



# **PIKOM** **Annual Report 2024**



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# 2024 MISSION

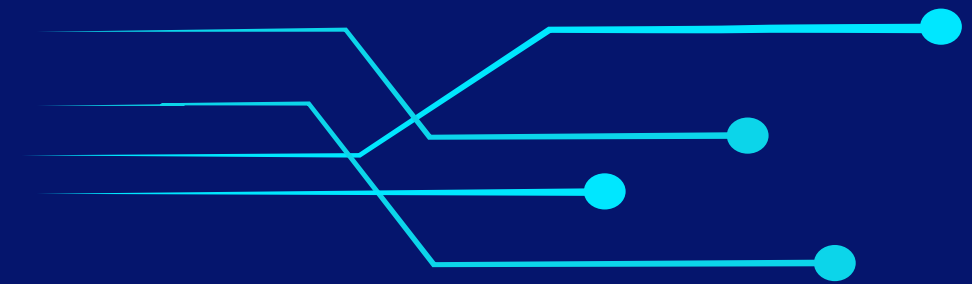


To align PIKOM's initiatives in driving impactful growth and innovation, contributing to a 25.5% increase in the digital economy's GDP contribution by 2025.

## Strategy:

- **Empower Talent Development:** Address the digital talent gap through targeted initiatives.
- **Enhance Digital Exports:** Expand opportunities, leveraging partnerships with China and other markets.
- **Revamp Recognition:** Introduce innovative award processes and categories for the Awards
- **Advance ESG Practices:** Define and implement strategies to drive impact.
- **Strengthen Digital Infrastructure:** Establish a new chapter to accelerate digital transformation.
- **Boost Membership Value:** Focus on enhancing member benefits, retention, and attracting new members.
- **Modernize Governance:** Review and update the constitution to meet evolving needs.
- **Elevate Government Collaboration:** Engage strategically with high-level policymakers, including ministers and possibly securing board seats
- **Expand Local Market Opportunities:** Collaborate with CIOs and SMEs to foster a more robust and inclusive digital economy.

# 2023/2024 PIKOM TEAM





# OFFICE BEARERS 2023/2024



**ONG CHIN SEONG**  
CHAIRMAN



**ALEX LIEW**  
DEPUTY CHAIRMAN



**ALEX LOH**  
SECRETARY



**ANTHONY RAJA**  
TREASURER

# COUNCILLORS 2023/2024



Wing K. Lee



Dato' Dr. Munirah Looi



Raymond Devadass



Dato' Seri Ivan Teh



Datuk EK Teoh



Catherine Lian



Abdul Halim bin Md  
Lassim



Lee Cheung Loong



Johary Mustapha



Eric Foo



Sandy Woo



Dr Dzaharudin Mansor



Oliver Liu



Akhil Gupta



Millie Yong



Desmond Teo



# ADVISORS 2023/2024



Xavier Tan



Lee Boon Kok



Wee Kee Heng



David Wong



Woon Tai Hai



Shaifubahrim  
Saleh



Nghoh Chee Hung



Chin Chee Seong



Ganesh Kumar  
Bangah



Adj. Practice Prof.  
Cheah Kok  
Hoong



Danny Lee



Shukor Karim



Stan Singh Jit



Dato' Dr. Sean  
Seah

# Appointments By Rule

➤ By rule 14(f) Part (IV) (The Council), on 12 December 2023, the Council appointed the following as Councillors:

1. Johary Mustapha of Forest Interactive Sdn Bhd
2. Eric Foo of Exabytes Capital Group Sdn Bhd
3. Sandy Woo of Veritas Technologies (M) Sdn Bhd
4. Dr Dzaharudin Mansor of Amazon Web Services Malaysia Sdn Bhd
5. Oliver Liu of Huawei Technologies (Malaysia) Sdn Bhd
6. Akhil Gupta of Talbotiq Technologies Sdn Bhd

➤ By rule 15(h) Part (IV) (The Council), on 12 December 2023, the Council appointed the following as Advisors to the Council:

- |                       |                        |
|-----------------------|------------------------|
| 1. Xavier Tan         | 8. Chin Chee Seong     |
| 2. Lee Boon Kok       | 9. Ganesh Kumar Bangah |
| 3. Wee Kee Heng       | 10. Shukor Karim       |
| 4. David Wong Nan Fay | 11. Ngoh Chee Hung     |
| 5. Woon Tai Hai       | 12. Danny Lee          |
| 6. Cheah Kok Hoong    | 13. Stan Singh - Jit   |
| 7. Shaifubahrim Saleh | 14. Dato' Dr Sean Seah |



# Appointments By Rule

- By rule 14(h)(iii) Part (IV) (The Council), on 9 Jan 2024, Dato' Seri Ivan Teh of Adv Fusionex Sdn Bhd resigned from his Councillor position.
- By rule 14(f) Part (IV) (The Council), on 14 Mar 2024, the Council appointed Millie Yong of Microsoft (M) Sdn Bhd as Councillor.
- By rule 14(h)(iii) Part (IV) (The Council), on 19 June 2024, Sandy Woo of Veritas Technologies (M) Sdn Bhd resigned from her Councillor position.
- By rule 14(f) Part (IV) (The Council), 11 July 2024, the Council appointed Desmond Teo of Enzo Plus Sdn Bhd as Councillor.
- By rule 14(h)(iii) Part (IV) (The Council), on 18 Nov 2024, Alex Loh of Nera (Malaysia) Sdn Bhd resigned from his Secretary position.
- By rule 14(h)(iii) Part (IV) (The Council), on 29 Nov 2024, Abdul Halim bin Md Lassim of HeiTech Padu Bhd resigned from his Councillor position.

