



BACKGROUND

Rapid development of domestic and cross border e-Commerce has changed the landscape of Malaysian postal and courier services industry. The industry is undergoing a major transformation. Traditional boundary has been re-defined and a new eco-system has emerged. The industry outlook is bright as Malaysia aims to double e-commerce growth by 2020 as announced by YAB Prime Minister at the launch of the National E-Commerce Strategic Roadmap on 13 October 2016 and Malaysia's Digital Free Trade Zone on 22 March 2017.

The Malaysian Communications and Multimedia Commission (MCMC) together with the Association of Malaysian Express Carriers (AMEC) are playing critical role to ensure Malaysia has best-in-class last mile delivery industry which is an essential component of a healthy e-commerce ecosystem. As such, this inaugural E-Commerce Delivery Symposium & Awards is a major effort undertaken by MCMC and AMEC as a platform for the industry stakeholders to share knowledge and best practices as well as to recognize industry players who have demonstrated high service performance.

OBJECTIVE

The objectives are:

1. Sharing knowledge on e-commerce and delivery services trend;
2. Recognising industry players who have demonstrated high quality service performance; and
3. Promoting the role of postal and courier services industry as an important driver of the e-commerce development in Malaysia.



E-COMMERCE DELIVERY AWARDS SYMPOSIUM 2017

EVENT AGENDA

PUTRAJAYA BALLROOM 1, MAIN LOBBY , PUTRAJAYA MARRIOTT HOTEL

THURSDAY ; 27 APRIL 2017

TIME	PROGRAMME
1:00 pm	REGISTRATION
1:45 pm	Arrival of YBhg. Dato' Sri Dr. Halim Shafie Chairman of Malaysian Communications and Multimedia Commission (MCMC)
2:00 pm	Arrival of YB Dato' Jailani Johari Deputy Minister of Communications and Multimedia
2:05 pm	Doa Recital
2:10 pm	Welcoming Remarks by Ms. Rozilawati Tan Sri Haji Basir President, Association of Malaysian Express Carriers (AMEC)
2:15 pm	Keynote Address by YB Dato' Jailani Johari Deputy Minister of Communications and Multimedia
2:30 pm	Launching
2:40 pm	License Handover Ceremony

SESSION 1
THE NATIONAL E-COMMERCE STRATEGIC ROADMAP: OPPORTUNITIES & CHALLENGES

3:00 pm – 4:15 pm	<p>Summary:- The Government of Malaysia has formed the National eCommerce Council (NeCC) to coordinate the strategies and initiatives under the National E-Commerce Strategic Roadmap, which aims to double e-commerce growth by 2020. In Session 1, the speakers will share the opportunities and challenges of implementing the said Roadmap in Malaysia.</p> <p style="text-align: center;">Moderator: Mr. Shamsul Izhan Abd Majid <i>Head of eCommerce, Pos Malaysia Berhad</i></p> <p>Speaker: Puan Wan Suraya Wan Mohd Radzi <i>Deputy Secretary General (Strategy & Monitoring)/ Chief Information Officer (CIO), Ministry of International Trade and Industry (MITI)</i></p> <p>Speaker: Ms. Wee Huay Neo <i>Director eCommerce & DFTZ Malaysia Digital Economy Corporation (MDEC)</i></p> <p>Speaker: Mr. Hans-Peter Ressel <i>Chief Executive Officer Lazada Malaysia</i></p> <p>Speaker: Mr. Marc Woo <i>Industry Head of eCommerce, Travel & Finance Google Malaysia</i></p> <p>Speaker: Mr. Adrian Oh <i>Co-Founder eCommerceMILO.com</i></p> <p><i>Question and Answer (Q&A) session</i></p>
4:15 pm – 4:30 pm	Tea Break

SESSION 2
MEETING E-COMMERCE DELIVERY CHALLENGES : CUSTOMER'S EXPECTATIONS & INDUSTRY CAPABILITIES

<p>4:30 pm – 5:45 pm</p>	<p>Summary:- Rapid development of e-commerce has changed the landscape of Malaysian postal and courier services industry. The industry is undergoing a major transformation as well as facing unprecedented challenges and opportunities. In Session 2, the speakers will share key challenges and opportunities of e-commerce delivery as well as the changing consumer behavior.</p> <p style="text-align: center;">Moderator: Ms. Mui-Fong Goh Senior Partner A.T. Kearney Asia Pacific</p> <p>Speaker: Mr. Mohamed Zaidi Abdul Karim Head of E-Commerce & Postal Affairs Division Malaysian Communications and Multimedia Commission (MCMC)</p> <p>Speaker: YBhg. Dato' Mohd Shukrie Mohd Salleh Group Chief Executive Officer Pos Malaysia Berhad</p> <p>Speaker: Mr. Teong Teck Lean Group Chief Executive Officer GD Express Carrier Bhd</p> <p>Speaker: Ms. Rozilawati Tan Sri Haji Basir Managing Director Nationwide Express Courier Services Berhad</p> <p>Speaker: Mr. Bryan Yeo National Sales Manager Aramex (M) Sdn Bhd</p> <p>Speaker: Mr. Christopher Ong Managing Director DHL Express (M) Sdn. Bhd.</p> <p>Question and Answer (Q&A) session</p>
<p>5:45 pm – 6:00 pm</p>	<p>Closing Remarks by YBhg. Dato' Mohd Ali Hanafiah Mohd Yunus Chief Officer Communications and Digital Ecosystem Sector Malaysian Communications and Multimedia Commission (MCMC)</p>

