

Organised By:



FINAL PROGRAMME

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NATIONAL FORUM ON GREEN TECHNOLOGY & INNOVATION 2009

*A Green Malaysia - Greening Businesses & Industries through
Innovation & Technology*

⊕ 23 & 24 November 2009 ⊕ Prince Hotel & Residence Kuala Lumpur

DAY ONE MON: 23 NOVEMBER 2009

(All proceedings of the forum will be held at the Prince 3 & 4, Ballroom, Level 3, Prince Hotel & Residence Kuala Lumpur)

- 8:00 am Arrival and Registration of Delegates/
Welcome Coffee & Tea
- 8:30 am Arrival of invited VIP guests
- 9:00 am Arrival of Y.B. Datuk Peter Chin Fah Kui

OFFICIAL OPENING CEREMONY (9:10 am – 9:40 am)

- 9:10 am - WELCOME REMARKS:
9:15 am **Dato' Dr Michael Yeoh**
*CEO & Director, Asian Strategy &
Leadership Institute (ASLI)*
- 9:15 am - KEYNOTE ADDRESS &
9:45 am OFFICIAL OPENING:
Y.B. Datuk Peter Chin Fah Kui
*Minister of Energy, Green Technology &
Water*
- 9:45 am - Morning Refreshments / Contact Break
10:00 am

SESSION 1:

TOWARDS A GREEN MALAYSIA – GREENING BUSINESS & PROMOTING GREEN TECHNOLOGY FOR ECONOMIC SUSTAINABILITY

- ➔ Discussing Updates and Trends in Green Technology Business in Malaysia – What's Next?
- ➔ Highlighting Current Key Challenges faced by the Malaysian Government in Going Green
- ➔ Understanding the Government Policy Framework in Going Green
- ➔ Reviewing the Opportunities available in Green Technology for Business in Malaysia
- ➔ Looking into Public-Private Partnerships in Achieving a Green Malaysia Status
- ➔ Effectively Financing and Promoting Green Business in the Malaysian Market

10:00 am - Moderator:

11:30 am **Dr Ahmad Fariz Mohamed**
*Chair, Research Centre for
Environmental, Economics & Social
Sustainability, Institute for Environment
& Development (LESTARI), Universiti
Kebangsaan Malaysia (UKM)*

Panellists:

- ⊕ ****Dato' Ruslan Hassan**
*Chief Executive Officer, Syarikat
Bekalan Air Selangor Sdn. Bhd.
(SYABAS)*

- ✦ **Datuk Nor Azmal Mohd Nasir**
Deputy Secretary-General (Green Technology), Ministry of Energy, Green Technology & Water, Malaysia
- ✦ **Dr Chen Sau Soon**
Senior General Manager, Environment & Bioprocess Technology Centre, SIRIM Berhad

SESSION 2: HARVESTING THE OPPORTUNITIES IN A GREEN ECONOMY ENVIRONMENT

- ➔ Understanding What is Meant by the term "Green Economy"
- ➔ Answering the Question "is it Possible for a Green Economy Malaysia?" – Unlocking the Possibilities of a Green Economy Environment
- ➔ Looking into Policies in place to Motivate Investments Into Green Businesses
- ➔ Highlighting Some Difficulties in Steering Towards a Green Economy – Cost, Commitments, etc
- ➔ How Regulators Can Help in Promoting a Green Economy

11:30 am - 1:00 pm *Moderator:*
Dr Thomas S. Knirsch
Resident Representative, Konrad-Adenauer-Stiftung (KAS) - Malaysia

- Panellists:*
- ✦ **Dato' Ghazali Dato' Mohd Yusoff**
Executive Chairman, Nusantara Technologies Sdn. Bhd.
 - ✦ ****Mr Lim Man Onn**
CEO, Partnership for Equitable Growth
 - ✦ **Encik Rosman Hamzah**
Director of Business Development, ALSTOM Asia Pacific Sdn. Bhd.
 - ✦ ****Mr Lionel Yap Teck Liong**
General Manager / Director, Solamas Sdn. Bhd.
 - ✦ ****Encik Zamri Abdul Rahman**
Head – Environment Division, Worldwide Holdings Berhad