# SECRETARIAT 2023/2024



Ong Kian Yew  
Chief Executive  
Officer



Alicia Wong  
Head of Finance &  
Admin



Nurul Asyiqin Nasir  
Head of Corporate &  
Industry Affairs



Grace Lee  
Manager - Project



Jamie Tan  
Manager – Finance &  
Admin



Audreen Wong  
Manager – Marketing



Ng Wai Teng  
Executive Secretary



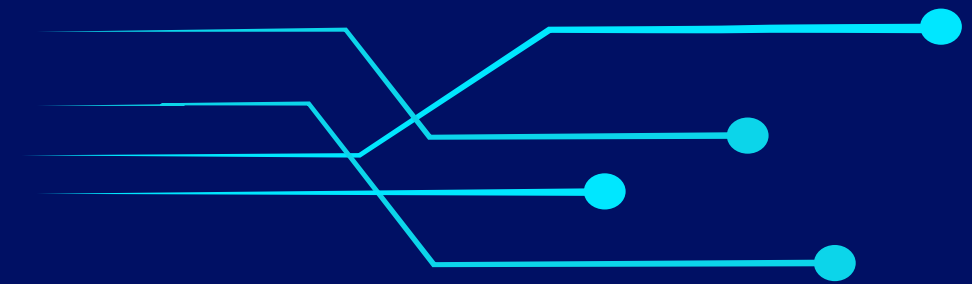
Nur Azlianawatie Alel  
Sr. Exec. GBS Malaysia  
& Talent Initiatives



Arthur Chew  
Administrator  
IT, Web and Building



# PIKOM CHAPTERS & COMMITTEES



## DASHBOARD FOR CHAPTERS & COMMITTEE



**ORGANISED**

 **4** Major Conferences  
Members Meets

**2** Excellence Awards

**6** Publications **6** Training Programs

**1** Technology Exchange Program  
Pitching competition for Scale-ups

**ATTENDED**

**171** Government meetings / industry engagement

**7** International Meetings/Conference



**ACHIEVEMENTS**

 **15** International awards won from PIKOM nomination

**MoU signed**

**2** NACSA & nasscom

**SUBMITTED**

**1** Budget 2025 Memorandum

**3** Policy paper/Feedback



# GBS MALAYSIA COMMITTEE MEMBERS 2024



**Dato' Dr. Munirah Looi**  
*DEPUTY CHAIR,  
OUTSOURCING*



**Koay Tze Siang**  
*DEPUTY CHAIR,  
SHARED SERVICES*



**Raymond Devadass**  
*TREASURER*



**Cheah Kok Hoong**  
*CHAIRMAN EMERITUS*



**David Wong Nan Fay**  
*CHAIRMAN EMERITUS*



**Anthony Raja Devadoss**  
*CHAIR*



**Chua Chai Ping**  
*COMMITTEE*



**Dato' Sivananthan**  
*COMMITTEE*



**Jusri Ong**  
*COMMITTEE*



**Dang Tin Wai**  
*COMMITTEE*



**Amar Chhajer**  
*COMMITTEE*



**Arno Kamm**  
*COMMITTEE*



**Akhil Gupta**  
*COMMITTEE*



**Evelyn Teoh**  
*COMMITTEE*





Voice of the Global Business Services Industry (GBS) of Malaysia



Current Membership

95

2

Major Events:



- GBS Summit Johor (223 pax)
- GBS Asia Awards (350 pax)



Number of Awards

43

2

Members Meet



## CHAPTER - GBS MALAYSIA

### VISION

- To develop and promote Malaysia as a High-Value Digital GBS Hub.

### FOCUS

- Talent development
- Developing industry competitiveness
- Address the sophisticated needs of the GBS community

### INDUSTRY REVENUE

> USD 8.1 billion per annum

### MALAYSIA'S RANKING

- 3rd in Global Services Location index by AT Kearney.



# ACTIVITIES IN 2024

DATE	EVENT	DESCRIPTION
19 September 2024  LS Banquet Hall, Sunway Iskandar, Persiaran Medini 6, Medini Iskandar, 79250 Iskandar Puteri, Johor	<b>GBS SUMMIT 2024</b> No. of Speakers : 24 No. of Attendance : 223  Networking Session Time : 6.00pm – 10.00pm No. of Attendance : 80	Guest of Honour: YB Datuk Seri Utama Ir. Haji Hasni Mohammad, Chairman, Johor Sustainability Centre



Signature Partner:



Strategic Partner:



Session Sponsor:



Collateral Sponsor:



Leadership Sponsor:



Exhibitor:



Network Provider:




Supporting Partner:





# ACTIVITIES IN 2024

DATE	EVENT	DESCRIPTION
20 September 2024, Fraser Place Iskandar Puteri  10.00am – 12.00pm	GBS@IPOH MEETING  No. of Attendees : 20	Research to understand market demand; type of investment, collect data points and understand industry focus.
15th November 2024 The Vertical, CCEC, Bangsar South City  6.00pm – 11pm	GBS ASIA AWARDS 2024  No. of Attendees : 350  Full list of winners: <a href="https://drive.google.com/file/d/1efp0b2H1feGqG4VRlabNySvFg4sghgMB/view?usp=sharing">https://drive.google.com/file/d/1efp0b2H1feGqG4VRlabNySvFg4sghgMB/view?usp=sharing</a>	Guest of Honour: Encik Anuar Fariz Fadzil, MDEC CEO 26 Corporate Awards 17 Individual Awards 9 Judges 





# ACTIVITIES IN 2024

DATE	EVENT	DESCRIPTION
28 November 2024	GBS Members Meet	Members Meet to engage with GBS Industry on Current Trends and Opportunities.
Roche Services (Asia Pacific) Sdn Bhd, Bandar Sunway	<ul style="list-style-type: none"><li>▪ <b>About 100</b> Attendees</li><li>▪ <b>1</b> Keynote</li><li>▪ <b>1</b> Presenter</li><li>▪ <b>4</b> Panellists</li><li>▪ <b>1</b> Moderator</li></ul>	Hosted by Roche Services In Collaboration with : TalentCorp, MDEC and Invest Selangor





# PIKOM CIO CHAPTER (PCC) EXCO 2024-2025



Ngoh Chee Hung  
HELP University  
PCC Chair



Kang Yew Jin  
PLUS Malaysia  
PCC Deputy Chair



Malik Murad Ali  
MYDIN Mohamed  
Holdings  
Immediate Past Chair



Roslind Kaur Kirpal Singh  
AXIATA Group  
PCC Exco



Jimmy Wong King  
Loong  
KPMG PLT  
PCC Exco



Ng May Ching  
MAXIS  
PCC Exco



Loke Chee Soon  
Sin Chew Media  
PCC Exco



Rani Nathwani  
Consultant  
PCC Advisor



Dzulastra Bin Abdul Latib  
P&O Insurance  
PCC Exco



Dato Lee See Nee  
Flextronics Technology  
PCC Exco



Chong Chin Kan  
QSR Brands (M) Holdings  
PCC Advisor



Steven Lam  
Sedgwick Malaysia  
PCC Advisor



Ong Chin Seong  
PCC Exco (By Default)



