



# APEC O2O Forum

17 April, 2019  
Berjaya Times Square Hotel  
Kuala Lumpur, Malaysia



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# BACKGROUND



In response to APEC Leaders and Ministers' instruction regarding digital economy in 2017 and the 2018 APEC theme "Harnessing Inclusive Opportunities, Embracing the Digital Future", this initiative, as the 4th phase of the O2O Initiative, aims to conclude all the joint efforts and attempt to benefit more SMEs by focusing on SME digital innovation. Building upon the momentum gained from former O2O initiative, including (1) phase 1: O2O business models, (2) phase 2: digital competitiveness and resilience, and (3) phase 3: digital transformation, this initiative will provide networking, showcasing and mentoring opportunities to APEC startups and SMEs to shift the paradigm of O2O best practices.

The phase 4 of 2019 focuses on "SME digital innovation". More than 600 stakeholders will be connected through hosting at least 1 SME O2O Summit in Chinese Taipei and co-hosting 4 SME O2O Fora with co-proposing economies, Malaysia, Thailand, Chile and the Philippines. Meanwhile, cross-fora/organizations and PPP collaboration are also adopted in this initiative. EPWG, HRDWG, PPWE, ABAC, the leading MNCs (e.g. Trend Micro, Microsoft, Google, IBM, and Oracle), and International Organizations (e.g. ADPC and ADRC), VCs and Angels will be engaged. In addition, "A Guidebook on SME Embracing Digital Transformation in APEC Economies" will be published to conclude our O2O Initiative, providing a direction for APEC SMEs to achieve digital transformation and capture more digital business opportunities.

On the whole, the initiative aims to assist SMEs to embrace digital transformation and opportunities by innovative technology application in digital future. With strong partnerships, we believe APEC can create a better digital innovation environment to promote inclusive growth.

# ABOUT THE EVENT



APEC Online-to-Offline Forum : Empowering SMEs to Go Global through Digital Transformation will be held on 17 April 2019 at the Berjaya Times Square Hotel, Kuala Lumpur, Malaysia. The objectives of this forum are:

- To encourage digital transformation and identifying issues of particular concern for SMEs in the APEC region when embracing digital transformation to boost economic growth.
- To facilitate strategies of digital transformation to higher level to foster SME; and
- To promote comprehensive approaches to building digital transformation for SMEs in the APEC region.

# AGENDA



Date: **17 April 2019** (Wednesday)

Venue: **Berjaya Times Square Hotel, Kuala Lumpur**

Time	Program
09:00am - 09:30am	<ul style="list-style-type: none"><li>• <b>Registration</b></li><li>• <b>Morning Refreshments</b></li></ul>
09:30am - 09:40am	Arrival of Guests of Honor
09:40am - 10:00am	<b>Welcoming Remarks</b> <ul style="list-style-type: none"><li>• <b>Ms. Wen Ling Su</b>, Deputy Director General, Small and Medium Enterprise Administration, MOEA</li></ul> <b>Opening Remarks</b> <ul style="list-style-type: none"><li>• <b>Mr. Mohd Rithauden Makip</b>, Deputy Chief Executive Officer II, SME Corp. Malaysia, as Lead of SME Development Working Group of MTECC</li></ul>
10:00am - 10:10am	Exchange of Token of Appreciation & Photography Session
10:10am - 10:30am	Coffee Break
<b>Session 1 (Panel Discussion)</b>	<b>Digital Transformation: Opportunities and Technological Applications</b> <p>In this session, the experts and policymakers in the APEC region will share their views of digital transformation. The dialogue will focus on the opportunities for SMEs in the new era of digital transformation and the role of technology, such as AI, IoT, 5G, and HPC, in the process of digital transformation.</p>

10:30am - 12:00pm	<p><b>Moderators:</b></p> <ul style="list-style-type: none"> <li>• <b>Mr. Yau-Jr Liu</b> - Project Director, Research Division VIII, Taiwan Institute of Economic Research (TIER) (Chinese Taipei)</li> </ul> <p><b>Panelists:</b></p> <ul style="list-style-type: none"> <li>• <b>Ms. Sabrina Cheng Yan Ru</b> – [SEA Regional] Senior Manager, OwlTing Malaysia Sdn Bhd</li> <li>• <b>Mr. Timothy Choy</b>, Senior Analyst, Penang Institute (Malaysia)</li> <li>• <b>Mr. Zaky Moh</b>, Senior Director, Business Development and Entrepreneurship, SME Corp. Malaysia</li> </ul>
12:00pm - 13:30pm	Luncheon
<b>Session 2</b>	<p><b>Breaking Free from Computerization Trap</b></p> <p>In promoting SMEs to fully utilize the use of ICT in transforming their businesses, in this session, the speaker will share information and experiences to inspire SMEs to escape from the computerization trap and to opt for digitalization.</p>
13:30pm - 15:00pm	<p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• <b>Mr. Yau-Jr Liu</b> - Project Director, Research Division VIII, Taiwan Institute of Economic Research (TIER) (Chinese Taipei)</li> <li>• <b>Mr. Nurezali Osman</b>, Head of Ecommerce Strategic Roadmap Implementation, Malaysia Digital Economy Corporation (MDEC) (Malaysia)</li> <li>• <b>Mr. Mohd Izzat Mohd Fadzil</b>, Program Manager, Malaysian Global Innovating &amp; Creativity Centre (MaGIC) (Malaysia)</li> </ul>
15:00pm - 15:30pm	Coffee Break

