



NHCCE 2024

NATIONAL HUMAN CAPITAL CONFERENCE & EXHIBITION



30 SEPT — 02 OCT 2024

MITEC | MALAYSIA INTERNATIONAL
TRADE AND EXHIBITION CENTRE

www.hrdcorp.gov.my

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CONTENTS

OVERVIEW	2
PILLARS & TOPICS	4
ITINERARY	5
SPEAKERS SPOTLIGHT	6
2024 SPEAKERS & MODERATORS	7
NHCCE 2023 IN NUMBERS	8
NHCCE AT A GLANCE	9
CONFERENCE PACKAGES	10
EXHIBITION & SPONSORSHIP OPPORTUNITIES	11
BOOKING PROCEDURE	14
ABOUT THE VENUE	15



NHCCE 2024

NATIONAL HUMAN CAPITAL CONFERENCE & EXHIBITION

OVERVIEW

Over the last two decades, HRD Corp has been bringing together the best human capital minds in the industry through our flagship event. Formerly known as the HRDF Conference & Exhibition, the event acted as a platform for practical and intellectual discourse on diverse aspects in the human resources management field.

Since 2022, we have taken a newer and fresher look to this conference and exhibition. By broadening its scope to cover the entire HR and business development spectrum, we are ushering in a new era of insights and innovation into the human capital landscape.

HERE'S WHAT TO LOOK FORWARD TO!



**Plenary
Addresses**



**Panel
Discussions**



**Industry
Captains**



**Subject
Matter Experts**



**Reputable
Exhibitors**



**Learning
Enthusiasts**



**Breakout
Sessions**



**Pocket
Talk**



**Interactive
Activities**



**Networking
Cocktail**



**Business
Matching**



Masterclass



HUMANISING AI FOR THE FUTURE WORKFORCE

Around the world – from cubicles and water coolers, all the way to the powerful desks of leaders and industry captains – chatters are abuzz with the premise and promise of AI. While the discovery of even more AI software and services continue to unfold, debates and discussions on this sprawling and exciting topic has intensified amongst human capital players worldwide.

On a global scale, the proliferation of AI technologies has worked wonders in advancing human capital development. AI-powered learning platforms and virtual assistants help facilitate skills development and knowledge acquisition for employees – enabling them to adapt to evolving job requirements and stay competitive in the global job market. This remains a driving force behind the ongoing discussions and initiatives shaping the future of work and talent development across the globe.

NHCCE 2024 seeks to tackle this important discourse on the role of AI in the workplace and what this means for the future of work and the workforce. The conference will look at how to address the challenges and harness the opportunities from the growth of AI for workforce and talents worldwide. Specifically, it will discuss the following:



Share best practices for reskilling and upskilling to stay ahead of the AI revolution across various sectors.



Foster international collaboration in developing AI solutions that complement human strengths.



Advocate for investments in AI-driven research and development that can create job opportunities around the region.



PILLARS & TOPICS

PILLAR 1 | Business & Economy

TOPICS

Plenary Address

1. Aligning with Global Economic Shifts: Balancing Technological Advancements by Reshaping Malaysia's Workforce Through Human Capital Development

Tracks

1. From Monsoon to Metaverse: Transforming Businesses for Malaysia's Dynamic Future
2. Balancing Productivity in a Tech-Driven World to Increase Efficiency

PILLAR 2 | Technology

TOPICS

Plenary Address

1. Tech for Good: Building a Human-Centric Future Through Technology

Tracks

1. Beyond Artificial Intelligence: Exploring the Next Technological Frontiers

PILLAR 3 | Human Resource, Workforce & Ethics

TOPICS

Plenary Address

1. Building the Future-Ready Workforce
2. Empowering the Workforce Through Sustainable Tech-Based Practices
3. Humanising AI Development: Ensuring Ethical Principles for an Inclusive Future

Tracks

1. The Shifting Landscape of Data Governance in the Digital Era
2. Human vs Technology: Reframing the Narrative for a Balanced Future of Work

