

**MALAYSIA SMART CITIES
ALLIANCE ASSOCIATION (MSCA)
SMART CITIES NETWORKING & TALK SERIES**

*Future of Malaysia Cities:
A metamorphosis in action*



19 MAY 2022
THURSDAY



10:00 - 4:00
AM PM



MIGHT PARTNERSHIP HUB
JALAN IMPACT,
CYBERJAYA, SELANGOR

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Mrs. Fatin (asmida@might.org.my/012 5456504)

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*Future of Malaysia Cities:
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Many people live in cities because of growing urbanization. Over half of the world's population now lives in cities, and these cities play an important role in the global economy and social life. At the same time, the digital revolution is creating a hyper-connected and collaborative society. People are becoming more connected and collaborating, transforming their relationships with each other.

Cities that are smart will grow out of the current economic and environmental trends. What supports the smart city concept is what promotes sustainability, safety, security, convenience, affordability, quality, and social justice for all people. A smart city in emerging and developing countries is sustainable because it is a city that is good for its residents and the people in which it is built.

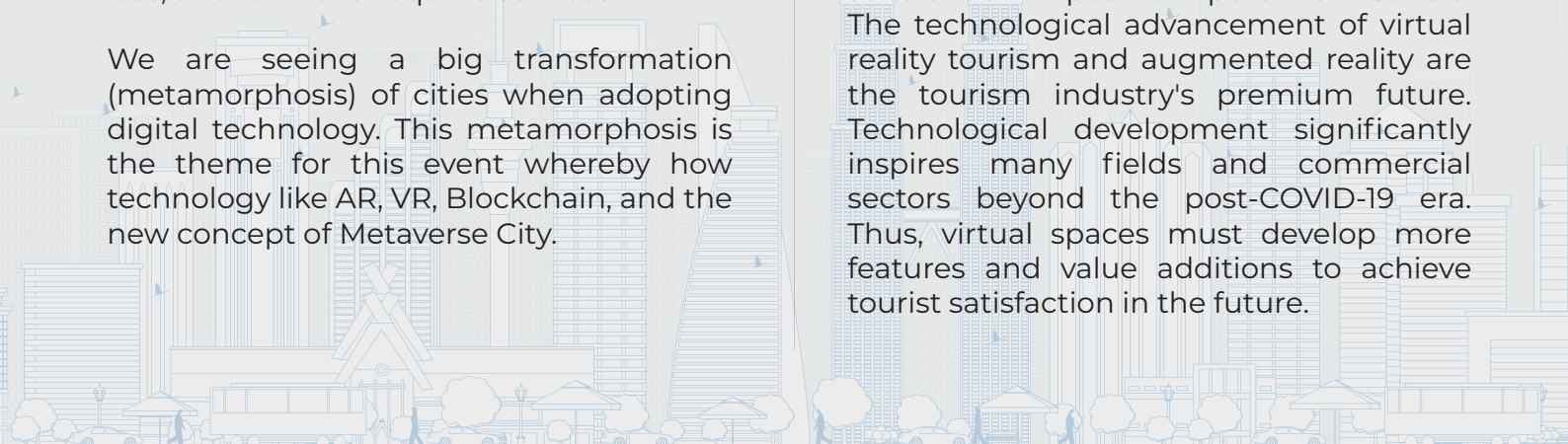
Green cities and communities can create more wealth and provide better jobs by building smarter infrastructure, consuming less energy, and generating more value from waste. It is important to manage the waste properly and consume less, and to offer adequate services.

We are seeing a big transformation (metamorphosis) of cities when adopting digital technology. This metamorphosis is the theme for this event whereby how technology like AR, VR, Blockchain, and the new concept of Metaverse City.

We might be seeing the possibility of a total digital twin of a city whereby all interactions can be done in this Metaverse while in parallel the physical world of cities is embracing the digital revolution. What's not possible or slow in the physical world can be done totally in the cyberworld.