1:00 pm - 2:00 pm Forum Networking Luncheon

SESSION 3: SPEARHEADING THRIVING GREEN BUILDING PROJECTS IN ACHIEVING ENERGY EFFICIENCY

- ➔ Discussing Updates from the Malaysian Green Building Index (GBI)
- ➔ Understanding the Certification Process for Green Buildings
- ➔ Why Green Buildings? The Opportunities Gained
- ➔ Achieving Energy Efficiency Through Green Buildings
- ➔ Stressing Issues and Challenges Towards Achieving Green Buildings
- ➔ Designing and Maintaining Sustainable Green Buildings

2:00 pm - 3:30 pm *Moderator:*
Mr Matthias Gelber
Member of the Board, International Network of Environmental Management (INEM) & Board Member, Maleki GmbH & Green Building Products Pvt. Ltd.

- Panellists:*
- ✦ **Ms Irene M. Dörner**
CEO & Deputy Chairman, HSBC Bank Malaysia Berhad
 - ✦ **Ar. Dr Tan Loke Mun**
Past President, Malaysian Institute of Architects (PAM) / ArchiCentre Sdn. Bhd.
 - ✦ **Ir. T. L. Chen**
Past President, Association of Consulting Engineers Malaysia (ACEM) & Member of the Green Building Index Accreditation Panel
 - ✦ ****Assoc. Prof Dr Faridah Shafii**
President, Malaysian Green Building Confederation (MGBC)
 - ✦ ****Ms Serina Hijjas**
Director, Hijjas Kasturi Associates Sdn. Bhd.
 - ✦ **Mr Colin Ng**
Chief Investment Officer, GOLDIS Berhad

**BASIS BAY SPECIAL SESSION
REENGINEERING IT FOR A GREENER WORLD**

3:30 pm - *Keynote Speaker:*
4:30 pm **Dato' Praba Thiagarajah**
Founder & Group CEO, Basis Bay

**SESSION 4:
SUSTAINABLE MANUFACTURING – GREENING
YOUR PROCESS IN REDUCING PRODUCTION
COST AND WASTE WHILE IMPROVING
PROCESS EFFICIENCY**

- ➔ Implementing Green Manufacturing in Industries – the Know-How
- ➔ Achieving Energy Efficiency in Factories and Warehouses
- ➔ Responding Towards Climate Change – Reviewing How Companies are Reducing their Carbon Footprints
- ➔ Reducing Production Costs and Wastage Through Green Technology
- ➔ Going Green While Achieving your Green Manufacturing ROI
- ➔ Identifying the Right Materials for your Green Products
- ➔ Successfully Turning Waste into Profits through a Feasible Life Cycle Management System

4:30 pm - *Moderator:*
5:30 pm **Mr Carl Rajendram**
Chief Executive Officer, ISM Insurance Services Malaysia Berhad

Panellists:

- ⊕ ****Dato' Seri Ahmad Zubir Murshid**
President & Group Chief Executive, Sime Darby Berhad
- ⊕ ****Dato' Sri Mohammed Shazalli Ramly**
CEO & Director, CELCOM (M) Berhad
- ⊕ **Mr Atul Bhargava**
Managing Director, INTEL Malaysia Sdn. Bhd.

5:30 pm - End of Day One / Afternoon
6:00 pm Refreshments / Contact Break

DAY TWO

TUESDAY: 24 NOV 2009

(All proceedings of the forum will be held at the Prince 3 & 4, Ballroom, Level 3, Prince Hotel & Residence Kuala Lumpur)

9:30 am Arrival of Delegates/ Morning Refreshments

**SESSION 5:
ACHIEVING ENERGY EFFICIENCY THROUGH
THE OPTIMISATION OF GREEN ENERGY**

- ➔ Reviewing the Emerging Importance of Green Energy & Its Contribution Towards Energy Efficiency
- ➔ Investing in Renewable and Clean Energy Technologies
- ➔ Highlighting Renewable & Green Energy Developments in the Region
- ➔ Responding towards Climate Change – Reviewing How Companies Should Reduce their Carbon Footprints
- ➔ Highlighting Opportunities for a Sustainable Economy through Green Energy Deployments

