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NHCCE 2025

NATIONAL HUMAN CAPITAL CONFERENCE & EXHIBITION

NAVIGATING HUMAN CAPITAL REVOLUTION

6 - 8 OCTOBER 2025

MALAYSIA INTERNATIONAL TRADE AND EXHIBITION CENTRE (MITEC)



EVENT PROSPECTUS

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HUMAN RESOURCE DEVELOPMENT CORPORATION (HRD CORP) (545143-D)

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ABOUT NHCCE



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Supported by:



NHCCE 2024 NATIONAL HUMAN CAPITAL CONFERENCE & EXHIBITION

30 SEPT - 02 OCT 2024

Malaysia International Trade & Exhibition Centre (MITEC)



Every year for the last two decades, the HRD Corp flagship conference has been one of the most anticipated events for HR and corporate professionals. The event was first introduced as the HRDF Conference & Exhibition and is the platform for industry discourse on a wide range of topics in the human resources management field.

As HRD Corp rebranded to reflect its new direction, the conference followed suit with a newer, fresher look – it was renamed the **National Human Capital Conference & Exhibition**, also known as NHCCE. With a broader scope to cover the entire human capital and business development spectrum, NHCCE sets ablaze a new era of insights and innovation.

THE NHCCE EXPERIENCE



Listen and learn from renowned business and HR experts.



Network and engage with industry captains, business leaders, analysts, and subject matter experts.



Shape and nurture a future-ready and globally-competitive workforce.



PLENARY ADDRESSES



PANEL DISCUSSIONS



INDUSTRY CAPTAINS



SUBJECT MATTER EXPERTS



REPUTABLE EXHIBITORS



LEARNING ENTHUSIASTS



POCKET TALKS



MASTERCLASSES



INTERACTIVE ACTIVITIES



FIRESIDE CHATS



BIZMATCH

NHCCE 2024 IN NUMBERS



NHCCE 2025
NATIONAL HUMAN CAPITAL
CONFERENCE & EXHIBITION



NHCCE CATERS TO



NHCCE FOR ASEAN YEAR OF SKILLS



In 2025, we embark on the journey of the ASEAN Year of Skills (AYOS), as Malaysia plays host as the ASEAN Chair for the year. The initiative aims to equip ASEAN Member States with a resilient, adaptable and skilled workforce.

NHCCE 2025 will address issues close to the ASEAN heart to help the region prepare for the rapidly changing job landscape, with an emphasis on addressing skills gaps, promoting workforce mobility, and fostering regional collaboration.

OBJECTIVES



Bridge existing skills gaps



Promote talent mobility



Ensure inclusive growth



Strengthen regional collaborations



Enhance public-private partnerships

THEME OVERVIEW



Navigating Human Capital Revolution

In recent years, the workforce and economic sectors have undergone unprecedented changes – driving an all-time high demand for the human capital landscape to **adapt, innovate and thrive while staying competitive**. Rapid technological advancements, shifting demographics and emerging socioeconomic factors are challenging organisations globally in ways that demand a skilled and future-ready workforce.

Closer to home, ASEAN currently stands at a defining moment. The region is **rich with opportunities for digital transformation, cross-border talent mobility and green skills development**. Yet, some barriers persist by way of digital infrastructures and workforce participation–threatening ASEAN's potential to prosper.

These critical issues take centre stage at NHCCE 2025 where we steer the discourse towards **'Navigating Human Capital Revolution'**. The conference will reflect on the challenges and explore various tactical transformative workforce development strategies, urging a call to action for a brighter and better future across ASEAN and beyond.

- **Bridging skills gaps**
to meet the demands of the digital economy.
- **Championing inclusivity and diversity**
to unlock untapped potential.
- **Advancing green skills and sustainability**
for a more eco-conscious future.
- **Strengthening regional partnerships**
to enhance talent mobility and workforce resilience.
- **Fostering innovative collaborations**
to align workforce capabilities with emerging industry needs.

PILLARS & TOPICS

01

Future-Ready Workforce

Highlighting the importance of learning new skills, staying adaptable, and closing the gap between current skills and industry needs.

