to social justice and human rights has led him to work with Pathways Foundation, Child Fund and Amnesty International.



Dr Matthew Dearth
**Associate Professor (Practice)
of Sustainable Finance, Nanyang
Technological University**

Before joining academia, Dr Dearth was Managing Director at Silvercrest Asset Management, Singapore. His finance industry experience includes leadership roles at Marshall Wace, Goldman Sachs and Booz Allen & Hamilton. His postgraduate teaching stint in finance courses at Singapore Management University won him recognition on the Dean's Teaching Honor List for Top Adjunct Faculty (Postgrad). At NTU, Dr Dearth teaches sustainable finance. He co-authored *Getting Started in Alternative Investments* (Wiley, 2023) and has published multiple case studies on investment management.



Yeoh Keng Yao
**Chairman, Digitalization
& Sustainability,
Federation of Malaysian Freight
Forwarders (FMFF)**

After valuable experience with PwC in the plantation, logistics, automotive and shipping industries, Mr Yeoh ventured into Titimas Group, a family business providing comprehensive shipping, logistics and marketing services worldwide. Currently the group's Quality Management System has ensured its compliance with the highest standards of certification of GCL International, enabling it to meet customer, statutory and regulatory requirements and accreditation, and win the prestigious SME Corp Malaysia and SME 100 awards for the fastest moving SMEs.



Professor Abu Bakar Munir
**President, Malaysian Association
of Cybersecurity and Privacy
Professionals (MACPP)**

Prof Abu Bakar is an internationally renowned scholar, expert and consultant on ICT law and data protection law. He is Professor of Law and former Dean of the Faculty of Law, University of Malaya. He is also a Visiting Professor at universities in Asia, Australia, NZ, the Middle East and Europe. His international conference appearances include Oxford, Cambridge and MIT. He was instrumental in the development of Malaysia's Personal Data Protection Act 2010 and also advised the Indonesian government on drafting the personal data protection law. He has received numerous awards for service excellence and international recognition for his expertise. Prof Abu Bakar is Professorial Chair of Cybersecurity and Cyber Privacy at HELP University.



Dmitry Volkov
CEO and Co-Founder of
Group-IB

Group-IB co-founded by Dmitry is a cybersecurity leader protecting banks, industrial enterprises and ecommerce in more than 60 countries. It offers solutions in Fraud Protection, Threat Intelligence, Managed Detection and Response, Attack Surface Management, Business Email Protection, and Digital Risk Protection. His team has helped identify and track the most notorious threat actors. He was listed by Business Insider as one of the top 7 professionals behind influential security companies. He is a member of the UN Open-ended Intergovernmental Expert Group to study global cybercrime and a member of the Europol EC3 Advisory Group on Internet Security.



Professor Manickam Ravichandran
Chief Scientific Officer,
ALPS Group

Prof Ravichandran's research interests are human lymphatic filariasis, genetically engineered cholera vaccine and formulation, Covid-19 vaccine and drug development, molecular diagnostics and phage therapy. He has filed 14 patents and published 80 articles in international journals. On product development, he successfully transferred E2DNA Amp diagnostic technology and commercialised three products on diagnostics. Prof Ravi has served as Chief Executive and Vice Chancellor of AIMST University, Malaysia. He has received 50 national and international awards for academic and research excellence from Germany, Switzerland and Malaysia.



Gan Kee Lim
Head, CyberSecurity &
Tech Risk, GX Bank

Gan Kee Lim has served in various roles to fortify organisations against cyber threats for the past 20 years. His experience spans a spectrum of industries including retail, energy, logistics, consulting and financial services. As the Head of Technology and Cyber Risk at GX Bank, his daily responsibilities include providing strategic and tactical solutions to continuously secure the bank and influence the industry towards a cyber-resilient fintech culture.



Neil Foo Seck Chyn
CEO, Bukit Jalil Global
Acquisition 1 Ltd
Chief Strategist, NCT
Smart Industrial Park

Neil Foo graduated with a BBus from Charles Sturt University, Australia. He has 28 years of business experience and has helped develop 30 domestic and international enterprises. As a corporate leader he served in Stewardship, Director, Investor Relationship and Chief Strategist roles of listed companies in Malaysia and the USA. He was CEO of the Secretariat for the Advancement of Malaysian Entrepreneurs (SAME), Prime Minister's Department. His competitive mindset is fuelled by a passion for long-distance running.

*Neil will be conferred the Doctor of Business Administration degree at the HELP University convocation on 5 May 2024.