Alex Liew  
PCC Exco (By Default Alternate  
to PIKOM Chairman)



## Current Membership

 **PCC 163 SAG 96**

**1** Major Conference  **357** attendees

**1** Region Chapter Launch (Northern) 

**1** Technology Exchange Program (Shanghai/Hanzhou) with SPARK Singapore **25** CIOs

**4** Topics covered by Media 

## CHAPTER - PIKOM CIO

### MISSION

- To provide a forum of communications so that the experience and knowledge in the fields allied to Information Technology (IT) management can be exchanged for the benefit of PIKOM Members in particular and as a contribution to the development of ICT in Malaysia

### VISION

To make a difference to the ICT practitioners and industry as a whole in Malaysia by:-

1. Exchanging information and sharing experiences;
2. Providing platform for building professional networks;
3. Collaborating & exploring leading edge technologies;
4. Employing best practices in ICT management

### OBJECTIVE

To continue to make PIKOM CIO Chapter a vibrant and relevant community for its members



# PIKOM CIO CHAPTER EVENTS 2024



DATE	EVENT	DESCRIPTION
5 January 2024 7.30pm – 10.00pm E&O Hotel, Penang	PCC Northern Region Launch Unveiling the PIKOM CIO Chapter (PCC) in Northern Region	Officiated by: Y.A.B. Tuan Chow Kon Yeow Chief Minister Penang Attendees: 130 pax
29 May 2024 9.00am – 5.00pm CCEC, Summit 1 & 2, The Vertical, Bangsar South, KL	PIKOM CIO Conference 2024 Theme: Empowering Tomorrow through AI Today	6 Keynote Speakers / 3 Moderators / 12 Panelists  Attendees: 357 Delegates
25 Oct – 2 Nov 2024  Attendees: 25 CIOs	PCC Technology Xchange to Shanghai/Hangzhou, China  (Co-organised with SPARK Singapore)	<ul style="list-style-type: none"><li>• To visit the innovation center of selected vendors</li><li>• To provide delegates with opportunities to exchange ideas &amp; information</li><li>• To showcase and share the latest trends and technology in the Tech industry</li></ul>







# PIKOM Cybersecurity Chapter 2024 Committee



Alex Loh  
Dynatrace Malaysia  
Sdn Bhd  
**CHAIR**



Eric Foo  
Exabytes Networks Sdn Bhd  
**Deputy Chair**



Fong Choong Fook  
Le Global Services Sdn Bhd  
**Committee**



Goh Chee Hoh  
Trend Micro Malaysia  
**Committee**



Datuk Alan See  
Firmus Sdn Bhd  
**Committee**



Jason Yuen  
EY Malaysia  
**Committee**



Aylwin Lam  
Vectra  
**Committee**



Millie Yong  
Microsoft Malaysia  
**Committee**



Sandy Woo  
eCloudvalley Digital Technology  
**Committee**



Tay Chia Chia  
Veeam  
**Committee**



Rodney Lee  
Cybot Pte Ltd  
**Committee**



Alex Liew  
Glocomp Systems (M) Sdn Bhd  
**Advisor**



Woon Tai Hai  
Takaful Ikhlas General Berhad  
**Advisor**



## Current Membership

 **67** PCSC Members  
**107** Cybersecurity Users

**1**  Major Conference **342**  attendees

**2** Publications released 

**1** Digital Trust Roundtable organised 

**1** MoU signed with NACSA 

## CHAPTER - CYBERSECURITY

### FOCUS

- Organising events pertaining to related topics and current issues in cybersecurity,
- Promoting cybersecurity as a career of choice within working professionals and
- Collaborating with educational institutions on training initiatives and developing curriculum programs in the area of cybersecurity.

### OBJECTIVES

- Educate and Increase Awareness
- Advocacy for Policies and Regulations
- Knowledge Exchange and Collaboration
- Collaboration and Threat Intelligence
- Training and Certification Programs



# FUTURE OF CYBERSECURITY SUMMIT (FOCS) 2024

DATE	EVENT	DESCRIPTION
8 May 2024 9.00am – 5.00pm Avante Hotel, PJ	Future of Cybersecurity Summit (FOCS) 2024  Theme: How to Achieve “Prevention Is Better Than Cure” in Cybersecurity Protection?	Guest of Honor: Shamsul Izhan Abdul Majid, CTIO MCMC  Number of Speakers: 4 Keynote Speakers/ 2 Moderators/ 8 Panelists Number of Attendees : 342 Delegates
In conjunction of FOCS	Digital Trust Model for Digital Prosperity Roundtable	Number of Attendees: 8 Indonesia National CSIRT, BSI ASEAN, Cybersecurity Malaysia, MDEC, Huawei Malaysia, PIKOM





# CYBERSECURITY RELATED PUBLICATIONS & MOU

DATE of LAUNCH	PUBLICATION / MOU	DESCRIPTION
8 May 2024	Digital Trust Model for Digital Prosperity Publication	<ul style="list-style-type: none"><li>A publication in collaboration with Huawei.</li></ul>
8 May 2024	Cybersecurity Report : Cybersecurity Landscape In Malaysia 2024	<ul style="list-style-type: none"><li>A report based on survey with the collaboration from Sunway University and University of Nottingham Malaysia</li><li>Together with PIKOM Research Committee</li></ul>
30 July 2024	MOU signing between PIKOM and NACSA	For cooperation in the field of Cybersecurity





# PIKOM Digital Infrastructure Chapter 2024 Committee



Wing K. Lee  
YTL Communications  
CHAIR



Dr. Andrew Lau  
Microsoft Malaysia  
COMMITTEE



Chiew Kok Hin  
AIMS Data Centre  
COMMITTEE



Abdul Halim bin Md. Lassim  
HeiTech Padu  
COMMITTEE



Oliver Liu  
Huawei Technologies  
COMMITTEE



Lee Cheung Loong  
IP ServerOne Solutions  
COMMITTEE



Dian Hasanuddin  
AWS  
COMMITTEE



Akhil Gupta  
Total IT Global  
COMMITTEE



Ho Yee Chung  
NTT GDC Malaysia  
COMMITTEE



Ong Chin Seong  
PIKOM Chairman  
ADVISOR



# DIGITAL INFRASTRUCTURE

AN INITIATIVE BY **PIKOM**

- 1 Media Engagements 
- 1 Lunch & Learn Session 
- 1 Industry Memo to Ministry 
- 1 Data Centre Roundtable 

## CHAPTER - DIGITAL INFRASTRUCTURE

### FOCUS

Data centers, telecommunications, and related digital infrastructures.