PILLAR 4 | Leadership & Culture

TOPICS

Plenary Address

1. Man vs. Machine? Redefining Leadership in the Age of Automation
2. The Empathy Algorithm: Decoding the Power of Listening Leadership in an AI-Driven World

Tracks

1. Transforming Mindsets for a Culture of Innovation
2. Human Leadership in the Era of Advanced Technology



ITINERARY

	TECHNOLOGY-CENTRIC	HUMAN-CENTRIC	AI VS HUMAN
	DAY 1	DAY 2	DAY 3
8.00 am - 9.00 am	Registration	Registration	Registration
9.00 am - 10.00 am	Track Business & Economy From Monsoon to Metaverse: Transforming Businesses for Malaysia's Dynamic Future	Track Human Resource, Workforce & Ethics: The Shifting Landscape of Data Governance in the Digital Era	Plenary Address Leadership & Culture The Empathy Algorithm: Decoding the Power of Listening Leadership in an AI-Driven World
10.00 am - 11.00 am	Opening Ceremony	Plenary Address Human Resource, Workforce & Ethics: Building the Future-Ready Workforce	Track Leadership & Culture Human Leadership in the Era of Advanced Technology
11.00 am - 12.00 pm	Plenary Address Business & Economy Aligning with Global Economic Shifts: Balancing Technological Advancement by Reshaping Malaysia's Workforce through Human Capital Development	Track Human Resource, Workforce & Ethics: Human vs Technology: Reframing the Narrative for a Balanced Future of Work	Plenary Address Leadership & Culture Man vs. Machine? Redefining Leadership in the Age of Automation
12.00 pm - 1.30 pm	Networking Break	Networking Break	Closing Ceremony
1.30 pm - 2.00 pm	Plenary Address TBC	Plenary Address Human Resource, Workforce & Ethics: Empowering the Workforce Through Sustainable Tech-Based Practices	JOIN THESE ACTIVITIES AND MORE AT THE EXHIBITION HALL!  BizMatch  Pocket Talks  Cultural Showcase  MYFutureJobs  Lucky Draw
2.00 pm - 3.00 pm	Plenary Address Business & Economy TBC	Track Business & Economy Balancing Productivity In a Tech-Driven World To Increase Efficiency	
3.00 pm - 4.00 pm	Track Technology Beyond Artificial Intelligence: Exploring the Next Technological Frontiers	Track Leadership & Culture Transforming Mindsets for a Culture of Innovation	
4.00 pm - 5.00 pm	Plenary Address Technology Tech for Good: Building a Human-Centric Future Through Technology	Plenary Address Human Resource, Workforce & Ethics: Humanising AI Development: Ensuring Ethical Principles for an Inclusive Future	
9.00 am - 5.00 pm	NHCCE 2024 EXHIBITION AREA IS OPEN ALL-DAY		

**The organiser reserves the right to amend the content, speakers and timing of the programme in the best interest of the conference.*



SPEAKERS SPOTLIGHT



JOHN MATTONE

WORLD'S TOP EXECUTIVE COACH &
BESTSELLING AUTHOR

John Mattone is one of the world's top executive coach and has worked with industry legends including Steve Jobs of Apple and Roger Enrico of Pepsi. He is the pioneer of Intelligent Leadership (IL), a coaching system that ignites, cultivates, and moves leaders towards exceptional leadership using transformative and results-oriented growth philosophy and methods.



MEHDI HASAN

JOURNALIST AND CEO,
ZETEO

Mehdi Hasan is an award-winning British-American journalist and political commentator. He has worked with prominent news channels and publications including The Guardian, Al Jazeera, Peacock and MSNBC, where he hosted 'The Mehdi Hasan Show'. He has interviewed notable personalities from politicians such as Noam Chomsky, Alexandria Ocasio-Cortez and Bernie Sanders, to entertainers like John Legend, Mark Ruffalo and Jon Stewart. He is the author of New York Times bestseller, 'Win Every Argument' and currently runs his own news organisation, Zeteo.



