



**BLOCK YOUR DATE**

**25 NOVEMBER 2025**

**M World Hotel PJ**

FOR THE PREMIER DIGITAL CONFERENCE OF THE YEAR





The logo features the word "PIKOM" in a bold, white, sans-serif font. Below it, the word "LEAD" is written in a larger, stylized font. The "L" and "E" are white, while the "A" is a vibrant orange-to-yellow gradient arrow pointing to the right. The "D" is white. The background of the slide is a dark blue space with a network of white lines and dots, and two robotic hands at the bottom corners pointing upwards.

# PIKOM LEAD

PIKOM

An exclusive **C-level event**, crafted to **spotlight cutting-edge innovations, trends, and insights** in digital technology and the digital economy. This summit serves as a **strategic platform** to foster thought leadership and explore transformative business models that accelerate Malaysia's digital growth.

Featuring best practices, success stories and cross-trade insights, the event will highlight how digital technologies are driving business transformation, enhancing competitiveness, and contributing to nation-building.

Leaders will engage in discussions on how emerging technologies are reshaping industries and creating new opportunities within the digital economy.

It also offers a valuable opportunity for top executives to network, exchange insights, and collaboratively address the challenges of remaining relevant in a rapidly evolving digital landscape



#PIKOMLEAD2024

2024

# PIKOM LEAD

INNOVATE . TRANSFORM

20 NOVEMBER 2024

CCEC THE VERTICAL, BANGSAR SOUTH

PINNACLE PARTNER



PLATINUM PARTNER



SUPPORTING PARTNERS



COLLATERAL PARTNER



EXHIBITORS



COUNTRY PARTNERS



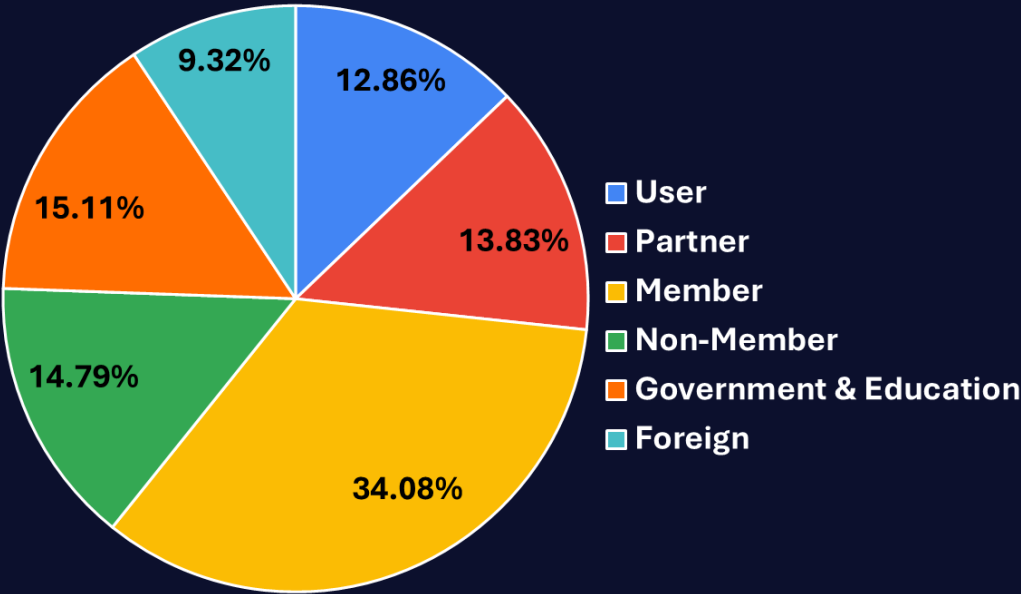
ORGANISED BY





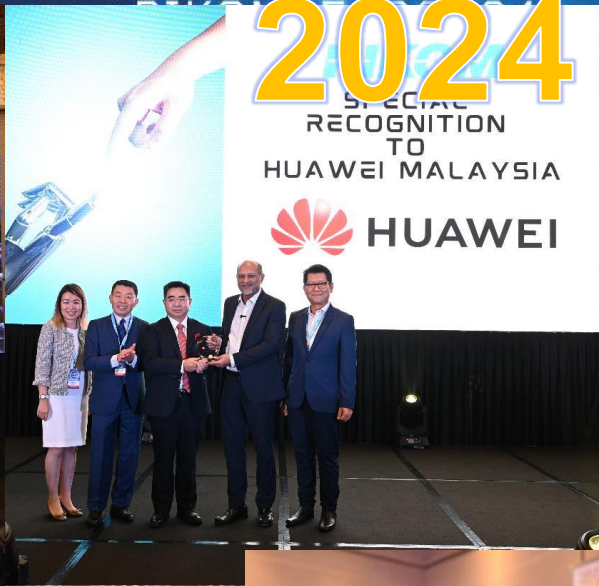
# Event Details

Theme	: PIKOM LEAD: Innovate. Transform
Date	: 20 November 2024
Venue	: CCEC, Summit 1, The Vertical, Bangsar South, KL
