

FAMILY BUSINESS SUSTAINABILITY & ENTREPRENEURSHIP CONFERENCE 2025

“Strengthening the Ecosystem of Women-Led Family Businesses in ASEAN”

*In conjunction with ASEAN-MALAYSIA CHAIRMANSHIP 2025
“Inclusivity & Sustainability”*

 29 APRIL 2025 (TUESDAY)

 8.30 AM - 1.30PM

 CINDAI BALLROOM, CYBERVIEW RESORT & SPA, CYBERJAYA

AGENDA

8:30am Registration at Cindai Ballroom

9:00am



Opening Remarks by Emcee
Miss Saree Abdullah
TV Personality



Breakfast Talk with
Ibu Nilamsari Shadewa
PT Nava Sari Kreasi
Franchise Aggregator Ecosystem (Indonesia)

Ibu Nilamsari will delve into the core principles and values that drive women-led family businesses across the region; challenges and family-oriented values that shape her leadership, decision-making, and business practice in maintaining strong family legacies.

9:20am

PLENARY DIALOGUE 1

“Policy & Infrastructure Support for Women-Led Family Businesses”

In this session, panellists will deliberate on the role of governments, institutions and organizations in supporting women-led family businesses. It will focus on policies, infrastructure, and incentives that can be implemented to create a more enabling environment for family businesses.

9:20am

- Panellist 1** : **Ms Shan Loy**
*Strategic Partnerships & Networking,
Taylor's Centre for Family Business*
- Panellist 2** : **YBhg Dato' Prof Dr Nik Maheran Nik Muhammad**
*Former Deputy Vice Chancellor (Academic & International)
Malaysia University of Kelantan (UMK)*
- Panellist 3** : **YBhg Dato' Freida Mohd Pilus**
*Executive Committee, National Council of Women's Organizations
(NCWO) & Chairman Cempaka Education Group*
- Moderator** : **Dr Leilanie Mohd Nor**
Group CEO, BinaPavo
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10:00am

**Finding Your Zen:
Navigating Emotional Challenges in Family Business by**
YBhg Datin Dr Leez Hassan
Work-Life Balance Coach, ADLA Group

10:20am

PLENARY DIALOGUE 2

"Inclusivity & Sustainability as a Business Strategy: Enhancing Family Business Performance"

From the perspective of non-family business owner, the panellists who are subject-matter experts on sustainability and DEI will share their ideas based on best practices on how family businesses can leverage diversity and inclusivity as strategic assets to improve innovation, decision-making, and overall business performance.

- Panellist 1** : **YBhg Prof Datin Lorela Chia**
*Founding President
Malaysia Association of Sustainable Supply Chain and
Innovation (MASSCI)*
- Panellist 2** : **Ms Amy Baum**
*Programme Specialist, Women's Economic Empowerment,
UN Women Regional Office for Asia and the Pacific*
- Panellist 3** : **Ms Soh Eng Hooi**
Vice President, Governance & Compliance, NAWEM
- Moderator** : **YBrs Puan Emiliawati Zainol**
*Managing Director, Q3 Management Solutions Sdn Bhd
Gold Winner of the STAR MEDIA GROUP'S ESG Positive
Impact Award 2022*
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11:00am

**Media & Guests Registration
Morning Tea Break**

11:20am

PLENARY DIALOGUE 3

“Scaling Family Businesses: From Local to Global Impact”

In this session, panellists will share insights in scaling their family businesses sustainably within ASEAN and beyond, and the importance of entrepreneurial mindset and inclusive leadership in facilitating expansion.

- Panellist 1** : **YBhg Datuk Seri Dr Michael Tio**
Founder & CEO PKT Logistics Group
- Panellist 2** : **YBhg Dato’ Hazimah Zainuddin**
*Group Executive Chairman,
HyraX Oil Sdn Bhd*
- Panellist 3** : **Mr Michael Liew**
Business Development Director, MarryBrown
- Moderator** : **Assoc. Prof. Dr. Tan Booi Chen**
Dean, Faculty of Management, Multimedia University

12:00pm

- Arrival of Guest-of-Honour
- National Anthem
- Doa Recital



**Welcoming Remarks by
YBrs Puan Saliza Abdullah
Organising Chairperson**



**Keynote Address & Officiating Speech by
Guest-of-Honour
YB Dato’ Sri Hajah Nancy Shukri
Minister of Woman, Family & Community
Development of Malaysia**

- Gift Presentation & Group Photo

1:00pm

Networking Lunch / Visit Booths

WHO SHOULD ATTEND:

Family Business Leaders & Employees
Entrepreneurs & MSME Business Owners
Researchers & Academicians
Policymakers & Government Officials

PARTICIPANTS WILL RECEIVE:

Morning tea break
Lunch at Verandah Restaurant
E-Certificate of participation & Door gifts
Complimentary parking at Cyberview
Resort & Spa



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REGISTRATION FORM

NAME OF ORGANISATION :

CONTACT PERSON :

DESIGNATION :

MAILING ADDRESS :

EMAIL :

TEL NO. :

HP NO. :

NO	NAME OF PARTICIPANT(S) -AS PER NRIC-	NRIC	HP NO	EMAIL	VEGETARIAN (YES / NO)

NOTES: IF ADDITIONAL SPACE IS NEEDED, PLEASE ATTACH A SEPARATE SHEET

INDIVIDUAL REGISTRATION (HRDC & NON-HRDC)

RM750.00 PER PAX

**10% DISCOUNT FOR GROUP REGISTRATION 5 PAX & ABOVE
 (FOR NON-HRDC ONLY)**

RM675.00 PER PAX

PAYABLE TO

BG CAPITAL HOLDINGS SDN BHD
 CIMB BANK / ACC NO: 800-2011-203

HRDC CLAIMABLE COURSE
APPROVAL NO: 10001527509

Please scan QR Code



METHOD & AMOUNT OF PAYMENT

ONLINE TRANSFER TOTAL RM

CHEQUE TOTAL RM CHEQUE NO:

HRD CORP CLAIM TOTAL RM

TERMS & CONDITIONS

- a. Please email the completed registration form and online payment proof to training@bgcapital.com.my.
- b. Cancellations made on or before 8 April 2025 will be subjected to a cancellation fee of RM675 or RM750 per delegate. There will be no refund for cancellations under any circumstances. The organiser reserves the right to charge full payment for all cancellations made after 8 April 2025.
- c. Organiser reserves the right to change any speakers listed in the programme.

Data Protection:

By signing up for this public programme, participants give consent for their database to be used and passed to selected third parties by the Organiser to assist in communicating information which may be deemed to be of suitable interest to the participants.

CONTACT THE ORGANISER:

BG CAPITAL HOLDINGS SDN BHD

14, Jalan SS19/1D, 47500 Subang Jaya, Selangor, Malaysia

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