Topic

1. Skills Without Borders: Bridging Gaps, Unlocking Potential

02

Sustainable Business & Economy

Focusing on ways to foster sustainable growth, build economic resilience and enhance competitiveness in a rapidly changing world.

Topic

1. The Green Talent Economy: Creating Jobs for a Sustainable Future

03

Digital Transformation

Exploring the many technology and digital skills that can help improve progress and productivity in businesses.

Topics

1. The Rise of AI-Powered Workplaces: Reshaping the Way We Work
2. Tech-Driven Futures: Balancing Tech and Talent

04

Leadership

Developing leaders who can guide change, promote inclusivity, and drive organisations towards long-term success.

Topic

1. The Human Touch in the Age of AI

CONFERENCE AGENDA



DAY 1		DAY 2		DAY 3	
8.00 AM	Registration & Networking Breakfast	8.00 AM	Registration & Networking Breakfast	8.00 AM	Registration & Networking Breakfast
9.00 AM	Future-Ready Workforce Topic 1 Skills Without Borders: Bridging Gaps, Unlocking Potential	9.00 AM	Digital Transformation Topic 3 The Rise of AI-Powered Workplaces: Reshaping the Way We Work	9.00 AM	Plenary Address 8
10.00 AM	Opening Ceremony	10.00 AM	Plenary Address 4	10.00 AM	Leadership Topic 5 The Human Touch in the Age of AI
11.00 AM	Plenary Address 1	11.00 AM	Plenary Address 5	11.00 AM	Plenary Address 9
12.00 PM	Networking Lunch	12.00 PM	Networking Lunch	12.00 PM	Closing Ceremony
2.00 PM	Sustainable Business & Economy Topic 2 The Green Talent Economy: Creating Jobs for a Sustainable Future	2.00 PM	Digital Transformation Topic 4 Tech-Driven Future: Balancing Tech and Talent	1.00 PM	Exhibition Hall Activities
3.00 PM	Plenary Address 2	3.00 PM	Plenary Address 6		BizMatch
4.00 PM	Plenary Address 3	4.00 PM	Plenary Address 7		Pocket Talks
5.00 PM	Networking Refreshments End of Conference Day 1	5.00 PM	Networking Refreshments End of Conference Day 2		Lucky Draw
					Fireside Chats
					Interactive Activities
					Innovative Showcases
					Networking Space
				6.00 PM	End of Conference Day 3
NHCCE 2025 EXHIBITION HALL 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.*

PAST NHCCE SPEAKERS



Mehdi Hasan
JOURNALIST & CEO,
ZETEO



John Mattone
WORLD'S TOP EXECUTIVE COACH
& BESTSELLING AUTHOR



Shawn Kanungo
INNOVATION STRATEGIST
& BESTSELLING AUTHOR



Venon Tian
GROUP CHIEF OPERATING OFFICER,
ZUS COFFEE



Datuk (Dr.) Nora Manaf
FORMER GROUP CHIEF
HUMAN CAPITAL OFFICER,
MAYBANK



Dr. Justin Cohen
INTERNATIONAL KEYNOTE
SPEAKER



Dave Ulrich
FATHER OF MODERN HR



Ghanim Al-Muftah
MOTIVATIONAL SPEAKER



Luanne Sieh
GROUP CHIEF
SUSTAINABILITY OFFICER,
CIMB GROUP



Dr. Matthew Dornan
SENIOR ECONOMIST,
WORLD BANK GROUP



Rafiq Razali
GROUP MANAGING DIRECTOR,
MEDIA PRIMA BERHAD



Dr. Jasmine Begum
REGIONAL DIRECTOR,
MICROSOFT

**EARLY
BIRD
PRICES**

ONE TIME, ONE DEAL
UNTIL 30 APRIL 2025

CONFERENCE PACKAGES

STANDARD PASS

EARLY BIRD

RM4,400

STANDARD

RM4,900

GROUP PASS

**Minimum 3 participants*

EARLY BIRD

RM4,000

STANDARD

RM4,400

INTERNATIONAL GROUP PASS

**Minimum 3 participants*

EARLY BIRD

USD1,215

STANDARD

USD1,350

INTERNATIONAL PASS

EARLY BIRD

USD1,400

STANDARD

USD1,500

GOVERNMENT PASS

STANDARD

RM2,900

STUDENT PASS

STANDARD

RM850

**All prices exclude 8% SST.*

ALL PACKAGES INCLUDE:

- Access to all conference days
- Access to exhibition booths
 - Welcome pack
 - Coffee and tea breaks
 - Networking lunch



For more information, contact us via:

nhcce@hrdcorp.gov.my
+603 7661 6255
hrdcorp.gov.my/nhcce

SPONSORSHIP OPPORTUNITIES



Maximise your impact on potential clients with our exclusive sponsorship packages!

Let your business experience unparalleled brand visibility among regional and international industry leaders, movers and shakers.

Select from a range of sponsorship packages designed to help optimise your investment towards your business goals.

DIAMOND	PLATINUM
RM200,000	RM150,000
GOLD	SILVER
RM100,000	RM50,000

SPONSORSHIP BENEFITS



NHCCE 2025
NATIONAL HUMAN CAPITAL
CONFERENCE & EXHIBITION

BENEFITS	DIAMOND RM200,000	PLATINUM RM150,000	GOLD RM100,000	SILVER RM50,000
Minimum Pass Purchase Buy delegate passes in bulk at standard rates.	20 passes	15 passes	10 passes	8 passes
Sponsorship Value Balance Remaining sponsorship contribution for the package.	RM102,000	RM76,500	RM51,000	RM10,800
Prime Position Complimentary exhibition space.	36 sqm	18 sqm	12 sqm	9 sqm
Speaking Slot A speaking slot at the NHCCE exhibition area.	1 slot	-	-	-
Complimentary Passes · VIP seat(s) for the Opening Ceremony. · Complimentary seat(s) for NHCCE 2025 Appreciation Evening.	2 seats 5 seats	2 seats 5 seats	2 seats 2 seats	2 seats 2 seats
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.	1 page	-	-	-
Social Media A dedicated announcement of your partnership as sponsor across our social media channels. · Facebook · Instagram · LinkedIn · X	✓	✓	✓	✓

**Terms and conditions apply.*

EXHIBITION OPPORTUNITIES



Your gateway to growth

Position your brand to the right audience and reach them at NHCCE 2025 to boost your business further!



- ✓ Exceptional **VALUE** for your marketing and promotional efforts.
- ✓ Fantastic chance to **STAND OUT** alongside industry leaders and disruptors.
- ✓ Effective **NETWORKING AND COLLABORATION** opportunities with industry peers.
- ✓ Enhanced **BRAND VISIBILITY** for your organisation.
- ✓ **DIRECT ENGAGEMENT** and interaction with potential customers.

EXHIBITION PACKAGES



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 hall.*

INTERMEDIATE

RM6,000

CORNER

RM7,000

INTERNATIONAL
PAVILION

USD1,500

**All prices exclude 8% SST.*

BOOKING PROCEDURES



- ✓ Booking for Sponsorship Packages can be made online via:
<https://form.evenesis.com/NHCCE2025SPONSOR>
- ✓ Booking for Exhibition Booth Packages can be made online via:
<https://form.evenesis.com/NHCCE2025EXHIBITOR>
- ✓ 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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**SCAN QR CODE TO
REGISTER AS A SPONSOR**



**SCAN QR CODE TO
REGISTER AS AN EXHIBITOR**

ABOUT THE VENUE



Malaysia International Trade and Exhibition Centre (MITEC)

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

FACILITIES

A world class, state-of-the-art MICE venue.

- ✓ 1,400 parking bays
- ✓ Multiple accessibility features

LOCATION

Easy access in the heart of Kuala Lumpur.

- ✓ KLIA: 64 km
- ✓ KL Sentral: 8 km





MINISTRY OF HUMAN RESOURCES



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