Two influential speakers will share their views on future cities in our session. YBhg. Datuk Seri Hj. Mahadi bin Che Ngah, KL Mayor, will share the future of Kuala Lumpur cities. As the capital city in Malaysia, Kuala Lumpur has embarked on achieving its Smart City vision to be better prepared to face future challenges and ensure that no group is marginalized in line with the principle of the Malaysian Family. Active communication for further facilitation is needed to ensure successful implementation and closing the gaps to achieve its Smart City vision.

While Jacob Issac, Managing Director of Fusionex Group, will talk on Metamorphosis Cities for Malaysian Tourists. The tourism industry needed a significant change to build a more substantial impact on potential tourists. The technological advancement of virtual reality tourism and augmented reality are the tourism industry's premium future. Technological development significantly inspires many fields and commercial sectors beyond the post-COVID-19 era. Thus, virtual spaces must develop more features and value additions to achieve tourist satisfaction in the future.





SPEAKER



(TBC)

YBHG. DATUK SERI HJ. MAHADI CHE NGAH
Mayor of Kuala Lumpur City Hall

YBhg. Datuk Seri Hj. Mahadi Che Ngah is the thirteenth mayor of Kuala Lumpur. He began his professional career at City Hall in 1983 as a Town Planner, and he retired from the authority in 2019 as Executive Director (Planning) of the authority. For the authority, his 36 years of service at City Hall has been a valuable asset in terms of knowledge, skills, and insightful experience in the administration of cities, as well as in the formulation and implementation of planning policies.

Datuk Seri Hj. Mahadi Che Ngah graduated from Universiti Teknologi Malaysia with a degree in town planning. He also pursued a master's degree in the field at the University of Strathclyde in Glasgow, Scotland, where he currently resides. Following his retirement, Datuk Seri Hj. Mahadi Che Ngah was appointed to the position of planning adviser to the mayor.



MR. JACOB ISAAC
Managing Director, Fusionex Group

Mr. Jacob Isaac is the Managing Director of Fusionex Group. An established multi-award-winning data technology leader specializing in Analytics, Big Data Management, IR 4.0, Internet of Things, Machine Learning and Artificial Intelligence. Jacob has over a decade of expertise implementing corporate software. He has managed and participated in Big Data, Analytics, AI, Trade Facilitation, and IR 4.0 projects involving enormous volumes of company data from multiple sources to provide in-depth analysis of data and trends for customers across sectors.

Jacob has extensive technical and subject understanding in manufacturing, market research, finance, and asset management. The US, UK, France, Holland, Australia, Hong Kong, Malaysia, Singapore, and Australia have all successfully executed and led initiatives under his leadership. Jacob is frequently invited to speak at conferences and forums by organisations such as Gartner, Alibaba, General Electric, UOB Bank, ACCA, Lazada, The Star, Digital News Asia, MDEC, FMM, and PIKOM.



PROGRAMME

19 MAY 2022 (THURSDAY)

- 10:00 - 10:05am **WELCOMING REMARK BY**
YBrs. Dr Raslan Ahmad, FASc
Chairman of Malaysia Smart Cities Alliance Association (MSCA)
-
- 10:00 - 10:10am **OPENING REMARK BY**
Datuk Dr. Mohd Yusoff Sulaiman
President and Chief Executive Officer
Malaysian Industry-Government Group for High Technology (MIGHT)
-
- 10:10 - 11:00am **KEYNOTE ON FUTURE OF KUALA LUMPUR CITIES BY (TBC)**
YBhg. Datuk Seri Hj. Mahadi Che Ngah
Mayor of Kuala Lumpur City Hall
-
- 11:00 - 12:00pm **METAMORPHOSIS CITIES FOR MALAYSIAN TOURIST BY**
Mr. Jacob Isaac
Managing Director, Fusionex Group
-
- 12:00 - 4:00pm **Hari Raya Open House & Networking Session**
- 4:00pm **End**

ABOUT THE ORGANISER



MSCA

Malaysia Smart Cities Alliance Association (MSCA)

MSCA is a platform established for the council members to deliberate on Smart City's issues and challenges and create opportunities for networking among the stakeholders. MSCA consists of cross-sector participation from the government and its agencies, smart cities services and solution providers, industry players, and academia. Thus, forming a new structure comprising founding members, innovators, and funders governed by the strategic objectives, with specific roles and responsibilities for the members.