<b>Session 3</b>	<p><b>Mentoring Session</b></p> <p>A platform for six (6) Startups / HGSMES recommended to share the best practices on their innovation application of O2O. 1 Startup/ HGSMES (High-Growth SMEs) will win the ticket to 2019 APEC O2O Summit.</p>
15:30pm - 17:00pm	<p><b>Moderators:</b></p> <ul style="list-style-type: none"> <li>• <b>Mr. Yau-Jr Liu</b> - Project Director, Research Division VIII, Taiwan Institute of Economic Research (TIER) (Chinese Taipei)</li> </ul> <p><b>Coaches:</b></p> <ul style="list-style-type: none"> <li>• <b>Ms. Sabrina Cheng Yan Ru</b> – (SEA Regional), Senior Manager, OwlTing Malaysia Sdn Bhd (Malaysia)</li> <li>• <b>Ms. Esmawady Mohd Esa</b>, Deputy Director, International Cooperation Division, SME Corp. Malaysia (Malaysia)</li> </ul> <p><b>Startups:</b></p> <p>Startups / SMEs from APEC Eligible Economies and Local SMEs.</p> <ul style="list-style-type: none"> <li>• <b>Ms. Anis Hussien</b>, Creative Director, Bujins L Batik Sdn. Bhd. (Batik Material)</li> <li>• <b>Mr. Mohd Azmi Abdullah Sani</b>, CEO, Kulsocs Resources (Hand socks)</li> <li>• <b>Ms. Nadhra Fauzi</b> , Co Founder/Director, TresGo</li> <li>• <b>Ms. Cherryanne Angoy</b>, Co-Founder &amp; Chief Strategy Officer, StreetBy (Agila Innovations, Inc.) (The Philippines)</li> <li>• <b>Mr. Francisco Troncoso</b>, Co-Founder &amp; CEO, Uanbai (Chile)</li> <li>• <b>Mr. Anantyo Seto P</b>, Founder &amp; CEO, New Omni Media (Indonesia)</li> </ul>

# SPEAKER PROFILE



## Mr. Yau-Jr Liu

– Project Director, Research Division VIII, Taiwan Institute of Economic Research (TIER) (Chinese Taipei)

Dr. Tristan Liu is the Former Commissioner of Economic Development Bureau in Taichung City Government. He is also known as a senior economist and policy maker at the national level involving industrial and trade policies. During the last decade of his career, Dr. Liu was in charge of the APEC SME Crisis Management Center (SCMC), Taiwan SME Research Center (TSRC) and helped drafting the national initiative for Hidden Champing Development, Social Enterprise Development, and the New Orientations for Industrial Competitiveness

## Ms. Sabrina Cheng Yan Ru

– Country Manager, OwlTing (Chinese Taipei)

Business Development professional in the Malaysia/Singapore startup space. Past experience includes Sales & Marketing and IT Consulting with an Electrical Engineering background.

### Experiences

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Nov. 2018~	Senior Manager SEA Regional, OwlTing
Oct. 2017 ~ Jun. 2018	Performance Marketing Manager APAC Regional, Uber I
Jul. 2015 – Sep. 2017	Business Development Co-Founder, LocalUsher

## Mr. Timothy Choy

– Researcher, Penang Institute (Malaysia)

Timothy is a senior analyst at the Penang Institute. In his role, he is currently leading the formulation of the Penang Digital Transformation Masterplan for the Penang state government that seeks to leapfrog Penang into the digital economy. He regularly writes on various topics under the digital economy umbrella, with a focus on entrepreneurship, adoption of technology, and digital government. He holds a Master in Public Policy and Administration from the London School of Economics and a Bachelor of Science in Economics from the University of Nottingham. He has previously worked at the Performance Management and Delivery Unit (PEMANDU) of the Prime Minister’s Office, and at London Youth, an NGO based in London.