### AIMS

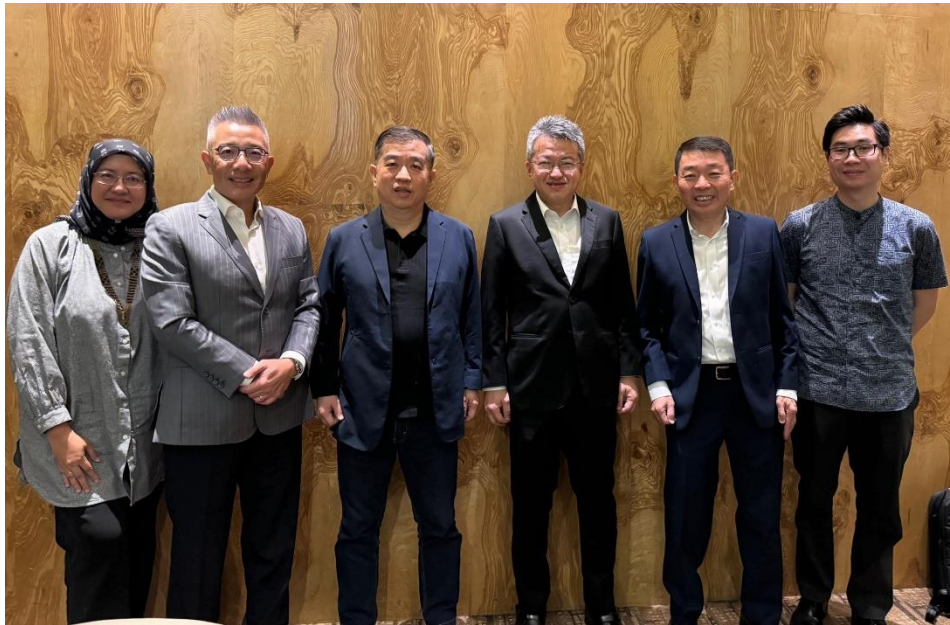
- To address critical issues and opportunities within the digital infrastructure sector such as but not limited to:
- Government incentives for local and international players
- Energy tariff classification
- The adoption of renewable sources
- Expanding the national talent pool through curriculum development, university collaborations, and training programs.





# ACTIVITIES IN 2024

DATE	EVENT	DESCRIPTION
29 <sup>th</sup> May 2024 CCEC Vertical, Bangsar South	Official launching of PIKOM Digital Infrastructure Chapter	The Chapter was launched during the PIKOM CIO Chapter conference 2024 .
6 <sup>th</sup> Sept 2024	Courtesy visit with TNB CEO	Chairman CS Ong, Wing K.Lee and 3 members of Digital Infrastucture Chapter paid a courtesy visit to TNB CEO and top management to discuss green energy roadmap and reflect industry voices in the areas of TPA (Third Party Access) and improving delivery timeline
25 <sup>th</sup> September 2024 VE Hotel & Residence, Bangsar South	MDEC x PIKOM Roundtable with Local Data Centre Operators	<p>The roundtable was co-chaired by Raymond Siva (MDEC) and Chairman CS Ong. Moderated by Ong Kian Yew.</p> <p>Topics discussed : Budget 2025, Challenges, Opportunities, and Sustainable Growth</p> <p>Attendees (data center) – YTL Communications, BasisBay, TM, HDC, Pi, HeiTech Padu, Irix, CSF Advisers, (FSI) HSBC, CIMB, Bank Pembangunan, Sumitomo, Mizuho, Affin Bank</p>
16 <sup>th</sup> October 2024	Breakfast Meeting with YB Liew Chin Tong, Deputy Minister of MITI	The discussion focused on how the industry and government can collaborate further to strengthen and future-proof the ecosystem.
28 <sup>th</sup> October 2024 Le Meridien Hotel, KL	Lunch & Learn with AWS	<p>An opportunity to engage with Industry Leaders and network with members.</p> <p>For this session, we had <b>Mr Saji PK, Director of AWS Data Centres &amp; Global Services, Singapore</b>, who handles multiple AWS core regions across Asia-Pacific, Japan, China, Middle East and Africa.</p>





# PIKOM E-Commerce Chapter 2024 Committee



Ganesh Kumar Bangah  
Commerce DotAsia  
CHAIR



Stan Singh  
IronHorse Asia  
DEPUTY CHAIR



Sherry Tan  
Axiata Digital & Analytics  
COMMITTEE



Luca Suino  
Momentum Commerce  
COMMITTEE



Kuna Kathigesan  
Commerce DotAsia Ventures  
COMMITTEE



Mak Kum Shi  
MAK Academy  
COMMITTEE



Jorvy Tan  
Innovatic Commerce  
Solution  
COMMITTEE



Adli Amirullah  
Shopee Malaysia  
COMMITTEE



Fariz Maswan  
Ninja Logistics  
COMMITTEE



Wee Huay Neo  
ADVISOR



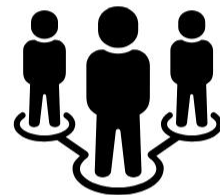


Active Core members

24

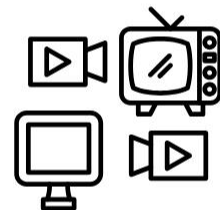
1

Members Meet



2

Media Engagements



5

Industry Engagements &  
Focus Group Discussions



## CHAPTER - E-COMMERCE

### AIMS

To bring the Malaysian e-commerce industry to global standards by bringing all end-to-end parties working together under one virtual roof: e-marketplaces, payment gateways, logistics, and fulfilment, industry players, financial institutions as well as telecommunication and infrastructure service providers.

### OBJECTIVES

- Represent voice of the e-Commerce merchants in Malaysia.
- Promote Malaysian e-Commerce players through regional and global initiatives.
- Bring the various players in the e-Commerce ecosystem together to collaborate and cooperate for mutual benefit.
- Be the point of contact with the government on e-Commerce related matters.
- Increase the awareness on the ease of online shopping.