SHAWN KANUNGO

INNOVATION STRATEGIST & BESTSELLING AUTHOR

Shawn Kanungo is a mastermind when it comes to disruptive innovation. As a globally-recognised innovation strategist, he thrives at the intersection of creativity, business and technology. He has worked with hundreds of organisations to guide them through their digital transformation journeys and led complex projects in AI, cloud technologies, behavioural economics, Web3 and more. He was bestowed the honorary 'Best Virtual Keynote Speaker I've Ever Seen' by Forbes in 2021 and is the first innovation expert to have a streaming special on Apple TV and Prime Video, 'The Bold Ones'.



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FEATURED SPEAKERS



**DR JACK
J. PHILLIPS**

CHAIRMAN,
ROI INSTITUTE



**DR AMY
DUFRANE**

CEO,
HRCI AND HRSI



**DR JUSTIN
COHEN**

INTERNATIONAL
KEYNOTE SPEAKER



**JULIE
HOLMES**

CEO,
SMARTER HQ



**VENON
TIAN**

CO-FOUNDER & COO,
ZUS COFFEE



**BHARAT
AVALANI**

FOUNDER & CEO,
CONNECTING THE DOTS
CONSULTANCY



PEI SI LAI

CEO,
GXBANK



JOEL NEOH

MANAGING DIRECTOR,
PRENETICS



**PROFESSOR KEITH
B. CARTER**

EMERITUS FACULTY & CEO,
KDA CAPABILITIES



**SU-YEN
WONG**

BOARD DIRECTOR,
INFOCOMM MEDIA
DEVELOPMENT AUTHORITY
(IMDA) SINGAPORE



**SRINIVAS
B REDDY**

CHIEF OF EMPLOYABILITY
AND SKILLS BRANCH,
INTERNATIONAL LABOUR
ORGANIZATION (ILO) GENEVA



**MOHD AFIFI
ZAHARI**

CHIEF PEOPLE OFFICER,
CAR SOME



**DR JEROME
JOSEPH**

CEO,
THE GLOBAL BRAND
ACADEMY



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NHCCE 2023 IN NUMBERS

PARTICIPANTS

registered for NHCCE



MALAYSIA BOOK OF RECORDS | LARGEST PARTICIPATION IN A HUMAN CAPITAL CONFERENCE

EXHIBITORS

showcased their products
and services

454
EXHIBITORS



MALAYSIA BOOK OF RECORDS | LARGEST HUMAN CAPITAL EXHIBITION

WHO SHOULD ATTEND?

- ✓ C-Suite Leaders and HR Heads
- ✓ Learning and Development Practitioners
- ✓ Talent Management Leaders and Executives
- ✓ Talent Acquisition and Recruitment Executives
- ✓ Head of Talent Analytics
- ✓ Diversity and Inclusion Executives
- ✓ Human Capital Development Trainers



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NHCCE AT A GLANCE





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CONFERENCE PACKAGES (INTERNATIONAL)

STANDARD PASS

USD1,200.00
per pax

GROUP PASS

USD900.00
per pax (minimum 3 participants)

*All prices exclude 8% SST

ALL PACKAGES INCLUDE:

- ☒ Access to all conference days (free seating)
- ☒ Access to exhibition booths
- ☒ Welcome pack
- ☒ Coffee and tea breaks
- ☒ Networking lunch



**SCAN
ME**

hrdcorp.gov.my/nhcce

For more information, contact us via:



nhcce@hrdcorp.gov.my



03 7661 6255



EXHIBITION OPPORTUNITIES

HERE'S THE BIG WHY!

Grow your business by reaching the right audience at the NHCCE 2024.



Active **FACE-TO-FACE INTERACTION** with your potential customers.



Solid **BRAND EXPOSURE** for your organisation.



Effective **NETWORKING AND COLLABORATION** opportunities with your industry peers.



Brilliant opportunity to **BE SEEN AMONGST INDUSTRY LEADERS AND DISRUPTORS.**



Amazing **VALUE** for your marketing and promotional needs.