## Mr. Zaky Moh

– Senior Director, Business Development and Entrepreneurship, SME Corp. Malaysia (Malaysia)

As a Senior Director of Business Development & Entrepreneurship Division, Zaky is responsible for the planning and implementation of capacity building development programmes for SMEs in the areas of certification, branding, innovation, ICT adoption by SMEs, market access through linkages and provide assistance to high growth companies to promote homegrown champion in meeting international standard. Zaky is also responsible in the entrepreneur development programmes via mentoring and internship activities with local universities and involved in other SMEs development programmes for SMEs for the past 20 years.

Zaky has served the Small and Medium Industries Development Corporation (SMIDEC) as well as Idris Technology Sdn. Bhd. He graduated from University Utara Malaysia with Master of Business Administration (MBA), Universiti Teknologi Mara (UiTM) with an M.Sc in Information Management and has a Bachelor of Information Technology (Hons) from Universiti Utara Malaysia (UUM). He is also a Certified Executive/Business Coach from Universiti Malaya (UM).

## Mr. Nurezali Osman

– Malaysia Digital Economy Corporation (MDEC) (Malaysia)

Mr. Nurezali bin Osman is the Head of eCommerce Strategy and Industry Development at Malaysia Digital Economy Corporation (MDEC).

In his current role and attempt to create powerful experiences for the local e-commerce ecosystem as well as to stay abreast with global trends, Mr. Nurezali has taken a bold step to lead the strategic implementation of the upcoming and much- anticipated inaugural Malaysia Cybersale known as #MYCyberSALE.

Mr. Nurezali also heads Planning and Strategy for the Small and Medium Enterprise (SME) Cluster under Digital Malaysia Initiative (DM). His main responsibility is to lead and formulate short and long-term plans for the ICT e-enablement and e-Commerce adoption of SME communities, across verticals. He has been involved in numerous public and private initiatives addressing the value chain of e-commerce and cloud computing.

Prior to joining the MDeC, Nurezali was a Chief Technology Officer in one of MSC Malaysia Status Companies that provides ICT solutions and e-Commerce development. During his tenure, the company won several awards including Winner Asia Pacific MSC IT&T Award (APMITTA) 2000, Winner APICTA 2001, Winner Prime Minister Award (Information Technology – Private Sector) 2003.

## Mr. Mohd Izzat Mohd Fadzil

– Malaysian Global Innovating & Creativity Centre (MaGIC) (Malaysia)

I'm currently holding the position of Program Manager for MaGIC Academy (Creativity & Innovation program).

The position would require me to explore partnerships with any company or startups which are interested in conducting very niche content training such as AI, Machine Learning etc. I have been leading partnership with MNCs such as NVidia, Dell, Amazon.

Besides MNCs, I'm working with government agencies such as NCIA, ECER, INSKEN, TERAJU etc to bring specific content to train our local startups. This is where MaGIC adds value because of our curated contents towards entrepreneurs.

I have been involved with events such as MAGIC Academy Symposium, Global Entrepreneurship Community etc.

Prior to MaGIC, I worked with Cyberview which I'm involved in the establishment of e-Sports program, Accelerator for Startups and in-House Creative team.



## **Bujins L Batik Sdn. Bhd. (Malaysia)**

– Ms. Anis Hussien– Creative Director

**Bujins Gallery**, Batik Through and Through. As our tagline states, we are passionate about the art of batik making. It is a cultural representation of Malaysia's kaleidoscopic society that are very much valued. Our batik-making process requires intricacy, creativity, passion and determination as everything is hand-drawn from scratch. We are proud of our art and wishes to protect this cultural heritage.

**Bujins Academy** is the platform for us to give back to our society by partnering up with universities, community colleges, local organizations and even individuals to teach batik making skills. Through this initiative, this cultural art is preserved. Not only that, we are able to help individuals make a living through their skills. Students of Bujins Academy have also won several Piala Seri Endon competitions, a prestigious award that celebrates the art of batik.

**Company Web:** <http://www.bujins.com/>

**Contact us:** [batik@bujins.com](mailto:batik@bujins.com)

## **Kulsocs Resources (Malaysia)**

– Mr. Mohd Azmi Abdullah Sani- CEO

**Kulsocs** is an online store which is selling Cool and Trendy arm sleeve. We started to produce arm sleeve for muslimah market since 2015 and accidentally venture into healthcare in 2017. Kulsocs improve nurses working condition and career satisfaction by serves as an infection control measure while complying with religious beliefs without compromising patient safety. Kulsocs just won the pitch award at the World Startup Festival (WSF) for the Halal Innovation Festival (HIF) during Malaysia International Halal Showcase (MIHAS 2019). Kulsocs also in Top 50 eUsahawan 2018: Level Up program by MDEC (December 2018 –May 2019)