# Women In Tech Chapter Committee 2024



Catherine Lian  
CHAIR



Dato' Dr. Munirah Looi  
DEPUTY CHAIR



Sandy Woo  
COMMITTEE



Millie Yong  
COMMITTEE



Danny Lee  
ADVISOR

A platform for all women who work in the ICT industry, from both the users and vendors of technology, to engage with each other.



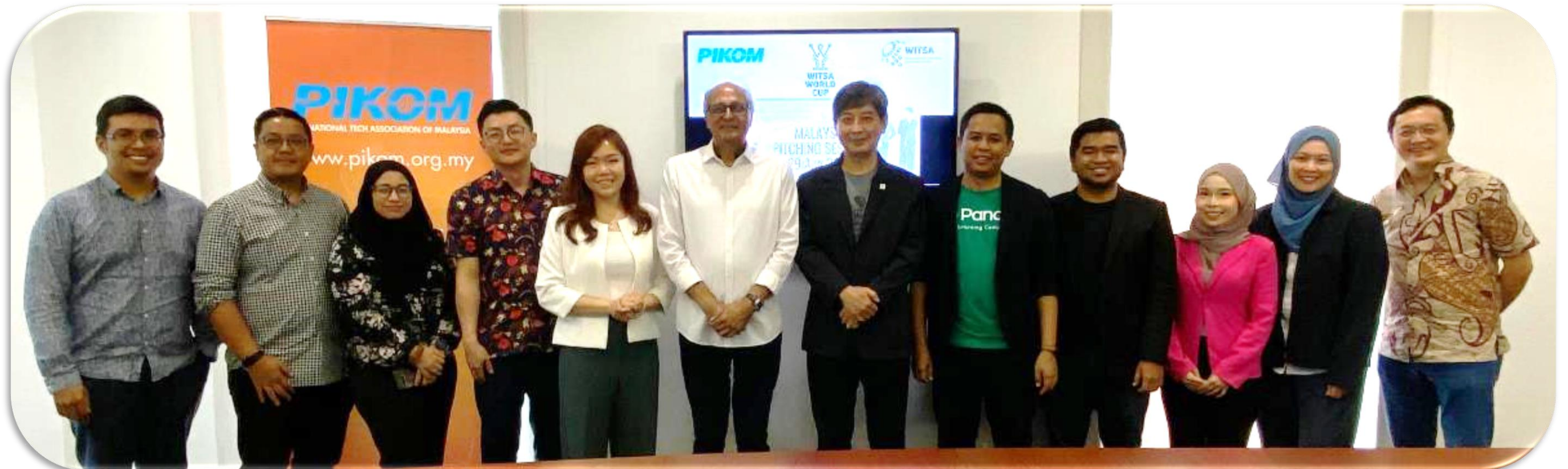




Dato' Dr. Sean Seah  
Chair

## WITSA WORLD CUP – MALAYSIA PITCHING CHALLENGE

- To select **2 scale-ups to represent Malaysia in WCIT2024 Armenia**
- 6 companies participated
- **2 Winners** selected
  - Entomal Biotech Sdn Bhd
  - Pandai Education
- Judges :
  - PIKOM , CRADLE Fund, MDEC and Cyberview





**FOCUSES** primarily on **policy advocacy** through strengthening relations with the government and contributing towards policy setting that will impact the digital & tech industry.

**40 seats in government-related committees** including those chaired by the Prime Minister.

**Submissions:**

- **1 budget 2025 memorandum**
- **1 PDPA Bill Amendment** feedback
- **1 AI Policy feedback** (“AIGE”) by MOSTI for National Guidelines on AI Governance & Ethics for Responsible AI
- **7 industry dialogues** with various ministries

# GOVERNMENT AFFAIRS COMMITTEE



## PIKOM GAC MEMBER 2023/2024



Chair:  
Dr. Dzaharudin Mansor

**Members:**



Dato' Dr.  
Munirah Looi



Abdul Halim bin  
Md Lassim



Johary Mustapha



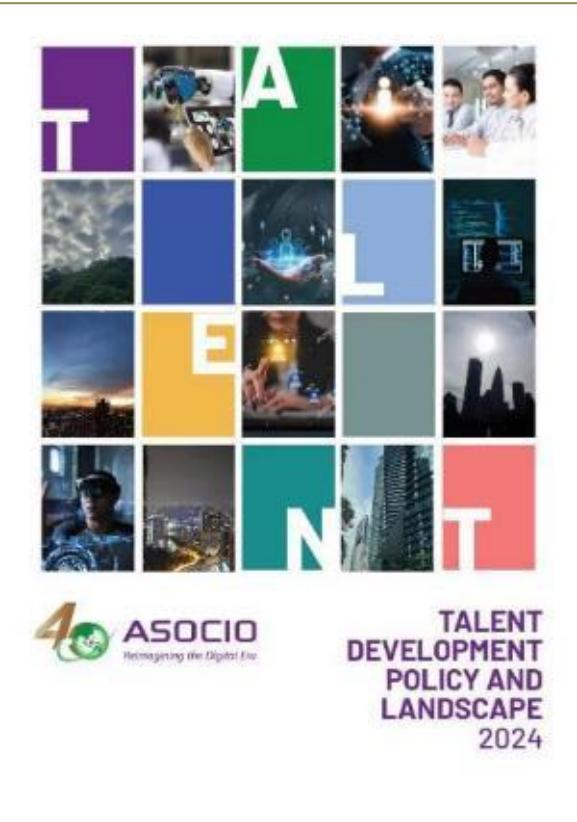
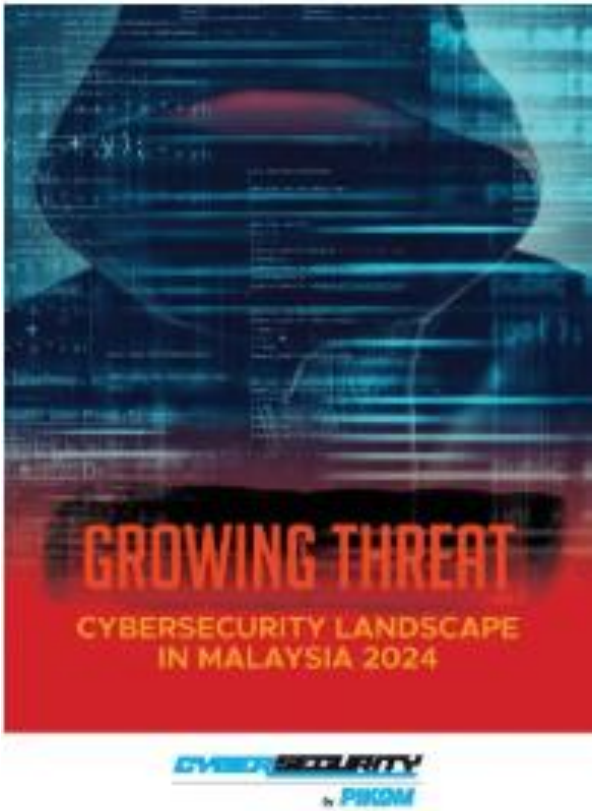
Advisor:  
Shaifubahrim Saleh