Kamarul A Muhamed
Founder and Group CEO,
Aerodyne Group

Kamarul is a futurist with a passion for history, astronomy and theoretical physics. He grew Aerodyne from a startup into a global company with presence in 45 countries. It was ranked #1 globally by Drone Industry Insights and specialises in enterprise drone solutions, including automation in agriculture and autonomous swarm technology for security and surveillance. As a drone industry thought leader Kamarul has presented his ideas and innovation around the world. He sits on the Board of Directors of Bank Negara Malaysia. He was named EY Entrepreneur of the Year 2020 Malaysia for his trail-blazing leadership of the industry.



Alvin Toh
Co-Founder & Chief
Marketing Officer,
Straits Interactive

At Straits Interactive, Alvin drives marketing strategy, awareness and partner relationships for the company as well as the Data Protection Excellence Network's privacy and data protection community. He is a sought-after regional speaker on data protection, privacy management and Generative AI (GenAI). With his extensive knowledge of regulatory requirements and his process-driven outcome, Alvin is also involved in Straits Interactive's data protection consulting and training engagements. As Straits Interactive forays into Generative AI, he also contributes his expertise to Straits Interactive's Generative AI-centric courses on HR and Business Productivity and Digital Marketing.

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KC See
Founder & CEO,
Quest Corp Group

Mr See started Quest Learning in pursuit of his mission to nurture people to higher performance and productivity. It is now a leading talent and development consulting company in Asia. He also founded ProQuest which specializes in ESG strategies and implementation. ProQuest collaborates with HELP University to offer two ESG certification programmes: Certificate in ESG Governance and Ethical Leadership and Certificate in ESG Compliance. Mr See has also carried out strategic consulting work for leading MNCs and listed companies. His book *Leveraging Time to Create Wealth* is a bestseller. He was recently presented with the Lifetime Contribution to the Training Industry Award by The 300, a community of professional trainers.



Syed Kamal Muzaffa
Director, Sustainability Division,
MIDA

Syed spent more than 20 years in the oil, gas and petrochemicals industry in marketing and trading, commodities downstream business, and strategic planning and business development. In his current position in MIDA, Syed is responsible for formulating strategies to promote sustainable investments in line with the Government's policy frameworks and roadmaps; to promote the adoption of technology and ESG practices to local industry players in the manufacturing and related sectors; and to facilitate SMEs/ MTCs in their capacity building and business linkages.



Professor Dali Kaafar
Executor Director, Macquarie
University Cyber Security Hub

Prof Dali Kaafar is Professor of Cyber Technologies, Macquarie University. He is interested in broad R&D activities in Cyber Security in Emerging Technologies with a vision to enable Explicit Trust in the Digital Economy. His research interests include Data Security and Privacy, with a focus on privacy-preserving (or enhancing) technologies and information security for web and mobile applications, (provably) private data sharing and trustworthy secure and private machine learning techniques. Prof Kaafar's team pioneered APATE.AI, a system to 'scam the scammers' by using AI-created fake victims to engage scam callers in lengthy calls to disrupt their operations.



Rony A Gobilee
Chief Strategy Officer, HRD Corp

Rony has worked in human capital development for over 25 years. His areas of competency include outcome-based study, analytics and business insights, strategic formulation, transformation management and training needs analysis (TNA). In recent years he has led major initiatives under HRD Corp that include the development of the National Training Index (NTI), HRDF National Workforce Human Capital Development Blueprint (2018-2025), together with the World Bank Group (WBG), development of HRDF-Big Data Analytics (BDA) Strategic Roadmap and establishment of Sectorial Training Committees (STCs).

*Rony will be conferred the Doctor of Business Administration degree at the HELP University convocation on 5 May 2024.



KL Looi
Advisor, Amiya Japan
(International Business)
Advisor, Ako Lab, Singapore

Mr Looi's business focus is on Cybersecurity. He is the founder of 1001tech, a pioneer in the Asia-Oceania ICT industry. He also founded SCS Computer Systems, one of the biggest systems integrators in Malaysia employing 2,000 staff and providing a wide range of services including systems integration and IT consulting. He was chairman of PIKOM (National Tech Association of Malaysia), chairman of ASOCIO (Asian Oceanian Computing Industry Organization) and former board member of WITSA (World Innovation, Technology and Services Alliance). Mr Looi is currently advisor to several cybersecurity companies, including AMIYA (Japan) and AKO Lab (Singapore).

Seminar MC: Baldev Sidhu • Secretariat: Juliet Chan • Joanna Chan • Izra Izzuddin • Natalie Kan • Connie Lai • Dr Alice Lim • Liz Quah • Benny Tan • Fiona Woo • Wong Tuck Cheong