Frequency	: Annual Event
Number of Speakers	: 3 Keynote Speakers/ 5 Moderators/ 17 Panelists
Number of Attendees	: 312 Delegates
Country Partner	: India



Category of Attendees	Percentage
End-users	12.86%
Partners	13.83%
Members	34.08%
Non- Members	14.79%
Government & Education	15.11%
Foreign	9.32%







# LEAD 2025

DATE : 25 November 2025 (Tuesday)

VENUE : M World Hotel, Petaling Jaya

THEME : SPARK . STRATEGY . SCALE

PROGRAM: Keynotes, Panel Sessions, Exhibition, Networking



# Tentative Program (AM)

Time	Mins	Session
08:00	60	Registration & Networking Breakfast
09:00	15	Welcome Remarks by Millie Yong, Organising Chair of LEAD2025 Opening Remarks by Alex Liew, PIKOM Chairman
09:15	20	Officiating Remark & Keynote 1 by YB Gobind Singh Deo: Malaysia's Digital Economy Vision 2030 (Invited)
09.35	10	Partners Recognition
09:45	30	Keynote 2: From Vision to Value: Crafting Strategies for a Digital Future(Pinnacle Partner)
10:15	45	Panel 1:Cross-Border Collaboration: Globalising Through Partnership
11:00	15	Coffee Break & Networking
11:15	30	Fireside Chat: Resilience & Competitiveness in a Disruptive Era
11.45	30	Keynote 3: Accelerating Business Model Innovation in the Digital Economy (Platinum Partner)
12:15	30	Keynote 4: From Automation to Augmentation: Redefining Work Through Emerging Tech (Platinum Partner)
12.45	75	Networking Lunch



# Tentative Program (PM)

Time	Mins	Session
12.45	75	Networking Lunch
02:00	40	Panel 2: Emerging Tech Shaping New Market Opportunities
02:40	40	Panel 3: : Future-Proofing Your Workforce: Culture, Skills, and Change Management
03:20	40	Panel 4: The Innovation Trifecta: How Collaboration Drives Digital Excellence
04:00	40	Panel 5: From Reactive to Predictive: The AI Revolution in Cyber Defense
04:40	30	Keynote 5: Beyond Digital: Harnessing Next-Gen Technologies to Drive Growth
05:10	20	Closing Remark & Final Lucky Draw
05:30	30	Networking
06:00		Event ends