6 publications in 2024

with PIKOM Cybersecurity Chapter

In collaboration with Huawei



Contracted by ASOCIO

Published with cooperation from AUSTRADE

# RESEARCH COMMITTEE

## PIKOM RESEARCH COMMITTEE 2023/2024



Chair:  
Woon Tai Hai

Members:



Raymond  
Devadass



Dr Dzaharudin  
Mansor



Anthony Raja  
Devadoss



Talent Gap Committee **addresses the issue of graduate employability** in meeting the requirements of the industry.

**PIKOM Industry Internship Program** to resume with better coordination of recruitment and matching with employers.

### Stakeholders Engaged:

- **4 Ministries** (MOE, MOHE, KESUMA, Min. Digital)
- **4 Agencies** (MDEC, TalentCorp, PERKESO, HRDCorp)
- **6 IHLs** (Nottingham, INTI, HELP, SUNWAY, UTAR, UKM)
- **TVET** (ICT colleges)

# DIGITAL TALENT GAP COMMITTEE



Chair:  
Dato' Dr. Munirah Looi

### Members:



Anthony Raja  
Devadoss



Dr Dzaharudin  
Mansor



Woon Tai Hai



Oliver Liu



Nghoh Chee Hung



PIKOM Academy **addresses the need of upskilling existing workforce** in meeting the requirements of the industry.

**18** Registered Training Providers

**6** Trainings Delivered:

Stakeholders Engaged:

- **4 Ministries** (MOE, MOHE, KESUMA, Min. Digital)
- **4 Agencies** (MDEC, TalentCorp, PERKESO, HRDCorp)

# PIKOM ACADEMY COMMITTEE



Chair:  
Anthony Raja Devadoss

Members:



Dato' Dr.  
Munirah Looi



Oliver Liu



Catherine Lian



Advisor:

Dr Dzaharudin  
Mansor



# ACADEMY PROGRAMS IN 2024



**12**  
 JUNE 2024  
 (Wednesday)  
 2:00pm (UTC+8)

## TOASTMASTERS DEMO MEETING

**Venue**  
 PIKOM, E1 Empire Damansara,  
 2 Jalan PJU 8/8A, Damansara Perdana,  
 47820 Petaling Jaya.

**For more information:**  
 Liana Alet | 03-76220079  
 Cecelia Kok | 016-6988865  
 Mak Kum Shi | 017-206 8065

### CERTIFIED DIGITAL MARKETING PROFESSIONAL

## CDMP

A DMI Certification

The Certified Digital Marketing Professional (CDMP) Program, designed by the Digital Marketing Institute (DMI) UK, helps to unleash the power of marketing in the era of Artificial Intelligence (AI). Participants will delve into key Digital Marketing concepts, explore digital channels, and discover the use of AI tools to improve the Business Online Visibility and Outreach.

**HRD CORP SKILL SCHEME**  
 This initiative enables Scheme members to enhance their career development by upskilling their knowledge.

### NOVEMBER 2024

REGISTER TODAY!

#### WHO SHOULD ENROLL?

- Fresh Graduates / School Leavers
- Entrepreneurs and Small Business Owners
- Marketing Business Development and Sales Professionals
- Brand Managers, Brand Strategists, Event Planners, and Public Relations (PR) Officers
- Market Research Analysts, Data Analysts, and Product Marketers

#### ELIGIBILITY

- Basic proficiency English
- Possess a Bachelor's Degree/Diploma/Certificate in any Major/Specialization

Scan the QR code to register

#### KNOWLEDGE AND ASSESSMENT AREAS

- Digital Marketing Fundamentals
  - Search Engines Marketing - SEO / PPC / SGE
  - Website Optimisation & Online Visibility
- Ecommerce & Digital Ads Platforms
  - Search Ads / Display Ads / Shopping Ads
  - You Tube Video Ads Fundamentals
- Digital Content and Keywords
  - Email Marketing
  - Understanding Digital Marketing Tools
- Social Media Marketing
  - Emerging Social Media Platforms
  - Online Reputation Management
- Analytics and Data Interpretation
  - Digital Strategy Development
  - Online Reputation Management

FOR MORE INFO ABOUT THE PROGRAM, PLEASE CONTACT

Promeritus Sdn Bhd  
 +6012-6955143  
 info@promeritus.com  
 www.promeritus.com

Ms. Liana Alet  
 03-76220079 ext.221  
 liana@pikomanag.my  
 www.pikom.org.my



## SECURING PROJECT SUCCESS

"Preparing people for the challenges of project work."

In our intense interactive business simulation, participants play the role of an advisor in a recently finished project - one that's full of problems. Nobody's satisfied. The project failed to deliver as expected, the potential value was insufficiently tapped and there were overruns. In teams, participants revisit the project to identify the issues, deliver better results and maximize business value while balancing diverse stakeholder needs. The lessons are as memorable like the burn of a hot pepper. Help your organization and people learn from their mistakes in a safe environment before they are given real projects with tangible impacts.

**Key Themes**

- Business value
- Teamwork
- Decision-making
- Project Success
- Communication

**Who should attend**  
 All project participants, including project managers, business executives, content provider consultants, experts, end users, and support personnel.