**Company Web:** <https://www.kulsocs.com>

**Contact us:** [batik@bujins.com](mailto:batik@bujins.com)

## TresGo (Malaysia)

– Co Founder / Director, TresGo

**TresGo** is an e fulfilment company providing storage, inventory management, pick & pack and delivery services for micro and SME traders who sells online and offline. By outsourcing to TresGo, merchants are able to effectively manage and focus on their core business i.e marketing, sales and product development. All outsourced fulfilment and logistics activities can be monitored via its proprietary system called 'ForTres', a combination of inventory, order and parcel management. Merchants are able to expand their business a lot faster with TresGo, without having to worry about back end capacity and capability. As we say it: "Let your stress go with TresGo!"

**Company Web:** <http://tresgo.my>

**Contact us:** [nadhra@tresgo.my](mailto:nadhra@tresgo.my)

## StreetBy (Agila Innovations, Inc.) (The Philippines)

– Ms. Cherryanne Angoy– Co-Founder & Chief Strategy Officer

**StreetBy (Agila Innovations, Inc.)** was primarily founded by the concept of providing local SME's an affordable mobile application where they can manage their businesses online and be able to utilize emerging technologies and innovations that were only once attainable (budget-wise) by BIG companies such as Starbucks or 7Eleven. AI - (Agila Innovations) created a marketplace to connect the increasing digital consumers to local SME's where they can experience total lifestyle and convenience.

**Mission:** To give the community a platform built on convenience and innovation. It is our goal that businesses and consumers will access, both locally and globally, an exceptional online experience of products and services.

**Company Web:** <https://www.streetby.com/>

**Contact us:** [support@streetby.com](mailto:support@streetby.com)

## Uanbai (Chile)

– Mr. Francisco Troncoso – Co-Founder & CEO

**Uanbai** is the first platform in the World that allowed companies to use their social media accounts to process payments. As result of their technology corporations such as Enel or Banco BCI have used Uanbai as part of their payment strategy. From collecting electricity bills to sell insurances Uanbai in Facebook and Twitter has developed a unique technology; and with that expertise aims to help small and medium businesses to ease the accessibility to digital payments.

**Company Web:** [www.uanbai.com](http://www.uanbai.com)

**Contact us:** [pancho@uanbai.com](mailto:pancho@uanbai.com)

## New Omni Media (Indonesia)

– Mr. Anantyo Seto P – Founder & CEO

A media company with a digital media business model, which focuses on the creative industry segment covering 16 sub-sectors of the creative industry (according to the archive data of the Creative Economy Committee). The coverage area covers the Central Java - DIY region in Indonesia, the company's business activities are affiliated with the advances in industrial technology 4.0 to prioritize the collaboration of all creative industry sectors. Media business with the digital platform Instagram, Website and Facebook fanpage seeks to explore creative industry business people, inspire and educate digital media users. User business media segments that focus on the younger generation (millennial) to be able to transform the industrial technology development 4.0. This business venture is to meet the information needs of the creative user / potential consumers in the era of future technology.

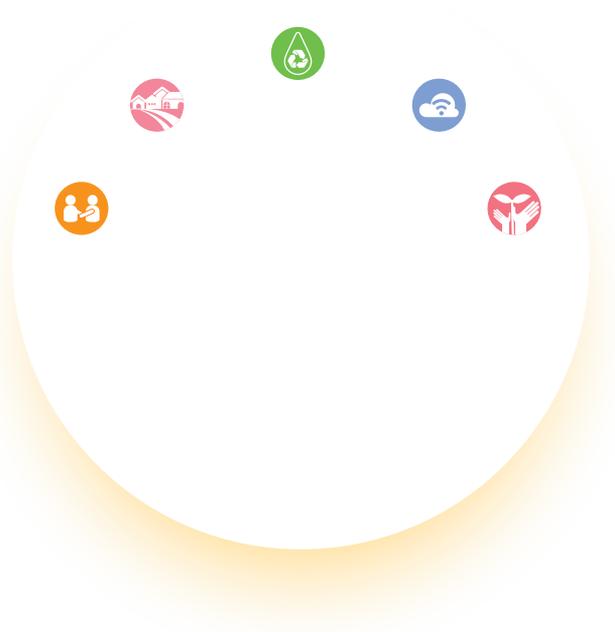
**Company Web:** <https://web.facebook.com/newomnimedia>

**Contact us:** [anantyoseto@gmail.com](mailto:anantyoseto@gmail.com)





**Asia-Pacific  
Economic Cooperation**



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經濟部中小企業處

SMALL AND MEDIUM ENTERPRISE ADMINISTRATION  
MINISTRY OF ECONOMIC AFFAIRS