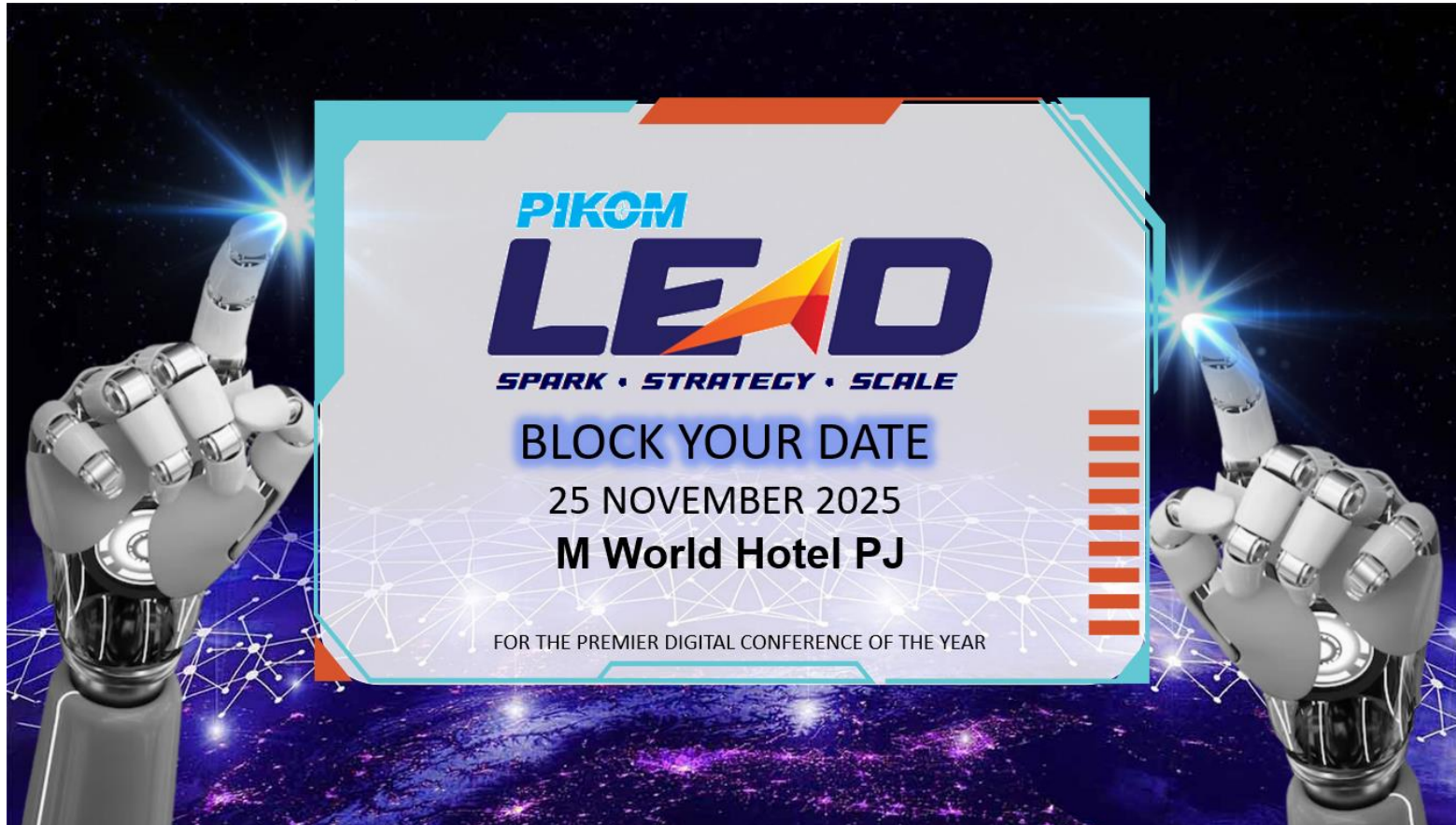


# LEAD 2025 PARTNERSHIP PACKAGES



Sponsorship Category	Pinnacle	Platinum	Content	CIO Networking / T-shirt	Lanyard/ Bag	Exhibition
Price (RM)	100,000	50,000	30,000	25,000	10,000	6,000
Total Available Slots	Exclusive 1 only	2	3	2	2	8
Speaking slot	Prime Keynote	Keynote	Panel	-	-	-
Company Logo* / Sponsor Recognition on all Marketing Collaterals during pre-event and on conference day	✓	✓	✓	✓	✓	✓
Logo appearance in Website & company profile in e-Program Book	✓	✓	✓	✓	✓	✓
Advertisement Page in e-Program Book	1 X Outside Back Cover	1 X Inside Back Cover	1 X ROP	1 X ROP	1 X ROP	-
Exhibition Kiosk / Event Table	X 2	X2	X 1	X 1	X 1	X 1
Hospitality Area (near the Kiosk)	✓	-	-	-	-	-
Assisted One Direct Promotion to delegates via EDM (post-event)	✓	✓	✓	✓	-	-
VIP Lounge Access	5	3	2	1	-	-
Delegate tickets	30	20	15	10	5	2

# CONTACT US



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