Powered by  
**CELEMI** Cayenne™

REGISTER HERE:  
<https://brandt.biz/ensuring-project-success/>

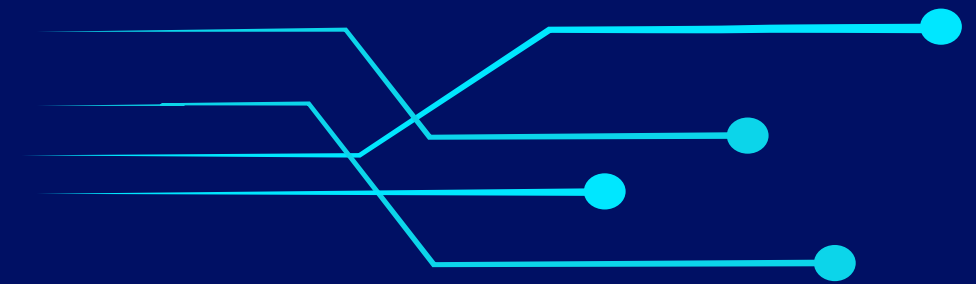
**When training fails, Try Learning.**

**BUSINESS SIMULATION PROGRAM**

9AM - 5PM  
**academy**  
 KL Gateway



# PIKOM INTERNATIONAL AFFAIRS







## Position Secured:

- Ong Chin Seong  
Chair of ESG Acceleration  
Committee
- Stan Singh  
Chairman for 2025/26 Term

## 2 Onsite Meetings:

- Nepal
- Tokyo

## 1 Research Production secured

## 9 recipients for the ASOCIO DX Awards







- **Dato' Dr Sean Seah** chairman of WITSA (re-elected)
- **2** Awards won at WCIT2024 Excellence Awards
- **1<sup>st</sup> & 2<sup>nd</sup> Place** of WITSA World Cup
- PIKOM acknowledged as **Champion Country Host** for WITSA World Cup 2024

# WITSA & WCIT 2024

PIKOM







2023 APICTA Hong Kong:  
**14** Malaysian Entries  
(Winners: 2 & Merits: 2)

EXCO Meeting:  
Nepal -1  
Brunei 1

Changed of the name from  
MSC APICTA Awards to MD  
APICTA Awards

**64** Submissions for MD  
APICTA Awards 2024:  
10 Winners & 13 Merits

2024 APICTA Brunei:  
**16** Malaysian Entries

# APICTA 2024





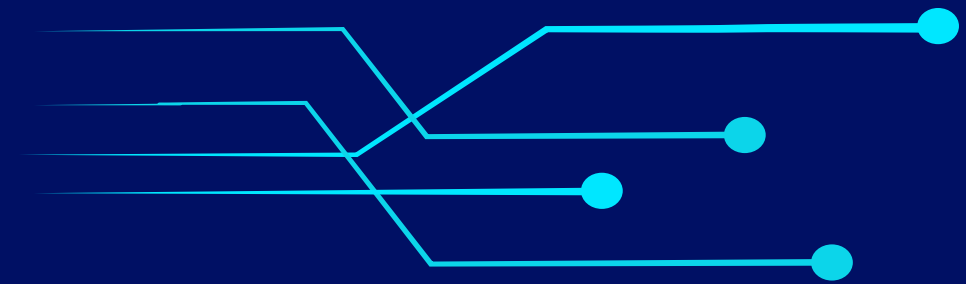
# INTERNATIONAL ENGAGEMENT

- Economies Engaged:
  - China
  - India
  - Taiwan
  - Australia
  - Russia
  - Singapore
  - South Korea
- **1 MoU** signed with nasscom
- **4** International Dialogues Participated
- **9** educational / trade visits received





# PIKOM INDUSTRY INITIATIVES



- 3** Members Meet **2** Festival Celebrations (CNY & Raya)
- 1** Excellence Awards & Gala Dinner **860** Attendees
- 1** Invitational Charity Golf **RM39,000** Donated to Charity
- 1** PIKOM LEAD 2024 Summit **312** Attendees



# PIKOM Chinese New Year Dinner 2024

Date: 29 February 2024 (Thu)

Venue: AVANTE HOTEL, Bandar Utama

Time: 7:00pm – 10:00pm

Guest of Honor: **YB Gobind Singh Deo, Digital Minister of Malaysia**

Total Attendees: **270**





# PIKOM Raya Open House 2024 & Members Meet



Date: April 25, 2024 (Thursday), 12pm – 3pm

Total Attendees: **220**

New Members Recognised: **13 companies**





# PIKOM Members Get Together

Date: 24 September 2024

Time: 4:30pm-9pm

Venue: Bunglow 37, Bangsar KL

**Hosted by: CIMB Islamic Bank**

**53 Guests attended**

**New Members Recognised: 16**





# PIKOM Digital Excellence Awards 2024

Date: September 20, 2024, 7pm – 10.30 pm

Venue: Sunway Resort Hotel

Guest of Honor:

**YB Gobind Singh Deo, Minister of Digital**

Total Attendees: **860 Attendees**

Number of Awards : **35**





# PIKOM Golf Invitational & Charity Drive 2024

26 September 2024 @ Tropicana Golf & Country Resort

No. of Golfers: 92 pax (23 flights)

Charity Organisations:

- (i) Hospis Malaysia
- (ii) Lions Club of Kuala Lumpur (A-Meal-A-Day)
- (iii) Breast Cancer Welfare Association Malaysia

**Amount Donated: RM39,000**





# PIKOM LEAD 2024 SUMMIT

Date: **November 20, 2024**

Venue: CCEC, The Vertical Bangsar South

Guest of Honor: **YB Gobind Singh Deo, Minister of Digital**

Country Partner: **High Commission of India in Kuala Lumpur**

Total Attendees: **312**

Exhibitors: **13**

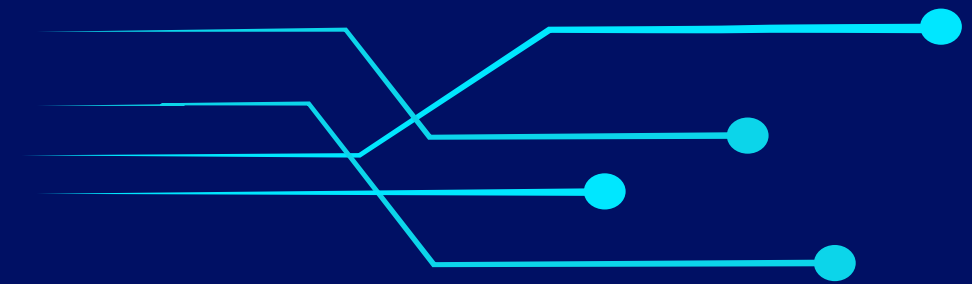
India Tech Industry Delegates : **21**

-Additional B2B and Site-visit to My5G Portal & Cyberview S/B





# PIKOM IN THE MEDIA





# PIKOM In The Media 2024

**24** Topics covered by various print & online media



**5**

BFM podcasts interview



**1**

Money Matters TV3 interview



**5**

TV News Report/interview



Ministry of Digital – Budget 2025 – PADU – Crowdstrike – HRDF – MDEC CEO – AI – Cybersecurity –  
PIKOM Digital Excellence Awards – MoU nasscom – Data Center Investments – Digital Infrastructure  
Chapter – CIO Chapter Northern – e-Commerce – Economic & Digital Job Market Outlook 2024



