



PIKOM **LEAD 2026**

Leading Malaysia's Digital Economy into the AI Era

Inspire | Innovate | Invest

3 NOVEMBER 2026, CCEC VERTICAL, BANGSAR SOUTH

Malaysia's AI era is creating new leadership decisions

LEAD 2026 is designed around the business, investment and policy choices that will shape the next phase of growth.

NOW

Leadership is changing

CEOs must lead people, AI systems and digital agents together.

Investment is accelerating

Technology, infrastructure and talent choices are becoming board-level priorities.

Markets are expanding

Regional growth requires trusted partners, capital and cross-border connections.

LEAD 2026 connects these decisions with the organisations ready to enable them.

Your partnership should create business value—not just logo visibility

LEAD 2026 gives partners four connected routes to influence, engagement and growth.

01

INFLUENCE

Lead an important industry conversation.

02

ACCESS

Engage senior leaders, buyers and public-sector stakeholders.

03

SHOWCASE

Demonstrate solutions in a business context.

04

GROW

Develop relationships across Malaysia and regional markets.

Every package can be configured around your priority: thought leadership, market access, lead generation or brand authority.

Meet the people shaping digital investment and adoption

The programme is built for leaders who influence strategy, capital, technology procurement and regional expansion.

CORPORATE LEADERS

CEOs • Managing Directors •
Founders

TECHNOLOGY BUYERS

CIOs • CTOs • Digital
Transformation Leaders

INVESTMENT LEADERS

VC • Private Equity • Institutional
Capital

PUBLIC-SECTOR LEADERS

Ministries • Agencies • Sovereign
Bodies

REGIONAL CONNECTORS

Business Councils • Trade
Associations • International
Partners

Conversations with direct relevance to business leaders

Partners can align their brand with the theme that best supports their market position.

MALAYSIA 2030

Can we become ASEAN's digital powerhouse?

TECH INVESTMENT

Where technology investments are going

REGIONAL GROWTH

From startup to regional champion

AI LEADERSHIP

The AI CEO: leading humans and digital agents

EXECUTION

The 2030 playbook

MARKET ACCESS

Global market opportunities



LEAD 2025 established a credible platform for leadership exchange

460

REPRESENTATIVES

26

**SPEAKERS &
PANELISTS**

3

**KEYNOTE
SPEAKERS**

23

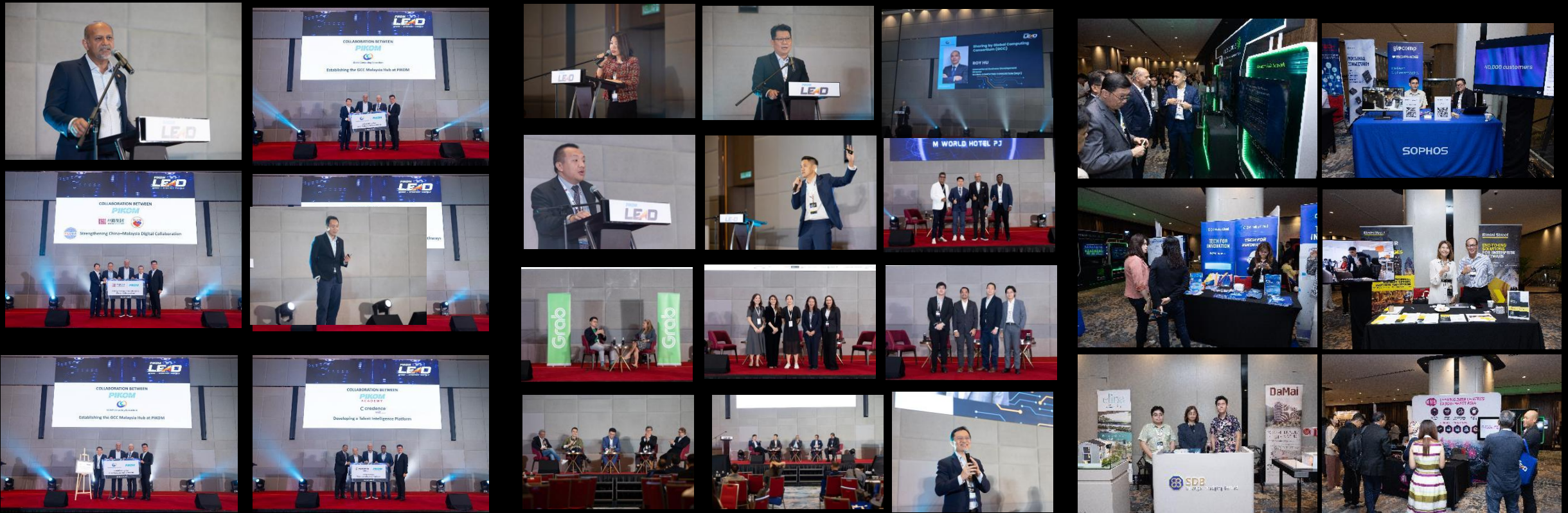
PARTNERS



2025 AUDIENCE MIX

Members 35.43% • Partners 31.30% •
CIO/Users 15.43% •
Non-Members 8.70% •
Government/Education/Associations 5.22% •
International 3.91%

LEAD 2025 proved the value of visibility and connection



LEADERSHIP & POLICY

THOUGHT LEADERSHIP

PARTNER ENGAGEMENT

PARTNERSHIP PACKAGES 2026

Sponsorship Category	Pinnacle	Platinum	Innovation	Global Connector	Content	Networking Luncheon/ Hi-tea	Supporting/ Collateral	Exhibition
Investment (RM)	100,000	75,000	40,000	50,000/ USD10,000	30,000	25,000	15,000	8,000
Total Available Slots	1	1	2	1	2	2	5	8
Speaking slot	Prime Keynote	Keynote	Demo Zone	International Panel/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	1 X ROP	1 X ROP	Listed
Exhibition Kiosk	X 2	X2	X 2	X 2	X 1	X 1	X 1	X 1
Assisted One Direct Promotion to delegates via EDM (post-event)	✓	✓	✓	✓	-	✓	-	-
Delegate tickets	30	20	15	20	15	10	5	3

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LET'S DESIGN A PARTNERSHIP THAT WORKS FOR YOUR BUSINESS

Tell us the audience you want to reach, the conversation you want to lead and the outcome you want to create.

NEXT STEP

**Confirm your preferred partnership role
and schedule a short activation discussion.**

CONTACT US

**PIKOM, THE NATIONAL TECH
ASSOCIATION OF MALAYSIA**

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