EXHIBITION BOOTH PACKAGES

**SAPPHIRE ZONE
(CORNER)**

USD1,500

**PREMIUM ZONE
(INTERMEDIATE)**

USD1,200

PACKAGE SPECIFICATIONS

Standard Shell Scheme Booth

- Booth size: 3m x 3m
- 2 exhibitor tags* for full access to exhibition areas

**Does not include access to conference sessions.*



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SPONSORSHIP OPPORTUNITIES AND PACKAGES

Make a strong impact on your potential clients by investing in the following sponsorship packages.

You will receive extensive brand exposure to over 5,000 leading HR professionals and respected industry players from all over the world.

Choose from the following packages, developed to help you optimise your investment and achieve your business goals.

SPONSORSHIP PACKAGES

SIGNATURE

USD 50,000

DIAMOND

USD 30,000

PLATINUM

USD 15,000

GOLD

USD 9,000

SILVER

USD 4,000



SPONSORSHIP PACKAGES

SPONSORSHIP PACKAGES & BENEFITS

BENEFITS	SIGNATURE USD50,000	DIAMOND USD30,000	PLATINUM USD15,000	GOLD USD9,000	SILVER USD4,000
Prime Position Complimentary exhibition space	54 sqm	36 sqm	18 sqm	9 sqm	-
Speaking Slot Exhibition area	2 slots	1 slot	-	-	-
Complimentary Passes Complimentary seat(s) for NHCCE 2024	20 seats	15 seats	10 seats	5 seats	3 seats
VIP seat(s) for the Opening Ceremony	2 seats	2 seats	1 seat	1 seat	1 seat
Complimentary seat(s) for NHCCE 2024 Appreciation Evening	2 tables	1 table	5 seats	3 seats	1 seat
Branding and Awareness Sponsor credit on all marketing collaterals including: - Digital Advertisements - Direct mailers - NHCCE landing page (with a link to your website) - Buntings and banners during conference - Digital backdrops	✓	✓	✓	✓	✓
Verbal Acknowledgement as Sponsor Mentions will be made during the Opening Ceremony	✓	✓	✓	✓	✓
Inserts One brochure from sponsor to be inserted in all delegate bag packs	✓	✓	✓	✓	✓
Advertisement Full colour advertisement to be placed in the Programme Book	2 pages	1 page	-	-	-
Social Media A dedicated announcement of your partnership as sponsor across our social media channels (Facebook, X, Instagram, and LinkedIn).	✓	✓	✓	✓	✓
BRAND & MEDIA EXPOSURE VALUE	USD350,000	USD200,000	USD100,000	USD75,000	USD50,000



BOOKING PROCEDURE

- ✓ Booking for Sponsorship Packages can be made online via:
<https://form.evenesis.com/NHCCE2024SPONSOR>
- ✓ Booking for Exhibition Booth Packages can be made online via:
<https://form.evenesis.com/NHCCE2024EXHIBITOR>
- ✓ Please be informed that the booth selection process is based on a first-come, first-served basis. Do ensure that the contact details of the person in charge declared in the registration form are correct as our officers will contact them directly for the booth selection session.
- ✓ HRD Corp reserves the right to cancel or withdraw the bookings made by the exhibitor/sponsor at any time, for any reason, in which no liabilities shall be borne by HRD Corp for such cancellations or withdrawals. In these circumstances, a full refund all monies paid without interest will be made to the exhibitor/sponsor. The decision made by HRD Corp shall be final, binding and non-negotiable.
- ✓ Payment for sponsorship must be made to:
Beneficiary Name: National HRD Conference
Name of Bank: RHB Bank Berhad
SWIFT Code: RHBBMYKL
Bank Account number: 21433400009566

For further enquiries or to confirm your participation, please contact the following officers in charge:

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ABOUT THE VENUE

MALAYSIA INTERNATIONAL TRADE AND EXHIBITION CENTRE (MITEC)

A world-class exhibition centre catering
to notable and exceptional international events

FACILITIES

- State-of-the-art MICE facilities
- 1,400 parking bays
- Accessibility features

LOCATION

- In the heart of Kuala Lumpur!
- KLIA: 64 km
- KL Sentral: 8 km





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MINISTRY OF HUMAN RESOURCES



HUMAN RESOURCE DEVELOPMENT CORPORATION

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