PIKOM: Appointment of digital minister significant milestone in Malaysia's digital journey

By Nurayesweni Jamil • December 12, 2023 @ 2:02pm



Penang govt remains steadfast in bolstering state's ecosystem

BULETIN MUTIARA Admin January 3, 2024



To strengthen Penang's identity as the 'Silicon Valley of the East,' the state government will continue to bolster the state's ecosystem in various fields, says Chief Minister Chow Kon Yeow.



Pikom says increase in e-payment transactions can enhance financial inclusion

By Azania Shahril Amer, Faizah Kamaruddin • June 8, 2023 @ 7:11pm



Padu security breach: Pikom urges govt to engage 'crucial' external expertise

Tech body says that vulnerabilities discovered could have been identified during development testing phases.

Pikom unveils framework for ethical AI development, use

PETALING JAYA: Pikom, the national tech association of Malaysia, yesterday launched a policy paper outlining a comprehensive framework for ethical AI development and usage. The framework, known as the Pikom "7 by 7" Policy and Characteristic (P&C) framework, emphasises risk management and strong governance practices to ensure responsible AI deployment. "Pikom is committed to fostering a thriving and responsible AI ecosystem in Malaysia," said chairman Ong Chin Seong, adding that their new P&C framework equips stakeholders in the local technology industry with practical guardrails and policies to ensure ethical AI development. The framework outlines seven core policies to guide ethical AI development including fairness, reliability, safety, privacy, security, inclusivity, accountability, transparency and pursuit of human benefits. Each policy is accompanied by a clear rationale that explains its importance and how it mitigates specific risks. The framework also advocates seven key characteristics to be embedded within organisational risk and governance frameworks. The characteristics include informed consent, continuous monitoring, collaboration, environmental impact assessment, human oversight, education and awareness, and checks and balances. Ong said Pikom has proposed the establishment of independent third-party reviews to ensure adherence to the outlined policies. These third parties can function similarly to financial auditors, upholding standards and certifications. "The framework acknowledges the evolving nature of AI technology and emphasises the need for periodic review and revision of the policies and guidelines to maintain relevance and effectiveness," he added.

DNA Digital News Asia Your Eye on the Tech Ecosystem

Pikom calls for stronger process at HRD Corp following audit findings

By Digital News Asia July 9, 2024

Malaysia And India Strengthen Tech Ties With PIKOM Nasscom MoU

By Shahrizal - August 28, 2024



THE EDGE MALAYSIA

Pikom: Salaries of local talents stabilising at healthy rates against growing digital economy

By Bernama / Bernama 03 Dec 2024, 06:07 pm



# BROADCAST HIGHLIGHTS



AWANI Tonight: Immediate priorities for new Digital Ministry



Money Matters



The 2024 Malaysian Tech and Digital Economy: Why FDI? Enterprise Explores the state of tech and the digital economy and ...



HOW WILL MALAYSIA'S NEW SALES TAX ON IMPORTED GOODS AFFECT SHOPPERS?



ONG CHIN SEONG



ONG CHIN SEONG



E-COMMERCE COMMISSION REFORMS



BUDGET 2025: NOT ENOUGH FOR MALAYSIA'S DIGITALISATION PUSH?

9 OKT -BP- HARAPAN PKS DALAM BELANJAWAN 2025: TAM PERKASA INDUSTRI BERTEKNOLOGI TINGGI



SALARIES OF DIGITAL TALENTS





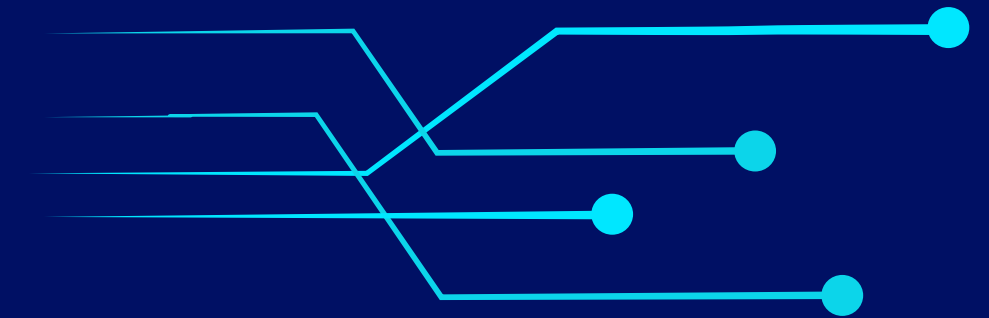
# PIKOM MyIT PUBLICATIONS

2 Issues for 2024





# PIKOM NEW MEMBERS 2023 - 2024



**86** In comparison to 75 last year

**81** local members & **5** overseas members

**22** discontinued memberships from 2023

**510** paid members in total



# KEY ACHIEVEMENTS



## FINANCIAL POSITION

In 2023 PIKOM's GP was 1.58 mill and we expect it to rise to 1.91 mill in 2024

Overall 2023 had a deficit of RM100,000 , we expect to break even this year.

## PIKOM planned programs are carried out successfully

PIKOM Digital Excellence Award with stringent nomination and judging process replaced PIKOM Unicorn Awards.

PIKOM LEAD 2024, a new brand for PIKOM Leadership Summit brought 21 delegates from India following the MoU signing with nasscom in August.

PIKOM Digital Infrastructure was launched and the members are actively engaged to address issues in the industry and bringing it to the attention of the government



## MoUs & Global Leadership

MoU signing with NACSA will catalyst activities in Cybersecurity while the MoU with nasscom brought market access opportunities for both India and Malaysia Tech companies

PIKOM's Dato' Dr Sean Seah was re-elected as WITSA Chairman for the next 2 year term until 2026

PIKOM's Stan Singh elected as ASOCIO Chairman for the 2025/2026 term