MODERATOR

MR. SHAMSUL IZHAN ABDUL MAJID

Head of E-Commerce
Pos Malaysia Berhad

Responsible over e-commerce across the Pos Malaysia Group, Sam develops and executes the e-commerce strategy across the value-chain of e-fulfilment, e-payment and e-marketplace. Sam advocates for Data Services, Innovation and Geospatial, giving rise to the Smart Postmen IOT initiative. Sam is a previous recipient of innovation awards in Australia (iAwards) and Malaysia (APICTA), bootstrapped several start-ups companies and has been a Keynote Speaker and Panelist for his insights into the landscape of Postal, E-Commerce and Geospatial.

MS. MUI-FONG GOH

Senior Partner
A.T. Kearney Asia Pacific

Mui-Fong is a partner at A.T. Kearney; she leads the Transportation and Logistics Practice in Asia. In her 20 years of consulting experience, she works closely with integrators, postal organisations and logistics companies in strategy development and operations improvement. In the space of e-commerce, she helps Asian postal organisations and logistics players re-think business and operating model, supporting them in their transformation journey. Mui Fong graduated from the Massachusetts Institute of Technology with a Masters in Transportation and a MBA from Massachusetts Institute of Technology, USA. She is based in Singapore.

SPEAKERS

MR. MARC WOO

Industry Head of eCommerce, Travel & Finance
Google Malaysia

Mr. Marc leads the e-commerce, travel and finance verticals at Google Malaysia. His previous ventures include building a digital agency in Singapore, consulting in Tech in London and designing websites for the World Cyber Games. Marc graduated with first class honors in Actuarial Science from the LSE, obtained full distinctions at Raffles Junior College in Singapore under the ASEAN scholarship program and more recently completed Duke University Leadership Program.

MR. TEONG TECK LEAN

Managing Director/Group Chief Executive Officer
GD Express Carrier Bhd

Mr Teong Teck Lean holds a degree in Electrical and Electronics Engineering from the University of Manitoba, Canada in 1983. Mr Teong started his career as an engineer with Texas Instruments in 1984. He later joined Lembaga Letrik Negara where he served as a Consumer Engineer for four (4) years. He then joined the stock broking industry and became a dealer with OSK Securities Berhad in 1990. During this stint in the broking industry, he developed extensive contacts and skills pertinent to managing a service centric business. In year 2000, he acquired a controlling stake in GD Express Sdn Bhd. He was instrumental in turning around the Group by putting in place corporate policies and best practices which cumulated in the listing of GDEX on the MESDAQ Market (currently known as ACE Market) on Bursa Securities in 2005. Currently, Mr Teong is responsible for business development, setting strategic direction and the overall management of the Group as well as overseeing operations of the entire organisation.

MR. BRYAN YEO

National Sales Manager
Aramex (Malaysia) Sdn Bhd

Bryan is an experienced manager and consultant having involved in the logistics industry for over 15 years. He has proven ability to manage key account relationships and large-scale projects in supply chain management and logistics. His passion for logistics and supply chain began with FedEx and followed by TNT Express Worldwide. Subsequently, he joined Frost & Sullivan as Principal Consultant, providing project management, consulting and research services in the space of logistics. Currently with Aramex Malaysia, Bryan provides full logistics consultancy and services to clients requiring logistics solutions especially within the e-commerce community.

MR. CHRISTOPHER ONG

Managing Director
DHL Express (M) Sdn Bhd

Mr. Christopher Ong is currently the Managing Director of DHL Express Malaysia and Brunei. He joined DHL Express in October 2006 as Vice President, Business Development at the Asia Pacific Regional Office and was responsible for Mergers and Acquisitions, Partnerships and Planning for the region. In October 2011, he was appointed as Country Manager of DHL Express Vietnam and he took on his current role in March 2014. Prior to joining DHL in 2006, Chris spent about 10 years with Temasek Holdings, the Singapore Government-owned Sovereign Wealth Fund, where he was responsible for originating, evaluating and executing investments as well as managing and restructuring companies around the globe. Chris graduated Summa Cum Laude with a Bachelor of Science in Mechanical Engineering from Tufts University, US.

MR. ADRIAN OH

Co-Founder
eCommerceMILO.com

Adrian Oh, co-founded eCommerceMILO.com, a content site focus on e-commerce content, providing insights, know-how and inspiration with the goal of driving the e-commerce industry forward. He also co-founded Neowave Solutions, a technology company focus on building e-commerce platform (webShaper) to empower merchants build own branded store and sell multichannels via connecting to the top eMarketplaces. On top, he is passionate about building community. He founded MECA (Malaysia Ecommerce Aspiration) - an active facebook community by the e-commerce players, for the e-commerce players, currently with 3000 over members.