10:00 am - *Moderator:*
11:30 pm ****Mr Jaya Sarathy, MBE**
Executive Director, Environmental Management & Research Association of Malaysia (ENSEARCH)

Panellists:

- ⊕ **Mr Gatot S. Prawiro**
Regional Executive – Brunei, Indonesia, Malaysia & The Philippines, GE Energy.
- ⊕ ****Mr Paismanathan Govindasamy**
Head of Power Generation Business Unit, ABB Malaysia.Sdn. Bhd.
- ⊕ **Mr Jayan Sekhar**
President – Biofuels Division, The Petra Group
- ⊕ **Ms Adelina Iskandar**
General Manager – Customer Services Division, Syarikat Bekalan Air Selangor Sdn. Bhd. (SYABAS)

**SPECIAL SESSION:
SYMANTEC'S GREEN IT INITIATIVES &
SOLUTIONS FOR SUSTAINABLE
DEVELOPMENT**

- ➔ Understanding the term Green IT and how it can contribute towards environment sustainability
- ➔ What are Symantec's Green IT initiatives and solutions?
- ➔ What are the key benefits in utilising Symantec IT energy ROI tool to enhance IT capacity and capability?
- ➔ Placing Green IT into a business context and taking a day-to-day approach in implementation
- ➔ Strategic tools to measure your IT and energy efficiency
- ➔ What are the maximum benefits that Symantec achieve from the implementation of Green IT?

11:30 am - *Keynote Speaker:*
12:30 am **Mr Ong Kah Wooi**
Technical Consultant Manager – Pre-Sales, Symantec Malaysia

12:30 pm - Forum Networking Luncheon
2:00 pm *(Venue: Eccucino, Level 1)*

**SESSION 6:
MAXIMISING BENEFITS THROUGH AN
INTEGRATED ENVIRONMENTAL
MANAGEMENT SYSTEMS (EMS) FOR
CONTINUOUS IMPROVEMENT IN UPKEEPING
THE ENVIRONMENT**

- ➔ Effective Deployment of EMS in Existing Business Practice
- ➔ Reviewing the Key Elements of EMS
- ➔ Analysing Waste Systems through EMS
- ➔ Increasing a Nation's Environmental Effectiveness through an Integrated EMS System
- ➔ Understanding how EMS serves as a Tool to Improve Environmental Performance and in Managing an Organisation's Environmental Affairs

2:00 pm - *Moderator:*
3:30 pm **Committee Chair**
EU-Malaysia Chamber of Commerce & Industry (EUMCCI)

Panellists:

- ⊕ **Mr Matthias Gelber**
Member of the Board, International Network of Environmental Management (INEM) & Board Member, Maleki GmbH & Green Building Products Pvt. Ltd.
- ⊕ **Ms Anne Abraham**
Country Head, Cisco Systems Malaysia
- ⊕ **Mr Ou Shian Waei**
Managing Director, IBM Malaysia Sdn. Bhd.

**CASE STUDY:
CAPITALISING THE IMPORTANCE OF WASTE
MINIMISATION IN YOUR INDUSTRIAL PROCESS
IN PRESERVING THE ENVIRONMENT**

- ➔ Developing and Monitoring the Action Plan to improve Waste Reduction
- ➔ Maximising Resources to improve Process Efficiency
- ➔ Effectively Managing Industrial Hazardous Waste
- ➔ Optimising Environmental Benefits
- ➔ Developing Best Waste Management and Environment Protection Strategies

3:30 pm - *Speaker:*
4:15 pm ****Mr. Gurmit Singh K.S.**
Chairman, Centre for Environment, Technology & Development (CETDEM) Malaysia

4:15 pm End of Forum / Afternoon Refreshments / Contact Break

NOTES:

- ASLI reserves the right to alter the content and timing of the programme in the best interest of the forum and is not responsible for cancellations due to unforeseen circumstances
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