MS. WEE HUAY NEO

*Director, eCommerce & DFTZ
Malaysia Digital Economy Corporation*

Ms. Wee currently heads the MDeC e-commerce & DFTZ Division where she is responsible to galvanize eCommerce as a critical enabler to accelerate the growth of the Malaysian Digital Economy via the formulation and implementation of the National eCommerce Strategic Roadmap. She was previously leading the Digital Malaysia SME Community and Initiative, Environmental Dimension, and the development of MSC Malaysia Knowledge Infrastructure Ecosystem. Prior to that, she spearheaded the development of Cyberjaya as the nation's ICT hub and Cybercities and Cybercentres nationwide.

YBHG. DATO' MOHD SHUKRIE BIN MOHD SALLEH

Group Chief Executive Officer
Pos Malaysia Berhad

Dato' Mohd Shukrie is a Chartered Accountant with The Chartered Institute of Management Accountants and Malaysian Institute of Accountants. He began his career with Public Bank Securities Sdn Bhd and thereafter with United Overseas Bank Berhad. In 2005, he joined DRB-HICOM Berhad where he assumed several leadership roles including that of Principal Controller, Chief Financial Officer, Chief Operating Officer and Chief Executive Officer in various companies within the DRB-HICOM Group. On 1 July 2011, he joined Pos Malaysia Berhad as Group Chief Operating Officer and was thereafter re-designated as Group Chief Executive Officer.

MS. ROZILAWATI TAN SRI HAJI BASIR

Managing Director
Nationwide Express Holding Berhad

Cik Rozilawati is the Managing Director of Nationwide Express Holding Berhad (Nationwide Express) and a Director of Kumpulan Fima Berhad. She holds a Master in Business Administration (MBA) in International Business from the University of Bristol, United Kingdom, and a B.A. (Hons) Degree Social Sciences Majoring in Law, from the University of Hertfordshire, UK. Cik Rozilawati has wide experience in areas of corporate strategy, marketing, development of new business and entrepreneurship both locally and overseas. She has been reappointed as the President of the Association of Malaysian Express Carriers (AMEC) for third consecutive years since 2015.

PUAN WAN SURAYA WAN MOHD RADZI

Deputy Secretary General
(Strategy and Monitoring) / Chief Information Officer (CIO)
Ministry of International Trade and Industry (MITI)

Wan Suraya Wan Mohd Radzi has experience in international trade, investment, and industry, spanning nearly 22 years of service with MITI, including a five-year stint in Brussels as Malaysia's Minister Counselor to the European Community, Belgium, and Luxembourg, and another five years as Minister Counselor to Singapore. She was also Senior Director of Investment Policy and Trade Facilitation in MITI from 2014-2015. Prior to that, she started her civil service career in the ASEAN Economic Cooperation Division of the Ministry. She is an active trade negotiator and is currently Malaysia's Chief Negotiator for the ASEAN-Hong Kong FTA. She holds a degree from Sheffield University, UK, and attended the High Potentials Leadership Program at Harvard Business School.

MR. MOHAMED ZAIDI ABDUL KARIM

Head of Ecommerce and Postal Affairs Division

Malaysian Communications and Multimedia Commission (MCMC)

Mohamed Zaidi graduated with a Bachelor of Science (Electrical Engineering) from the Polytechnic University of New York. His first job at TM gave him exposure to the international ventures and telecoms policy and regulation. He was instrumental in coordinating various TM business ventures in Asia and Africa. Mohamed Zaidi joined the MCMC in 2000. He has played an instrumental role in the development of postal policy in Malaysia, the drafting of the Postal Services Act 2012 and various postal regulations, the National Postal Strategy (2010 – 2014) and the Courier Industry Development Plan. He has been invited as a speaker by the Universal Postal Union (UPU) at the World Postal Strategy Conference in 2012 and various UPU Regulations Conferences.

MR. HANS-PETER RESSEL

Chief Executive Officer

Lazada Malaysia

Hans-Peter Ressel, 34, is the Chief Executive Officer of Lazada in Malaysia since March 2015. Prior to join Lazada, Hans-Peter began his career in Asia as a Co-Founder and Managing Director of Home24 in Malaysia and Singapore. He has also had several years of M&A consulting experience advising companies from various industries such as media, retail and telecommunications at Goetz Partners in Germany. Hans-Peter held many senior management roles including Chief Commercial Officer and Chief Operations Officer for Lazada Malaysia since August 2012. As the CCO, Hans-Peter successfully launched the Lazada Marketplace platform which now accounts for a large portion of Lazada's overall sales across the region. He also introduced the 'customer centricity' and 'fulfilment excellence' programmes and was responsible for the customer care, delivery, logistics and sourcing components of the company, while driving revenue. As the CEO, Hans-Peter is the driving force for the Lazada brand across Malaysia and is responsible for bringing products and brands to online shoppers in Malaysia. Hans-Peter is a graduate of Corporate Finance and European Business Law from Vienna University.